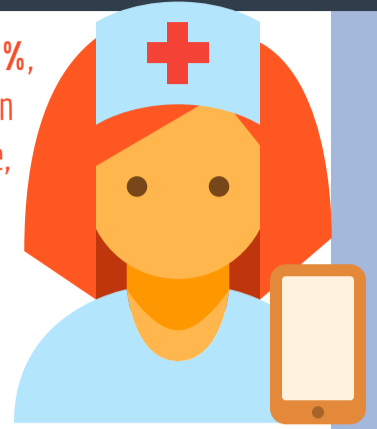




# How To Leverage **Social Media** for Healthcare Recruiting

According to the Bureau of Labor Statistics, healthcare jobs are projected to grow by **18%**, with **2.4 million new healthcare jobs added by 2026**. With Millennial's and Generation Z soon making up a majority of the workforce and older generations beginning to retire, healthcare recruiters need a new way to recruit talent. *Enter Social Media.*



## #1

### Why Use Social Media to Recruit?

With fluctuating hours and limited time to conduct research, social media is easy for healthcare professionals to use in their spare time and increase the chances for engagement.

**14%** of all U.S. jobs will be in the healthcare and social assistance industries by 2026

## #2

### Use the Right Platforms

With so many different platforms of social media, be sure to use the right ones to find the candidates you need. For example, only 10% of Pharmacists use **Twitter**, so that may not be the best platform for recruiting.

**92%**

of candidates say employer branding is an essential resource for them during the job search

**65%**

of healthcare professionals use social media for professional reasons

## #3

### Boost Employer Brand

Use clear, concise messaging to showcase your employer value proposition to candidates. Show the candidates the culture to help them craft an idea of what it's like to work at your company. When boosting your brand, you are also boosting your status on social media.

*For example, candidates often look at Glassdoor ratings, pictures and videos.*

**75%**

of candidates say hospital websites are their most commonly used recruiting source

## #4

### Invest in Social Media Practices

Not only is social media a way of recruiting candidates, it is also a way to retain current employees by reminding them of the community they are part of. Invest in making sure your website is easy for potential candidates to navigate and your social platforms are up to date.

**75%**

of candidates research a company's reputation before applying to a job

**81%**

say a strong social media presence is an indication that the hospital offers cutting edge technology

Sources: HRO Today, HealthcareSource, ASPR, NCBI, LinkedIn, BLS, Hire Vue



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