3RNet Recruitment for Retention Academy

Session 4
Marketing on a Shoestring Budget – Free and Low-Cost Tools to Tell Your Story

July 22nd, 2021

Delta Region Community Health Systems Development (DRCHSD) Program

Series Topics

Session 1   Recruiting for Retention Hierarchy: Unleashing Your Most Powerful Recruitment Tool: Culture

Session 2   Building the Foundation of Your Recruitment Efforts: Process, Team, and Action Steps

Session 3   Make Your Organization Stand Out – Identifying Unique Selling Points That Health Professionals Want

Session 4   Marketing on a Shoestring Budget – Free and Low-Cost Tools to Tell Your Story

Session 5   Collaborative Discussion: Best Practice Sharing

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The Plan for Session 5

Behavior-based interviewing practices

> *Randy Stembridge, Grove Hill Memorial Hospital*
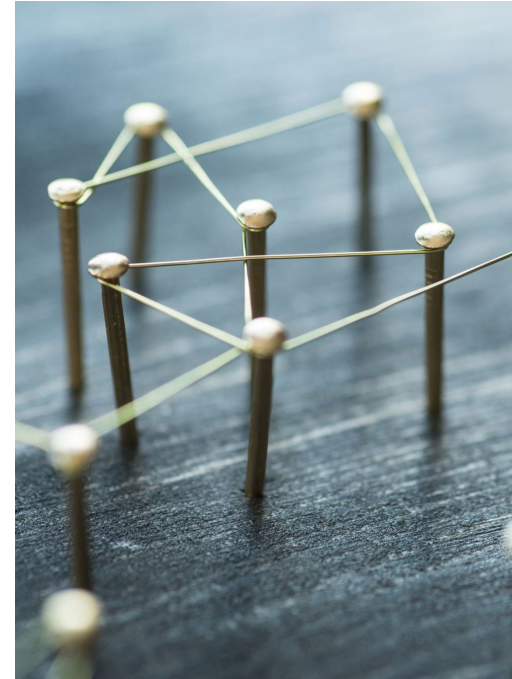
Onboarding practices for staff and leader roles

> *Darla Ederer and Jennifer Barbour, Sparta Community Hospital*

Breakout discussion: Recruiting & onboarding practices

Performance management practices

> *Sarah Kelley, Ste. Genevieve County Memorial Hospital*

Breakout discussion: Performance management & employee engagement practices

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I am ____ in my understanding of successful strategies for creating job postings.

I am ____ in my understanding of how to tell my organization's virtual story through our web presence and social media.

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Today's Speakers

Kristine Morin, 3RNet Director of Communication & Marketing

Mark Barclay, 3RNet Director of Member Services

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Free and Low-Cost Recruitment & Marketing Ideas

Kristine Morin

3RNET Director of Communication & Marketing

About 3RNET

3RNET is the nation's most trusted resource for health professionals seeking careers in rural and underserved communities.

Powered by the National Rural Recruitment and Retention Network since 1995.

Powered By

- 3RNET Network Coordinators
  - Outreach to rural and underserved employers to promote job opportunities
  - Connect mission-minded health professionals with rural and underserved employers
  - Form our non-profit membership association
  - Each member organization is unique - www.3RNet.org/locations

3RNET Services

- Job Board
  - 3RNET.org – *SO many new changes!! Check us out!!*
- Education
  - Recruiting *for* Retention best practices
- Our impact - www.3RNET.org/impact

Furthering our mission to improve rural and underserved communities' access to quality health care through recruitment and retention.

Today's Talk

- Free & low-cost resources

- Our theme: working smarter, not harder to maximize your precious resources

- Our best practices, what works well for 3RNET

- Practical, easy-to-incorporate takeaways

- Our goal: you walk away with a few (of the many!) ideas you can easily try and implement into your day-to-day workflow

Poll Question

Where/when does a potential employee have their initial perception of your community?

A. Driving into town
B. Postcards you mail
C. Searching online

Websites &
Web "Cheat" Tools

Writing for the Web

- First impression, professional
- Casual, conversational, and enthusiastic
- "Chunk" your content
  - Short paragraphs
  - Short lines of text or bullet points
- Variety of content (videos, photos, links)

