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AND CHAMPS



Ms. Murphy-Ballantyne is a communications strategist with eight years of experience and a deep knowledge of public and media relations. She is currently the Assistant Director of Communications for the National Association of Community Health Centers (NACHC), where she contributes to communications, media, and public relations strategy in support of community, migrant, and homeless health centers across the US. She came to NACHC from Reingold, Inc. where she provided both government and non-profit sector clients with strategic communications.



NATIONAL ASSOCIATION OF  
Community Health Centers



America's Voice for Community Health Care



NATIONAL ASSOCIATION OF  
Community Health Centers

### America's Voice for Community Health Care

#### The NACHC Mission

The National Association of Community Health Centers (NACHC) represents Community, Migrant, and Homeless Health Centers, as well as Public Housing Primary Care Programs and other community-based health centers.

Founded in 1971, NACHC is a nonprofit organization providing advocacy, education, training and technical assistance to health centers in support of their mission to provide quality health care to underserved populations.

## Tell Us a Little About Your Organization

**What state are you representing?**

Alaska  
Idaho  
Oregon  
Washington  
Colorado  
Montana  
North Dakota  
South Dakota  
Utah  
Wyoming

**How big is your organization?**

50-100  
100-250  
250-500  
500+

## Focusing Social Media on Recruitment: It Works!

**Marisol Murphy-Ballantyne**

**March 27, 2014**



## Learning Objectives

- Understand the value in making social media a part of communication efforts.
- Understand the importance of a social media policy.
- Learn how to incorporate social media into a recruitment strategy.
- Learn which social media platforms are best for attracting candidates.



## Tell Us About Your Social Media Use

**Is your organization using social media?**

- Facebook
- Facebook and Twitter
- Facebook, Twitter and LinkedIn
- Twitter
- LinkedIn
- LinkedIn and Facebook
- Twitter and LinkedIn
- Other
- None

## What is Social Media?

- Interaction among people through the creation, sharing, and exchange of information in virtual communities and networks.
- Two-way communication channels where people can connect, interact, and engage one another.
- Users become content producers by creating and exchanging information.
- Social media networks include: Blogs, Facebook, YouTube, LinkedIn, Twitter, Pinterest, and many more.



## Why Use Social Media?

Social media offers a direct way to communicate with patients, staff, peers, and potential customers and employees.

Social media is a way to build relationships through conversation.

You can build/reinforce your brand's image with social media.

Social media allows you to reach a wider audience through word-of-mouth and costs less than traditional advertising.

## Online Review Communities

Online job communities that allow employees and former employees to review an organization—Glass Door, Indeed, CareerBliss—are not exactly social media but they do allow you to listen to what others are saying about your organization as an employer. They also allow you to post jobs—usually for a fee.






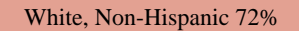

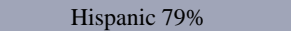
### But how do you deal with the negative reviews?

- If the review is inaccurate, includes profanity or attacks on other employees or fails to meet the guidelines of the website consider asking the website to review it and take it down. But only do this when you are sure it's inaccurate because you don't want to lose credibility
- Respond. On most of these sites employers can respond. But you have to come off rational and sane. Be professional and thoughtful because if you slip-up it will backfire.
- Ask your employees to share their experience with the organization on the site. If you believe your employees are happy to be working with you than ask them to let others know. You can bury bad reviews this way and here what your current employees have to say at the same time.
- Buy advertising on the site. It won't make negative reviews disappear but your ad promote more positive information about your organization.
- Manage your organization's online presence on social media. Show candidates what your organization is all about with messages you control.

Source: <http://www.pinstripetalent.com/rpolosophy/bid/156454/You-ve-Been-Shredded-on-Glassdoor-Now-What>

## Who's Using Social Media?

73% of online adults use social networking sites.

