

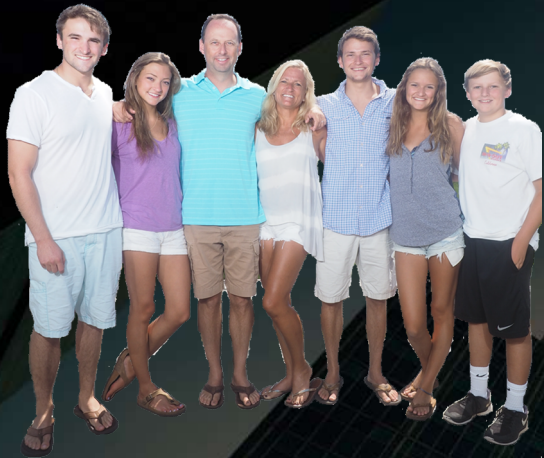


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gzukowski@careerarc.com



**HEALTHCARE HIRING 2022**  
**How to Attract High-Demand Talent through Social  
Media, HR Tech, & Digital Brand Intelligence**

**#NAHCR2016**



SVP, CareerArc  
@GaryZukowski



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# WHO WE ARE

CareerArc is a modern HR company innovating and creating the new standard in Social Recruiting and Outplacement

Trusted by thousands of organizations, including many of the Fortune 500



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# Agenda

.....

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# Hottest Healthcare Job Growth in 2016

Registered Nurses – 16%      Cardiovascular Technicians – 24%

Dental Hygienist – 18%      Dietitians & Nutritionists – 16%

Podiatrists – 14%      Audiologist – 29%

Dentist – 18%      Genetic Counselors – 29%

EMTs & Paramedics – 24%      Dental Assistant – 18%

Chiropractor – 17%

Exercise Physiologists – 11%

Respiratory Therapists – 12%      Licensed Practical Nurses – 16%

Diagnostic Medical Sonographers and      Massage Therapists – 22%



By 2020...

**90,000 estimated  
shortage**

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Source: Healthstream

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**By 2030...**

**3,500,000 needed**

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Source: Healthstream

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# POLL TIME



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## Need to Fish Where the Fish Are



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# Is Social A Fad?

**"The Internet? We are not interested in it."**

*- Bill Gates, 1993*

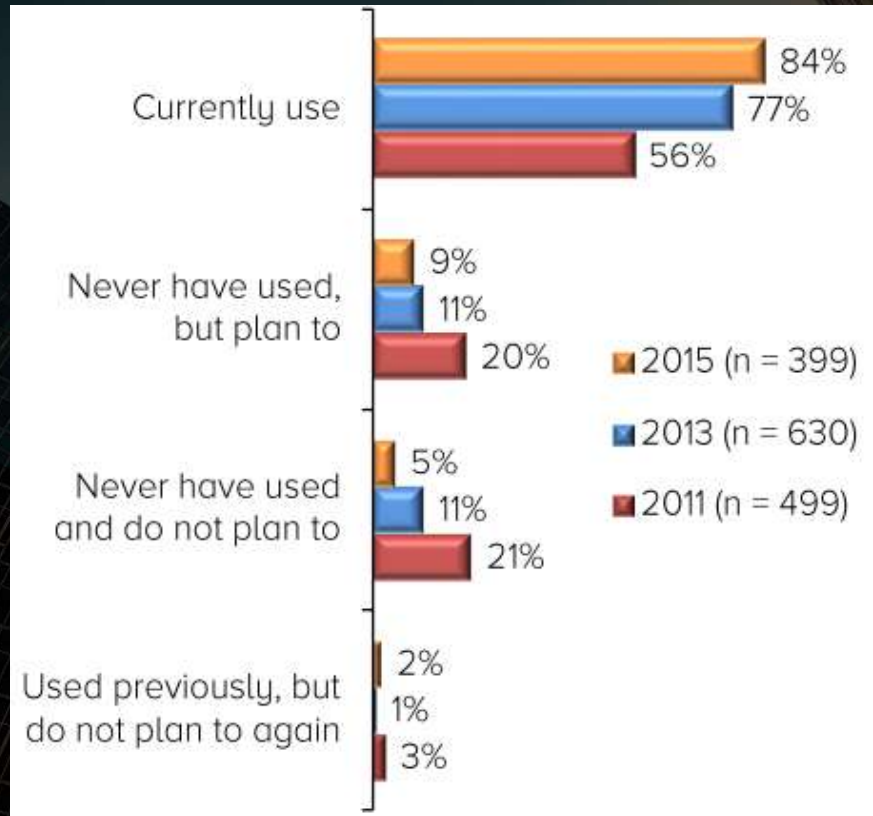
**"There is no reason anyone would want a computer in their home."**

*- Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977*

**"The Telephone? An amazing invention, but who would ever want to use one?"**

*- Rutherford B. Hayes on the telephone, patented on 7 March 1876*

# Social Recruiting Adoption

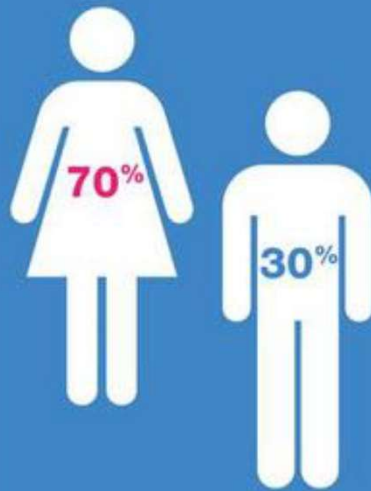


Source: SHRM

# User (Candidate!) Adoption



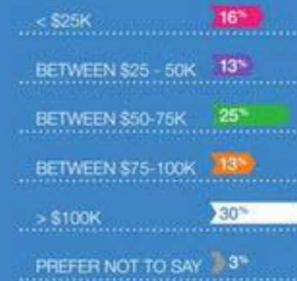
# Who is the social job seeker?



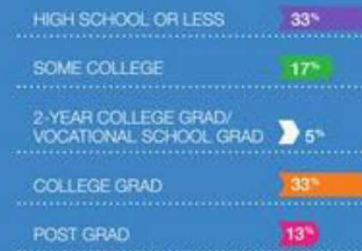
## Age



## Income



## Education



Social networks are the fastest growing source of quality hires, increasing over **73%** the past 4 years



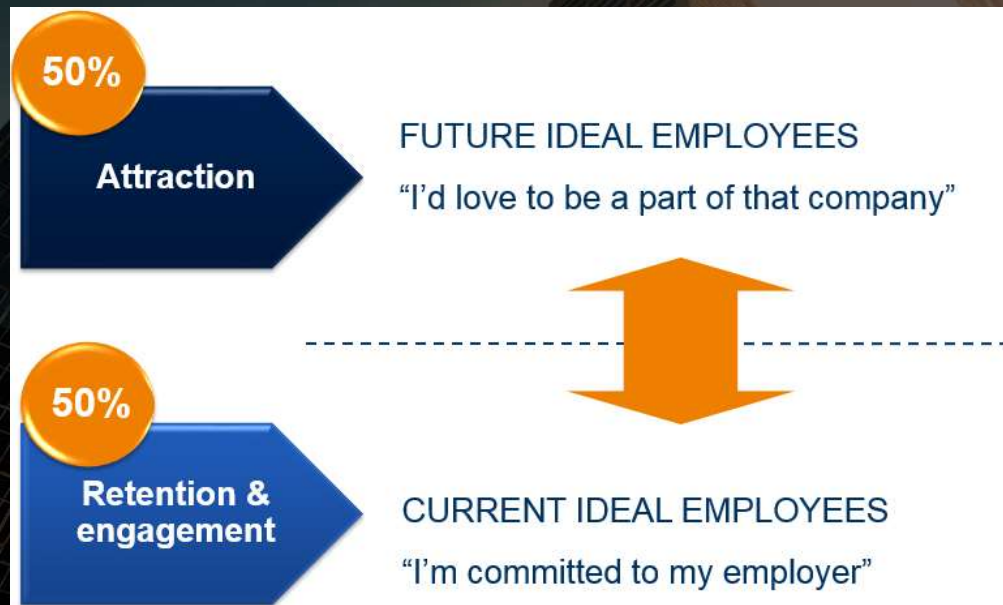
**65%**  
Of healthcare employers plan to hire recent college graduates