Websites as a Recruitment Tool

- Your providers & health professionals

- Your customers / service population

- Harness the power of your recruitment team

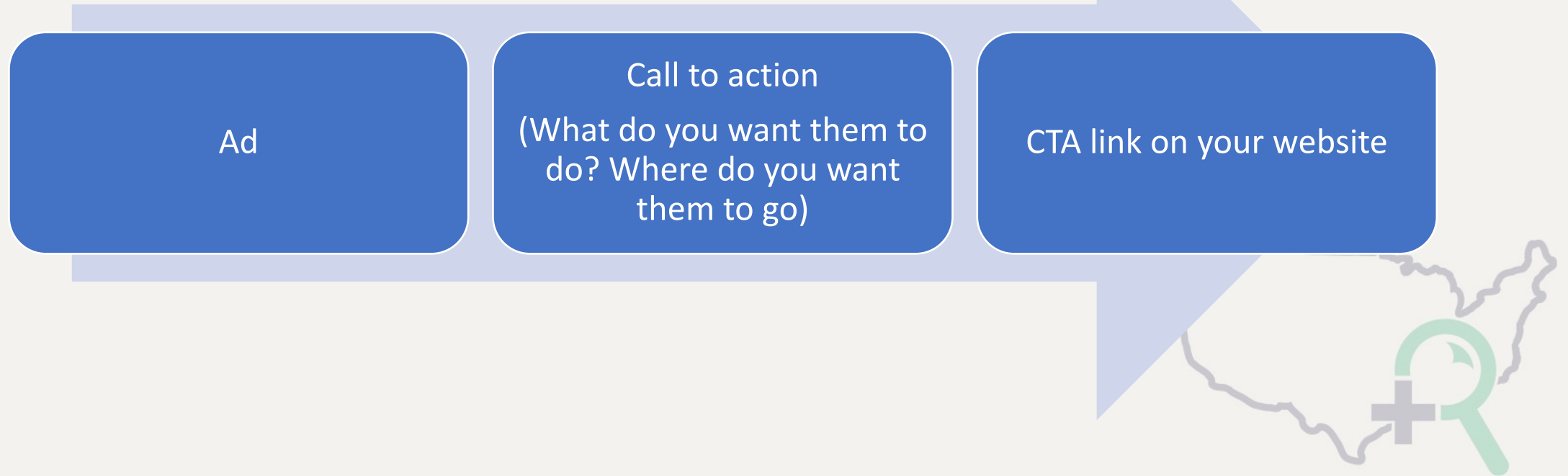- What's the application process like?

- How easy is all of this?

Websites

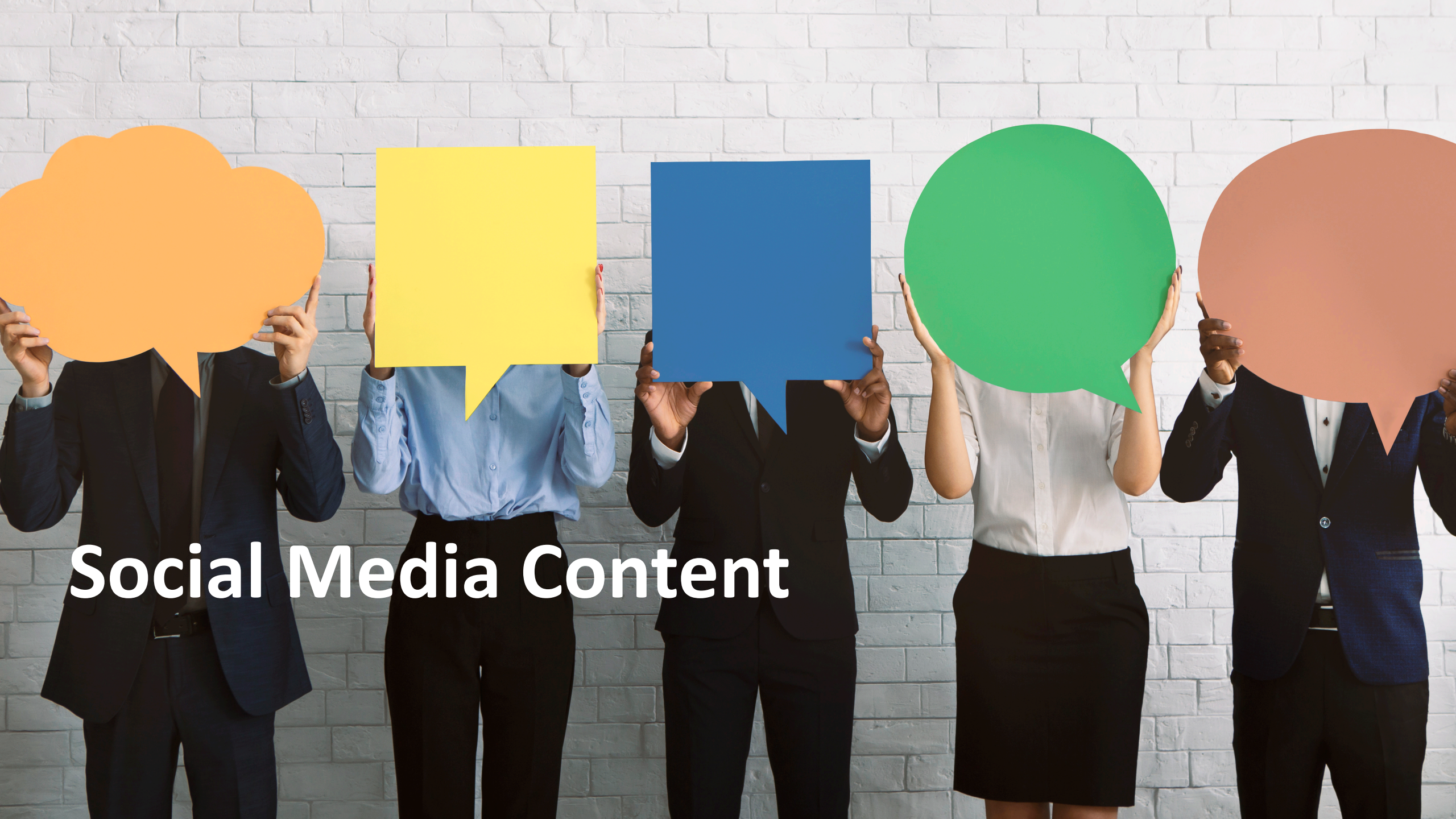- Think about how and where your marketing flow ends on your website

| Ad | Call to action (What do you want them to do? Where do you want them to go) | CTA link on your website |