	Age	Household Income	Education Attainment
 69%	18-29	90%	Less than \$30,000/ year
	30-49	78%	\$30,000 - \$49,999/ year
 78%	50-64	65%	\$50,000 - \$74,999/ year
	65+	46%	\$75,000 +
 Urban 76%		 Suburban 72%	
 Rural 70%		 White, Non-Hispanic 72%	
 Black, Non-Hispanic 73%		 Hispanic 79%	

<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>



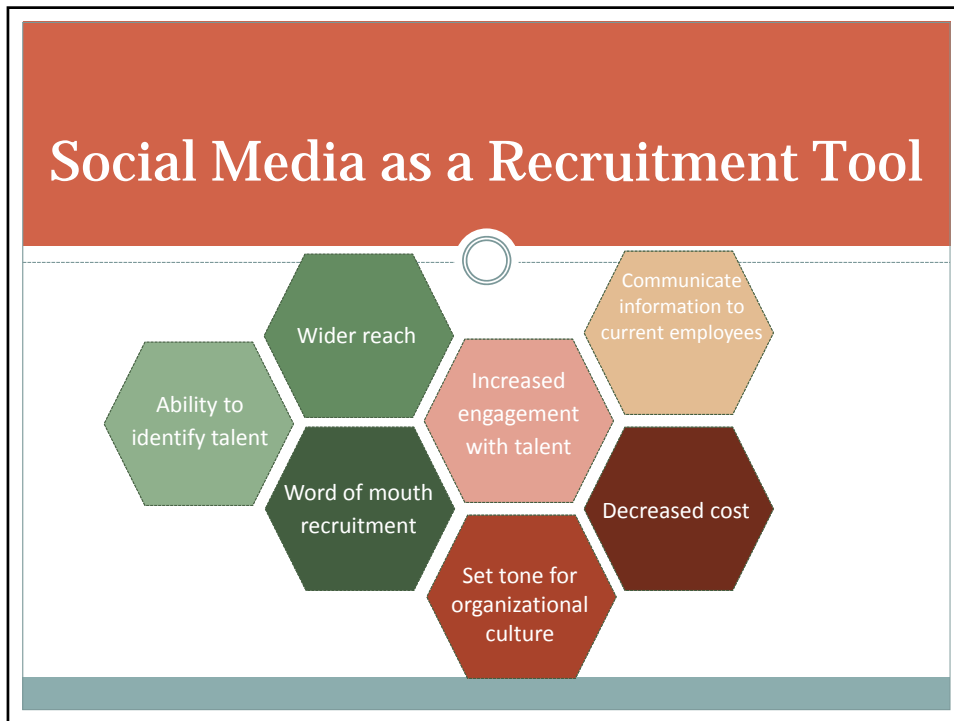
## Social Media Use for Recruitment

Is your organization using social media for recruitment?

Yes

No

Don't know



## Social Media's Effect on Recruitment

### SOCIAL MEDIA AND The Effect On Employee Recruitment

Social media has become the chief source of employees for companies and recruitment agencies worldwide. Websites like LinkedIn and Facebook have made it easier for employers to rate the character of potential employees in an easier, faster and cheaper way, before hiring.

7 out of 10 employers have successfully hired a candidate through social media.

**92%**

of U.S. companies have used social media networks in 2012 to find talent and potential employees to hire.