**73%**  
Of 18-34 year olds found their last job through a social network

Source: HealthStream



# Two Audiences







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Lower Cost Per Hire

*sale* UP TO 50% OFF

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# Increased Response Rate



2X

More Applicants



2X

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More Hires



3X

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# Higher Retention



40%

# Employer Branding - Boardroom-Level Value

Cumulative change in stock price over 5 year period

LinkedIn Talent Brand Index

High

10% >>>>

36%

Low

-6%

28%

Low

High

Lippincott Customer BrandView Index



# Top-Down Approach



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# Use Partners

HR

Marketing

Communicat  
ions

Listen



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# Build



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# Careers Pages

The screenshot shows the GEICO Careers Facebook page. The header features the GEICO logo and the text "GEICO Careers Insurance Agent". Below the header, there are navigation tabs for "Timeline", "About", "Photos", "Open Jobs", and "More". The "Open Jobs" section is highlighted, showing a list of job openings. The first job is "Auto Damage Trainee" in Canton, OH, with a description of the role and a "Post" button. The second job is "Graphic Designer" in Chevy Chase, MD, with a description of the role and a "Post" button. The third job is "Marketing Coordinator" in Chevy Chase, MD, with a description of the role and a "Post" button. There is also a "Search For Jobs" section with a search bar and filters for "All Job Types" and "All Locations".

The screenshot shows the Kellogg's Jobs Twitter page. The header features the Kellogg's logo and the text "GROW WITH US". Below the header, there are statistics for "TWEETS" (1,521), "FOLLOWING" (1), and "FOLLOWERS" (504). The main content is a tweet from Kellogg's Jobs (@KelloggsJobs) that says "Come GROW WITH US! This is our #jobs feed. Follow @KelloggsCareers to connect." Below the tweet, there is a large green "62%" graphic. Below the graphic, there is a tweet from Kellogg's Jobs (@KelloggsJobs) that says "This #job might be a great fit for you: Part Time Merchandiser - bit.ly/1YVcTIL #Kelloggs #Florida #Hiring". Below the tweet, there is a Kellogg's logo and the text "GROW WITH US".

The screenshot shows the Fender Musical Instruments Corporation LinkedIn page. The header features the Fender logo and the text "Fender Musical Instruments Corporation Music 1001-5000 employees". Below the header, there are navigation tabs for "Home", "Profile", "My Network", "Jobs", and "Interests". The "Home" section is highlighted, showing a grid of images of people working in a factory. Below the images, there is a text block that says "As the world's leading guitar manufacturer, Fender Musical Instruments Corporation 'FMIC' has become synonymous with all things rock 'n' roll. Our iconic instruments such as the Telecaster, Stratocaster, Precision Bass & Jazz Bass guitars are known worldwide as the instruments that started the rock." Below the text block, there is a "Recent Updates" section with a post from Fender Musical Instruments Corporation that says "Fender Musical Instruments Corporation Join the Fender Musical Instruments Corporation team! New Supply Chain opening: VP Supply Chain Planning in Scottsdale, AZ". Below the post, there is a "VP Supply Chain Planning" section with a description of the role and a "bit.ly" link. There is also a "Like (10) · Comment · Share · 21 hours ago" section and a comment from Juan Alfonso Flich Peris, Per-Olof Eliasson +8.

