



RECRUITMENT BOOTCAMP

ADVERTISING AND SOCIAL MEDIA

NOVEMBER 1, 2017

2 P.M. EASTERN

WEBINAR HOUSEKEEPING

We are
Recording

Ask Questions

Have Fun

TODAY'S PRESENTER

Ann Hogan

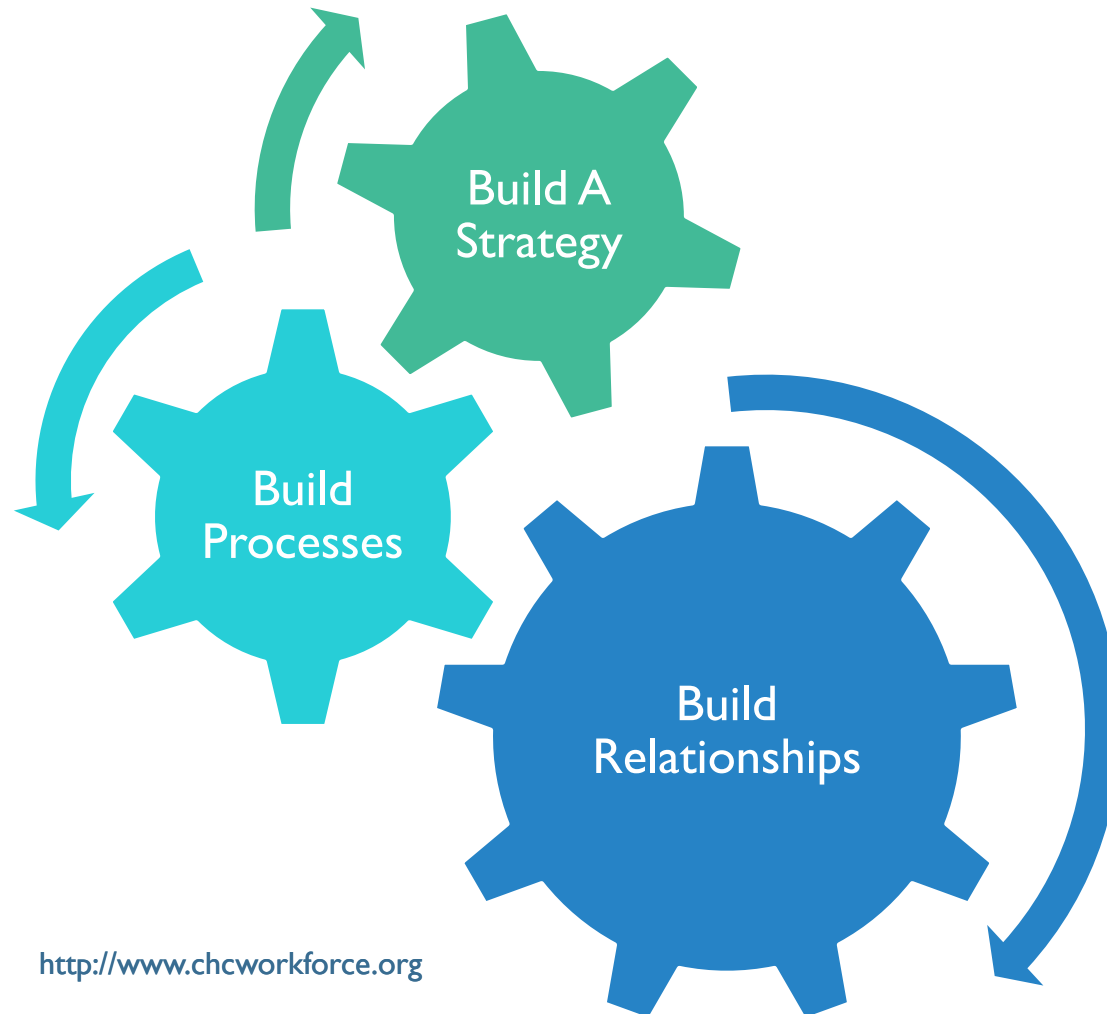
Ann Hogan Consulting



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OUR BOOTCAMP GOALS



LAST WEEKS RECAP: PRIORITIES

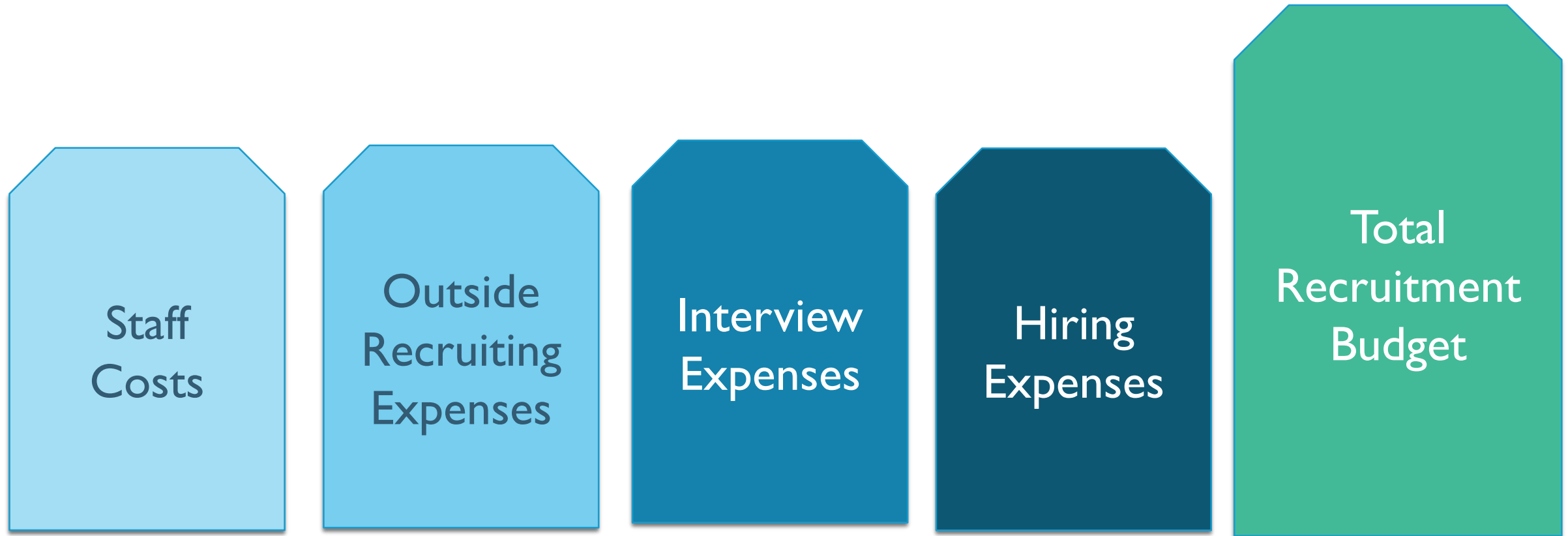