*Growth in the use of top social media websites in recruitment...*

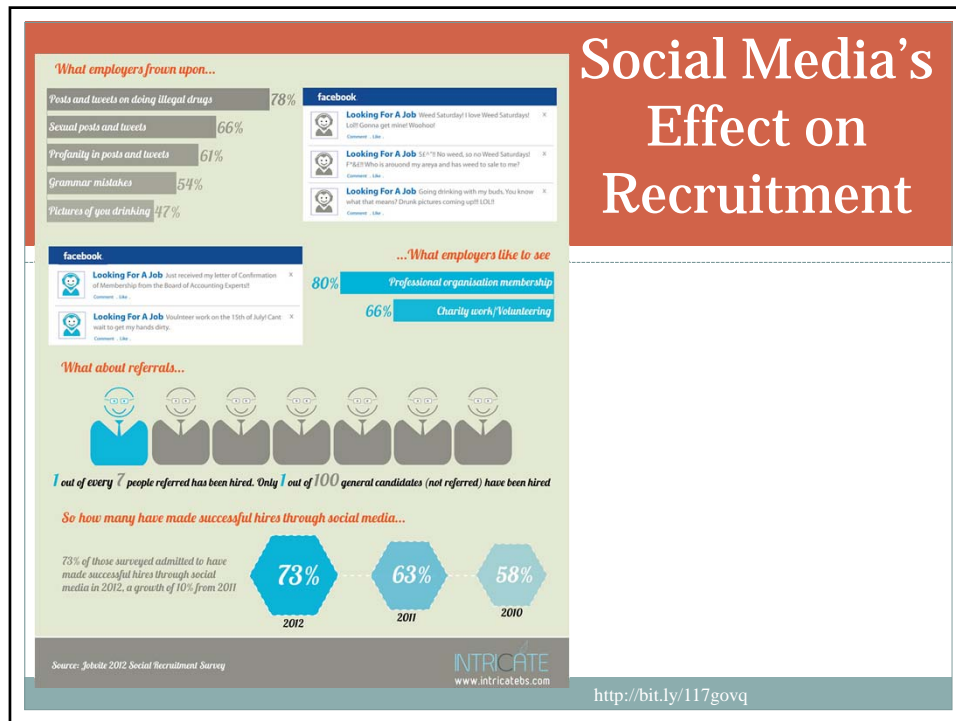
Website	2012	2011	2010
LinkedIn	93%	87%	78%
Facebook	66%	55%	2011 & 2010
Twitter	54%	47%	45%

*Top social media websites used for recruitment purposes in 2012...*

Website	Percentage
LinkedIn	93%
Facebook	66%
Twitter	54%
Other	19%
Other	20%
Other	21%

<http://bit.ly/117govq>





## Social Media Policy

Does your organization have a social media policy?

- Yes
- No
- Don't know

# Getting Started

## **IMPORTANT! Create a social media networking policy for your organization.**

A social media policy establishes guidelines for staff including:

- Who can post to your social media accounts
- What they can post
- Who needs to approve content
- And helps you protect your organization and employees from posting something that is inappropriate/ not consistent with the organization's brand.

To see a sample social media policy visit:

<http://www.nachc.com/client/SAMPLE%20Social%20Networking%20Policy%20Guide.pdf>

# Getting Started

- Commit** { • Be ready to stick with it
- Research** { • Know your audience, business needs, and goals
- Strategize** { • Use your research to develop a social media strategy including what social media platforms will be used
- Manage** { • Create a social media policy and share it with employees  
• Create rules for your social media accounts
- Engage** { • Encourage current employees to follow your social media accounts and share with their networks

## HR Strategizing Example

### Research

#### Ask questions:

- What is the online community saying about your organization?
- Does your organization already use social media? If so what channels and who manages them? What content is used? Can you use those channels to post about employment opportunities?
- What positions currently need to be filled and by when?
- What platforms are best for reaching the right candidates?
- What keywords do you need to use in your job descriptions?

#### Strategize:

- Outline your goals and timeline for achieving them, include when you will be posting the job and how many times and when it needs to be posted on social media. For example if a job is posted on Monday I may post it again at the end of the week so those who didn't see it before can see it now.
- Outline who is responsible for what and work with your communications/marketing department to get the message out. Besides job postings what else can you post that would attract more candidates—photos, employee profiles, videos—that would make your organization more appealing to candidates.
- What metrics will you use to track your progress, for examples applications received.

## HR Strategizing Example

### Manage:

- Curate and create content for posting to social media that your audience will find interesting.
- Update the page/feed regularly.
- Track what works best and what didn't work.
- Create a calendar.
- Find tools that could make your social media job easier—Hootsuite, Bitly, SocialFlow.
- Listen to what the online community saying about your organization so that you can respond to issues.

Good source for social media managing tools:

<http://www.searchenginejournal.com/top-10-tools-managing-social-media-accounts/87843/>

### Engage:

- Respond to comments and questions in a timely manner.
- Don't be afraid of adding personality to your posts.
- Show your audience some gratitude.
- Ask questions.
- Share other information users post that is of interest to your audience.