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The 3 C's of Branding

Consistency  
Clarity  
Constancy

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# Clarity - Pictures & Videos

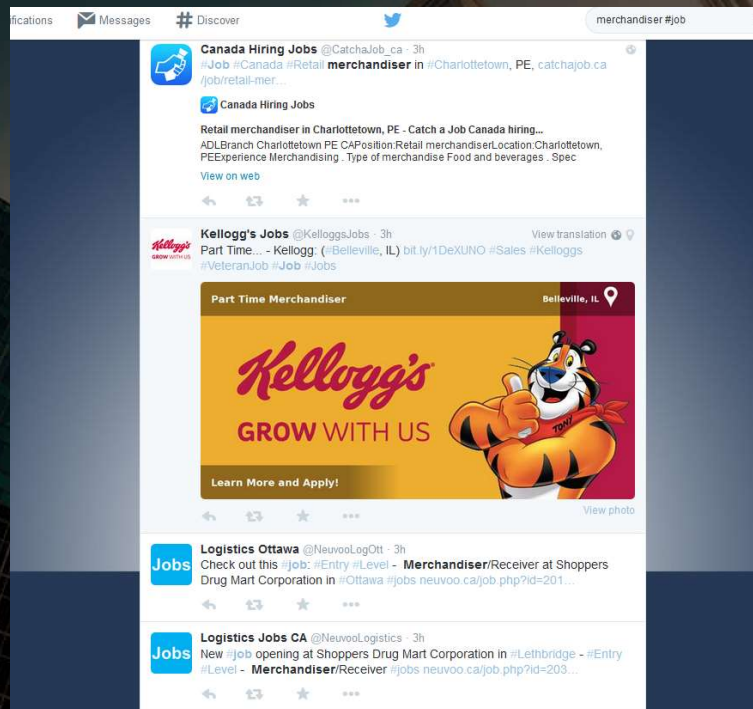
The screenshot shows the Starbucks Facebook page. At the top, there's a navigation bar with the Starbucks logo, the name 'Starbucks', and the category 'Food/Beverages'. Below this, there are tabs for 'Timeline', 'About', 'Photos', 'Open Jobs', and 'More'. The main content area is divided into several sections: 'Jobs', 'Job Map', 'Our Culture', and 'About'. The 'About' section contains text about the company's history and mission. A video player is embedded in the 'What's it like to be a Starbucks Partner?' section, showing a Starbucks employee working at a counter.

The screenshot shows a Twitter chat for Starbucks jobs. The main image features a Starbucks employee with their hands raised in a celebratory gesture, with the text 'LEARN ABOUT A RETAIL CAREER' and '#SBUXJOBSCHAT' overlaid. Below the image, the chat details are visible: '02.11.15 • 3:30PM - 4PM EST • TWITTER'. The chat interface shows a tweet from 'starbucksjobs' with a 'Follow' button and a 'Message' button. The chat content includes a tweet from 'tevoforjesus' asking for questions, a reply from 'handgeqatar' asking about job openings in Winnipeg, and a response from 'starbucksjobs' inviting users to join the chat.

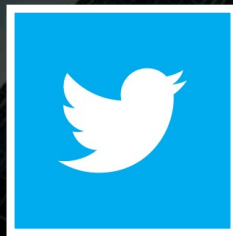


# In-line TwitPics and Twitter Cards

18% more clicks  
89% more favorites  
150% more retweets  
Source: Buffer



# Engagement Channel



Home Notifications Messages Discover Search Twitter

**GEICO Careers**  
@GEICOCareers  
TWEETS 5,147 FOLLOWING 1,297 FOLLOWERS 1,477 FAVORITES 858 LISTS 5 Following

**GEICO Careers**  
@GEICOCareers  
#GEICO is Stable, Strong & #Hiring Across the U.S. #Jobs in #Sales, #IT, Claims, #CustServ, Legal, Leadership Programs for Grads & More. Join Our Growing Team!  
USA  
geico.jobs  
Joined April 2009

12 Followers you know

308 Photos and videos

See our associates in action! YouTube LinkedIn We're Hiring!