- **Determine the Positions**
 - Family Practice
 - OB/GYN
 - Nurse Practitioner/Physician Assistant
- **Reason for Vacancy**
 - Current or Planned
 - Retirement, Growth or Other

PRIORITIES

- 1.
- 2.
- 3.



LAST WEEKS RECAP: RECRUITMENT BUDGET



DISCUSSION BOARD

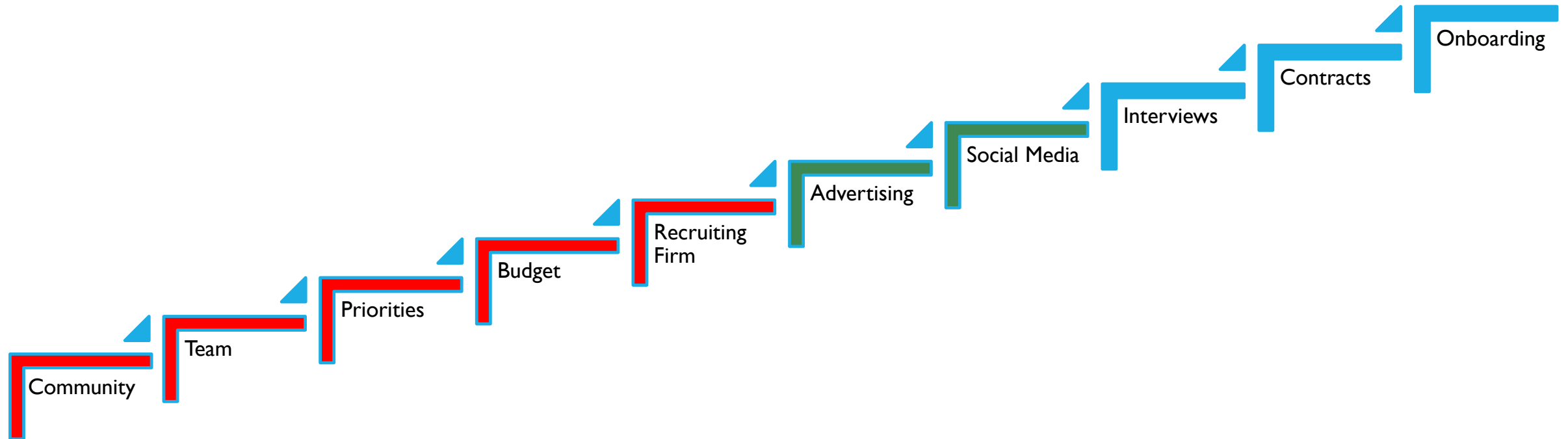
- Select “2017 Recruitment Bootcamp” group
- Select relevant week
- Comment and reply to others!