**Facebook**

## Using Facebook for Marketing/Recruiting

The most common among all the social media platforms, 71% of people who use social media use Facebook.


People connect and share information, photos, and videos with family and friends online.

Users can select their preferences for a company or organization by “liking” the company/organization’s page.


- It’s not all about you—share valuable content not just product information.
- Build your fan base—post link to your Facebook page anywhere you can and give people incentives to like your page.
- Find brand champions that can help your messages go viral.
- Ask family, friends, and employees to like the page.
- Use graph search to search for job titles, employers names, education, and target candidates directly.
- Build relationships by engaging your audience regularly. Don’t forget to interact with your audience by responding to questions/comments in a timely fashion, and keep the page active.

Source: <http://blog.hirerabbit.com/how-to-build-a-talent-community-on-facebook-from-scratch/>


### WHAT JOB HUNTERS ARE DOING ON FACEBOOK:




**84%**  
OF JOB SEEKERS HAVE A FACEBOOK PROFILE




**48%**  
OF ALL JOB SEEKERS (83% OF THOSE WITH A PROFILE) HAVE DONE AT LEAST ONE SOCIAL JOB HUNTING ACTIVITY ON FACEBOOK IN THE LAST YEAR.



**1 IN 5**  
JOB SEEKERS ADDED PROFESSIONAL INFORMATION TO THEIR FACEBOOK PROFILE IN THE PAST YEAR.




**16%**  
OF ALL JOB SEEKERS RECEIVED A JOB REFERRAL FROM A FACEBOOK FRIEND.



**56%**  
OF ALL JOB SEEKERS ARE MALE, 64% ARE UNDER THE AGE OF 40, 36% EARN MORE THAN \$75,000 AND 42% ARE COLLEGE GRADUATES.

### HOW TO BE AWESOME ON FACEBOOK:

- ★ DESIGN BEAUTIFUL CAREER PAGES, AVOID CLUTTER.
- ★ SHARE FRESH & INTERESTING CONTENT TO TICK YOUR AUDIENCE.
- ★ LISTEN TO CANDIDATES AND BE RESPONSIVE.
- ★ ENGAGE YOUR PROSPECTIVE HIRES THROUGH QUIZ AND CONTESTS.
- ★ GIVE INDUSTRY INSIGHTS, POST EMPLOYEE EXPERIENCES.
- ★ SCHEDULE UPDATES AND MONITOR RESULTS.
- ★ NO SILVER BULLETS, IT'S A LONG TERM INVESTMENT.

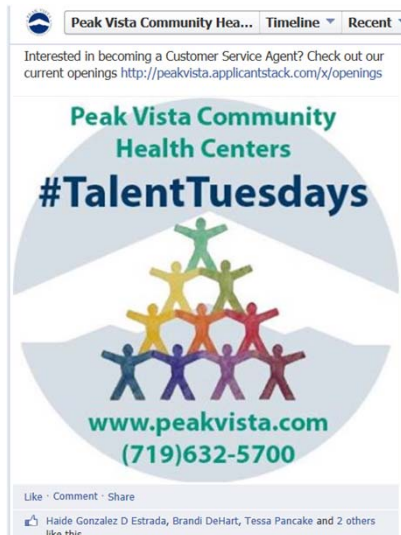


Source: <http://blog.hirerabbit.com/how-to-recruit-with-facebook-infographic/>

## Example: Peak Vista Community Health Center

### Tips for writing an effective Facebook Post:

- Keep it short. The longer the post the less engaged your audience will be.
- Avoid complicated. Interesting content can be in form of photos, links, or videos.
- Consider your audience and keep your tone friendly.
- Ask questions.
- Vary your posts.
- Choose the right time. Use Facebook analytics to see when your audience is tuned in.
- Use a call to action.
- Respond. Facebook won't work if you don't engage.



### Twitter

18% of social media users use Twitter.

Twitter lets users send and read tweets—text messages limited to 140 characters.

Users can follow tweeters in the fields they are interested in and can gain followers in return.

Users can also re-tweet information they find useful to their followers.