See our associates in action! YouTube LinkedIn

Who to follow

Tweets Tweets & replies Photos & videos

**GEICO Careers** @GEICOCareers · 2h  
Do you know the GEICO story? on.gei.co/1Afx7U0

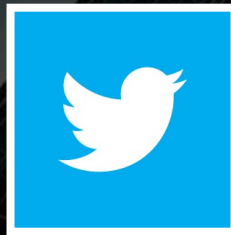
**GEICO Careers** @GEICOCareers · 8h  
Management Development Program, Claims Management... - GEICO: (#Lakeland, FL) bit.ly/1k0lwgw #BusinessMgmt #JobOfTheDay #Job

**GEICO Careers** @GEICOCareers · 12h  
Check out this month's edition of #GEICO Careers Now and meet a few of our AMAZING associates: bit.ly/1Ad2q1U

YouTube

#geicojobs

## Jobs Feed



A screenshot of the GEICO Careers Twitter profile page. The header features the GEICO logo and a large image of the Gecko mascot. The profile name is 'GEICO Careers' with the handle '@GEICO\_Jobs'. Statistics show 2,254 tweets, 97 following, 402 followers, and 139 favorites. The main content is a list of tweets, including announcements about job openings for an Auto Damage Trainee, a Management Development Program, and a Digital Analytics Analyst, along with promotional links to YouTube and other social media.

# JobMaps

Oracle We are always on the cutting edge of IT innovation, and that means we are always looking for talent all over the world. Take a look at our job map, find an opportunity near you and #jointhecloudcompany <https://lnkd.in/b8Qd6Uc>



	<b>395,567</b> Impressions		<b>1,603</b> Clicks		<b>0.52%</b> Engagement		<b>448</b> Interactions
	<b>391</b> Likes		<b>8</b> Comments				

# LinkedIn Profiles



# Profile Picture

- 60% rule
- Warm & Friendly
- Work clothes
- Solid colors
- Background



**Marc Jacobs** 2nd  
Expert Recruiter External Staffing at ING Nederland  
Amsterdam Area, Netherlands | Staffing and Recruiting

Previous: ING Nederland, Accenture, Info Motion  
Education: Hanzehogeschool Groningen

[Connect](#) [Send Marc InMail](#) 500+ connections



**Carolyn Shuster**  
Director, Corporate Recruitment at Hilton Worldwide  
Washington D.C. Metro Area | Staffing and Recruiting

Current: Hilton Worldwide  
Previous: Ajilon, Aquent, Sapphire Technologies  
Education: Central Michigan University


[Connect](#) [Send Carolyn InMail](#)



**Meghan Faith**  
Global Business Operations Recruiter  
San Francisco Bay Area | Internet

Previous: Minted, MarketLive, Schweichler Price  
Education: California Polytechnic State University

[Connect](#) [Message Meghan](#)



**Jared Thornton**  
Sr. Technical Recruiter at TopTech Ventures  
Greater Los Angeles Area | Staffing and Recruiting


Current: TopTech Ventures, UpprV LLC  
Previous: Valoure, Inc.  
Education: Los Angeles Baptist High School

[Connect](#) [Send Jared InMail](#)

# Profile Picture no-no's



# Social Profiles



**Adrian Frost** 2nd PREMIUM

Connecting data brains with data sets that create economic opportunity around the world

San Francisco Bay Area

Current [LinkedIn](#)  
Previous [Google](#), [Acala](#)  
Education [University of C](#)

[Connect](#) [Send Ad](#)



**Jill Riopelle**

It's only the beginning @ Airbnb

San Francisco Bay Area | Internet

Current [Airbnb](#)  
Previous [Airbnb](#), [Readyforce](#), [Backroads](#)  
Education [University of Colorado at Boulder](#)

[Connect](#) [Send Jill InMail](#)



**Amybeth (Hale) Sumner**

@ResearchGoddess and Unicorn Wrangler at Hewlett-Packard - Make #HPHelionCloud YOUR Business.

Greater Seattle Area | Staffing and Recruiting

Current [Hewlett-Packard](#)  
Previous [Hewlett-Packard](#), [Concur Technologies](#), [Microsoft](#)  
Education [University of Florida](#)

[Connect](#) [Message Amybeth](#)

**500+**  
connections



# Constancy - Schedulers

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Schedule Your New Post

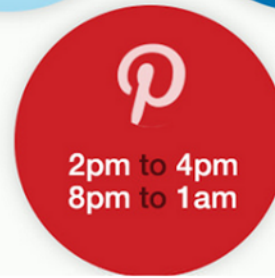
Add this post to your calendar  
Click any day on the calendar to schedule your post for that day. You can schedule this post for multiple dates and times.