The screenshot shows the STAR² Center website dashboard. At the top, there is a navigation bar with links for RESOURCES, TRAINING, ASSISTANCE, ABOUT US, CONTACT US, and LOG OUT. The STAR² CENTER logo is prominently displayed. Below the navigation bar, the word "DASHBOARD" is visible. A central graphic features a blue backpack, a clock, and a coffee cup. A large green arrow labeled "Group 2" points to the "2017 RECRUITMENT BOOTCAMP" button under the "DISCUSSION GROUPS" section. Other buttons include "DISCUSSION BOARD FEEDBACK". Below this, there are three main content areas: "RESOURCE CENTER" with a book icon, "WELCOME" with a house icon, and "ONLINE COURSES" with a folder icon. Each area contains a brief description of its function.

TALES FROM THE DISCUSSION BOARD



RECRUITMENT PLANNING PROCESS



TODAYS AGENDA - NOVEMBER 1ST



Active Recruiting: People actively seeking out a new position or organization

They account for 25% of the workforce

Passive Recruiting: People not actively seeking a new position or organization but may be willing to “explore” a new opportunity – “if the right opportunity comes along” theory

They account for 75% of the workforce and it is higher for physicians

ADVERTISING – MERRIAM WEBSTER

Definition of advertising

1 :the action of calling something to the attention of the public especially by paid announcements

2 :advertisements a magazine full of advertising

3 :the business of preparing advertisements for publication or broadcast looking for a job in advertising

ADVERTISING

Plan

Target

Track

ADVERTISING

- ◆ National Health Service Corps
- ◆ AAFP Events or other Job Fairs
- ◆ State employment websites
- ◆ Professional Journals
- ◆ Newspapers may be useful in rural areas
- ◆ Retired Military websites
- ◆ Medical Residencies



ADVERTISING CONTINUED...

- ◆ Medical and Dental Schools
- ◆ Primary Care Associations
- ◆ Direct mail to candidates
- ◆ Magazines of interest to candidates
- ◆ In-House Advertising
 - ◆ You have recruiters in place currently
 - ◆ Bonus for recruiting
 - ◆ People want to work with individuals they know and trust



SOCIAL MEDIA

The LinkedIn logo, consisting of the lowercase letters "in" in a blue, sans-serif font, centered within a light blue circular background.The Facebook logo, consisting of the lowercase letter "f" in a blue, sans-serif font, centered within a light blue circular background.The Google Plus logo, consisting of the letters "G+" in a blue, sans-serif font, centered within a light blue circular background.

CONNECT WITH PEOPLE

LinkedIn:

Largest professional network on the internet



Facebook:

Showcases your Health Center

Absolutely free to post jobs or you can advertise for a fee



TWITTER, BLOGGING, WEBSITE AND MORE

◆ Twitter

◆ Blogging

◆ You Tube Channel

◆ Podcast

◆ CHC Website



NEXT WEEK:

■ Assignment

- Complete Table 17 & 18 and Ad text.
- Discussion Board Questions

■ Office Hours

- OPTIONAL
- Wednesday, November 8th
- 2 p.m. Eastern Time
- <https://www.gotomeet.me/STAR2Center>

NEXT WEBINAR - NOVEMBER 15ST

Screening Process with Suzanne Speer



WHAT TO EXPECT



- Faculty Emails – ask any questions you have
 - Webinar recording
 - Assignment & Discussion Board prompts
- You're done for the week!
 - Congrats! You are through Week 7 of Recruitment Bootcamp!



THANK YOU!



<http://www.chcworkforce.org>