### Using Twitter for Marketing/ Recruiting

- Twitter's character limit only allows you to broadcast snippets so choose your tweets carefully. Share news and events that expose your organization's culture.
- Use hashtags so that people searching for specific content can find your tweets. The # symbol, called a hashtag, is used to mark keywords, topics, or conversations in a Tweet. Twitter users created hashtags as a way to categorize and follow messages — and make them easier for users to track similar tweets. NACHC often uses #FQHC.
- Follow people you find interesting, in your field/health journalists/ other health related organizations.
- People follow you because they like what you have to say so make sure to link to where you want people to go. Use a link shortener—like bitly.com—to fit within the 140 character limit.
- Use employees to tweet jobs—employee referrals often deliver the highest quality candidates.
- Connect with candidates—respond directly to candidates that have questions/comments.
- Keep your twitter feed current.

## Example: NACHC

**The art of crafting a tweet:**

- Think message first
- Offer value from within the tweet
- Ask a question
- Invite audience participation
- Mix it up

Source: <http://socialmediatoday.com/mike-mcgrail/1506006/how-write-effective-tweets>

**NACHC @NACHC** · Feb 28  
 NACHC #Job Alert: Assistant Director, Financial and Business Practices. Please RT! [bit.ly/1gHtw45](http://bit.ly/1gHtw45) #FQHC #Hiring  
 Collapse    Reply    Retweet    Favorite    More  
 RETWEETS: 4    FAVORITE: 1  
 1:33 PM - 28 Feb 2014 · Details

**NACHC @NACHC** · Jan 9  
 Have you visited the NACHC job board? Lots of interesting #job opportunities at #FQHCs & a few NACHC positions too. [bit.ly/19VgTUN](http://bit.ly/19VgTUN)  
 Collapse    Reply    Retweet    Favorite    More  
 RETWEETS: 2  
 12:48 PM - 9 Jan 2014 · Details

### LinkedIn

LinkedIn is professional social media marketing site.

22% of people on social media use LinkedIn.

User profiles are online resumes, listing employment and education history.

Users can join groups to enter into professional dialog with people in similar industries.

Users can also give recommendations, search for jobs or employees.

### Using LinkedIn for Marketing/Recruiting

- Join groups or communities to ask questions and engage with others.
- Develop a complete, keyword-rich profile for your company on LinkedIn.
- Share updates on your company page—this a good place to share links to news articles including your organization and press releases.
- Actively search for candidates among LinkedIn members by searching on keywords for people with required qualifications.
- Ask current employees to activate their networks and reach out to potential candidates.

## Example: NACHC

**NACHC**

To address the widespread lack of access to basic health care, Community Health Centers serve over 22 million people at more than 9,000 sites located throughout all 50 states and U.S. territories.

Health centers depend in large part on public financial help and need a unified voice and common source for research, information, training and advocacy.

To address these needs, the National Association of Community Health Centers (NACHC) organized in 1971. NACHC works with a network of state health center and primary care organizations to serve health centers in a variety of ways:

- Policy-based advocacy for health centers and their clients.
- Technical assistance to health center staff and boards.
- Work with private partners and key stakeholders to foster the delivery of health care services to communities in need.

Health Centers, Primary Care. Access to care for the underserved populations.

Health centers now that more people have coverage? Follow

**Centers and the ACA: After January 1, 2014**  
 As of January 1, 2014 the new benefits of the Affordable Care Act are in effect. How are ACA benefits affecting health centers and their patients?

**2014 NACHC Policy & Issues Forum**  
 March 19-23, Washington, DC

**HOW DOES DEPRESSION AFFECT THE HEART?**  
 Cheryl Holt, Founder and CEO of Behavioral Health Integration Consulting, LLC  
 HOW DOES DEPRESSION AFFECT THE HEART? ... Behavioral Health...  
 HOW DOES DEPRESSION AFFECT THE HEART? Depression affects an estimated 7% to 10% of Americans ages 18 and older, and the figure can be as high as 33% for...