August 2015 (GMT-08:00)

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## SHARE AT THE RIGHT TIMES

Different social networks have different peak times for posting. Take advantage!



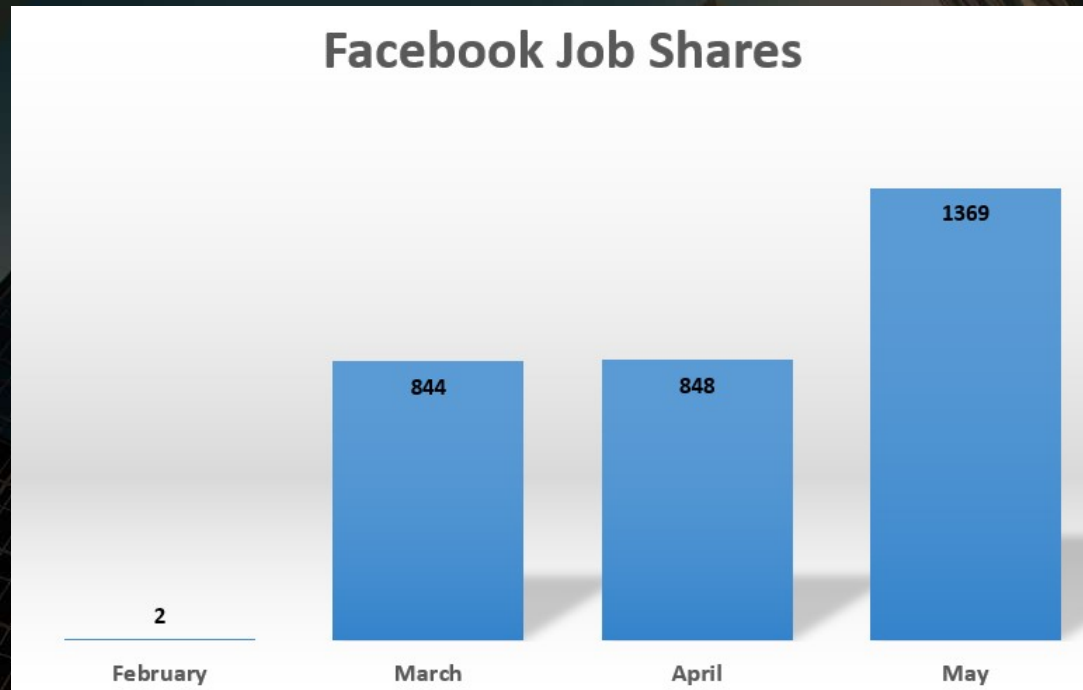
# Content is Key...

## What should you post?

- Employee programs
- Link to blog posts by your staff
- Post photos from your events
- Company press releases
- Link to your job postings
- Interview/selection process
- Bad candidate etiquette
- Good candidate etiquette
- Recruiting events, conferences, speaking engagements
- Meetup announcements
- New hires
- Career advice
- Did someone else mention your company in a tweet?
- Non-work activities
- Other digital networking tools

Adapted from: Jessica Lee, FistfulofTalent Blog

# Shares WORK!



$$1369 \times 130 = 177,970 \text{ views}$$

# Points of Influence

**Points of Influence (POI)** any touch point a candidate experiences, before making the decision to commit to your organization.

Things Organizations Can Control:

- Careers Site/Application Experience
- Interview Experience
- Job Board Postings/Ads
- Managed Social Networks

Things Organizations Can Influence:

- Glassdoor
- Online profiles
- Social Chatter
- Online profiles of Employees

POI = Points of Influence



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Over **76%** of candidates want to know more about a recruiter before they decide to apply.

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Don't Be An...

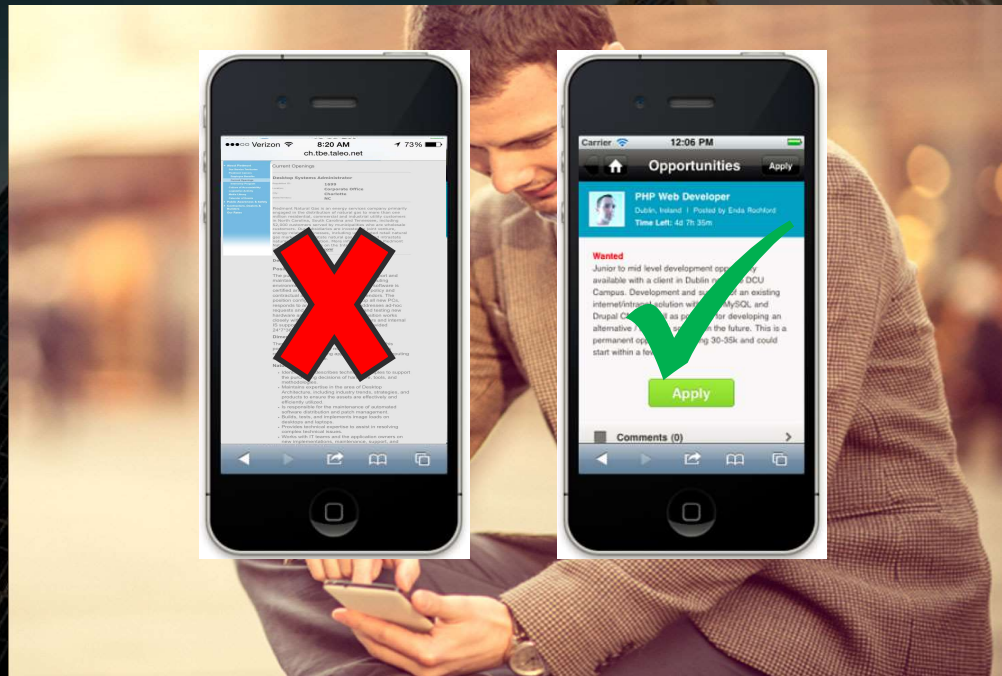


@CareerArc

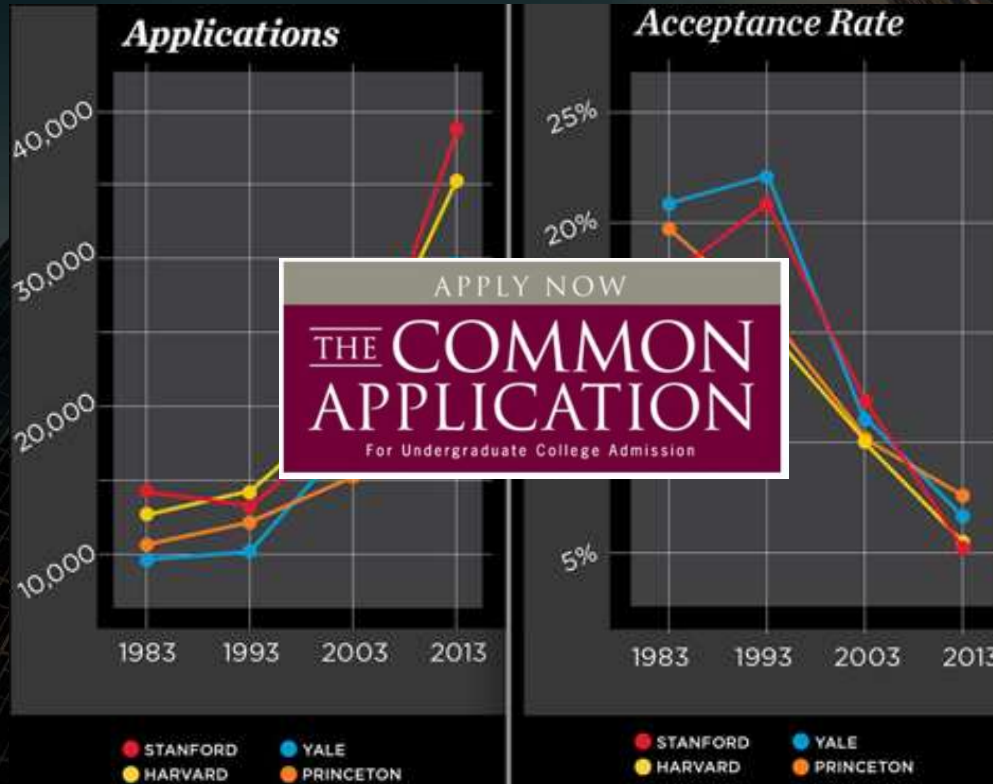
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# Mobile First



# Balancing Act with Mobile Apply



5,000 résumés  
and still no match!