**COOME seeking nominations**  
 Marisol Murphy-Balentine, Assistant Director of Communications at NACHC

**Top Contributors in this Group**  
 Marisol Murphy-Balentine, Assistant Director of Communications at NACHC

**Your group contribution level**  
 Congrats! Regularly add great discussions and comments to stay a Top Contributor.

**Ads By LinkedIn Members**  
 Master Media Relations: Earn Your Masters in Communication Management Online at USC. Free Brochure.  
 Employee Review Choo? TPO: 25 years of HR experience serving businesses in DC, MD, VA.

## Social media and passive candidates

**Passive Candidate-** gainfully employed professionals that aren't necessarily looking for work but who might be interested in the right opportunity.

- Simply reach out to the candidate. It's a compliment to be pursued by an employer.
- Be good to your employees. If they are happy at work they will spread the word. Position your organization as a great place to work.
- Be specific. Look for the specific skills needed for the job.
- Build relationships with people that you may want to hire some day.
- Invite people to events.
- Follow online social engagements with in-person meetings.
- Make recruiting efforts part of your overall marketing efforts.
- Monitor online discussions for relevant conversations.
- Follow-up with candidates periodically. While they may not be ready to make a move right away they may be in future.

## Keywords and Recruiting

**In order for a potential candidate to find your job posting, your key words and phrases need to be relevant to search engines.**

### **Research:**

- What phrases are relevant in your job description?
- What terms might a job seeker use to search for a job like yours?

### **Be Specific:**

- Use recognizable brand/company phrases that you've used in marketing materials
- Use your organization's location
- Use Industry specific terms
- Use commonly used abbreviations
- Use alternative job titles

## Social Media Tips

- Avoid becoming a bulletin board for job vacancies—engage the audience and highlight industry work, projects and news, encourage feedback.
- Manage your groups and pages—set aside some time to do this.
- Craft mission/business statements to use on all platforms for consistency and encourage your employees to use them on LinkedIn or any other professional networks—they are your company's ambassadors.
- Develop thick skin. Don't delete critical/negative comments. Instead respond to comments and questions.
- Engage, engage, engage—remember social media is a conversation.




## Example: Michigan Primary Care Association

The screenshot shows the Michigan Primary Care Association website. On the left, there is a social media sidebar with tabs for Twitter, Facebook, and Blog. The Twitter feed shows a tweet from MPCA (@michpca) dated 17 Feb, which is a retweet of a tweet about Michigan's dental needs. Below the sidebar is a 'CONNECT' section with icons for Facebook, YouTube, Twitter, LinkedIn, Google+, and Pinterest. The main content area includes a header with navigation links (About Us, Health Centers, Access to Care, Clinical Services & Quality, Health Center Operations, Policy & Advocacy), a 'Find a Health Center' search box, and a 'News' section with several articles. A 'Sign up for MPCA Newsletter' form is also present. The footer contains 'NAVIGATION', 'FIND US', 'CONNECT', and 'CONTACT US' sections. Arrows indicate the integration of social media: one arrow points from the Twitter icon in the sidebar to the Twitter feed, and another points from the social media icons in the footer to the 'CONNECT' section.

## Summary


- With 73% of online adults using social media it is an important part of your communication toolbox. Simply by joining the online conversation you can listen to what others are saying about your organization and about your industry. You can also reach more people instantly with your messages and brand at virtually no cost.
- Social media is particularly useful for recruiting. Via social media you can attract potential employees and passive candidates by sharing your employment opportunities far and wide. You can also show your audience that your organization is a great place to work by setting the tone.
- Keywords are important when writing a job description for the web. Remember to make sure keywords and phrases are relevant to search engines so the posting is easy to find.
- Getting started can seem overwhelming but with a social media policy, a little research, planning and commitment you can easily get going. You don't have to jump into the deep end, you can start on the shallow end of the pool and work your way over.



## Social Media Use in the Future

Will you consider using social media for recruitment in the future?

- Yes
- No
- Don't know



## Questions?

For continuing questions, contact:

**Marisol Murphy Ballantyne**  
Assistant Director of Communications  
National Association of Community Health Centers  
[mmballantyne@nachc.com](mailto:mmballantyne@nachc.com)  
301 347-0425

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