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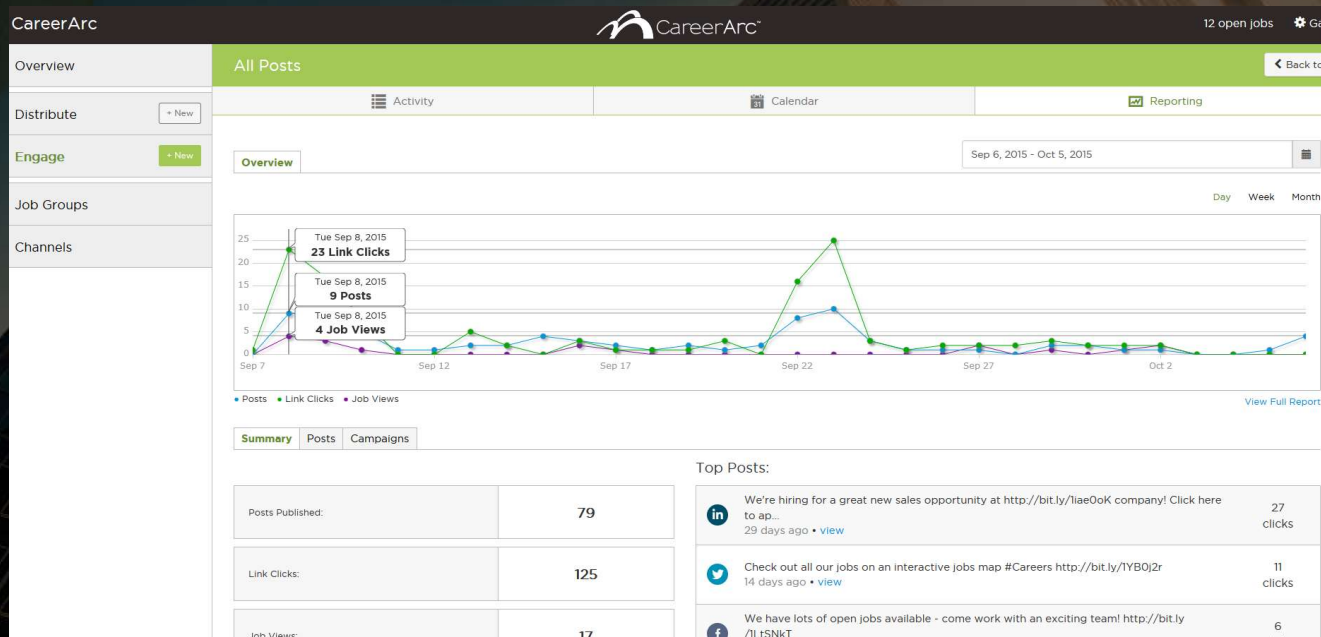
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# Declined Candidates



219:1

# Track Engagement



# KPIs For EB Strength

- Followers
- Retweets/Shares
- Engagement
- LinkedIn Talent Brand Index
- Brand Impressions
- Glassdoor Company Rating
- Glassdoor CEO Rating
- Acceptance Rate
- Attrition
- Tenure

A low-angle, upward-looking photograph of several tall skyscrapers against a twilight sky. The buildings are silhouetted and have a warm, golden-brown glow from the setting or rising sun. The sky is a mix of dark blue and light orange. The text "Round-Up" is centered in the upper half of the image in a white, sans-serif font. In the bottom left corner, there is a white dot followed by three white dots. In the bottom left corner, the text "@CareerArc" is written in white. In the bottom right corner, the hashtag "#NAHCR2016" is written in white.

# Round-Up

• ...  
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