Web Tools

- Writing editors
  - Hemmingway Editor - http://www.hemingwayapp.com/
  - Grammarly (google chrome add on) - https://www.grammarly.com/
  - Readability Score - https://readable.com/

- Show how your website text and photos will display on different devices
  - https://material.io/resources/resizer/ - free
  - https://search.google.com/test/mobile-friendly - free
  - https://www.responsivedesignchecker.com/ - free
  - https://designmodo.com/responsive-test/ - free

- Create a form
  - https://www.jotform.com/

Social Media Content

Poll Question

**Do you see social media as
part of your recruitment strategy?**

A. Absolutely! We're already doing this.
B. I see the potential but have some questions.
C. I'm not too sure about this idea.
D. Not a chance!

Our Tools

What We Use:
- Facebook, Twitter, LinkedIn, Instagram

What We Share:
- Blog posts, job postings
- Our Resources & Tools
- Photos that further our brand
- Events
- Resources from partners (e.g. NHSC)
- Reuse, recycle, revamp, expand, etc.!

What We See Working for Employers

- Services
- Jobs
- Staff
- Reviews
- Fundraising opportunities
- Sharing trends/topical information

A Great Employer Example

- https://www.facebook.com/baystatehealth/
- https://www.facebook.com/baystatehealth/posts/416821249321 6768

Great Content Sources

Blogs:

- Kevin MD

- Kaiser Health News

- Local News Find other health care related blogs: https://www.sgu.edu/blog/medical/top-medical-blogs/

**Local and Statewide:**

State Health Department

- State Hospital Association

- Primary Care Association

- State Office of Rural Health

- Area Health Education Centers

- Medical Schools

More Content Sources

National Associations & Federal Resources

- National Rural Health Association (NRHA)

- American Medical Association (AMA)

- Centers for Disease Control and Prevention (CDC)

- National Institute of Mental Health (NIMH)

- Substance Abuse and Mental Health Services (SAMHSA)

- Indian Health Service (IHS)

- Veterans Administration (VA)

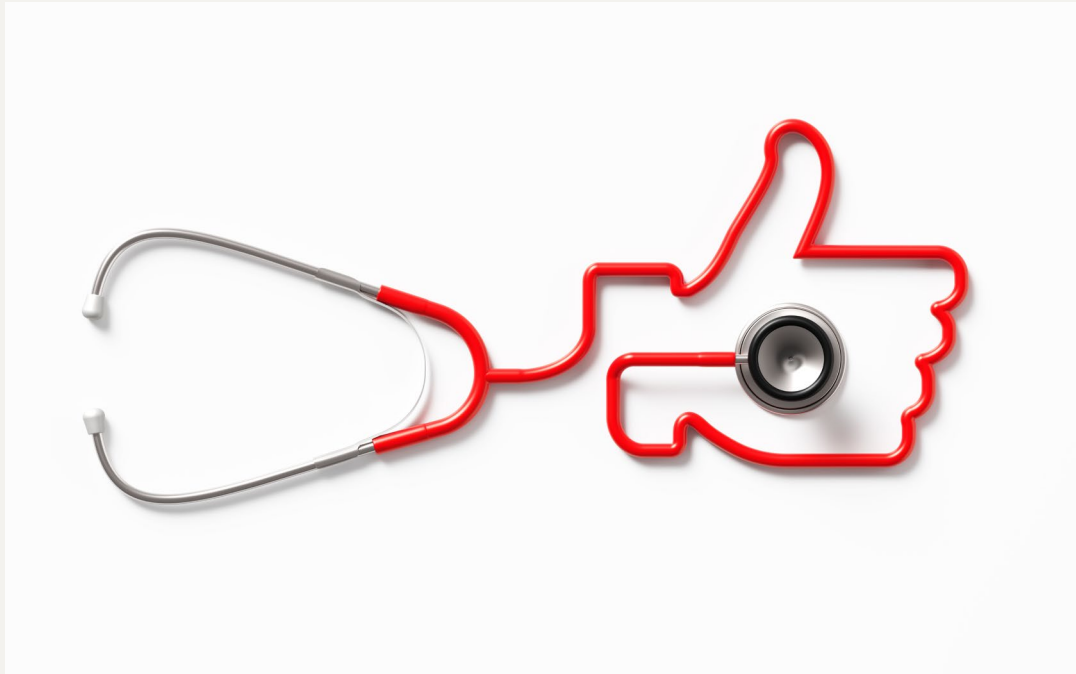- Health Resources and Services Administration (HRSA)
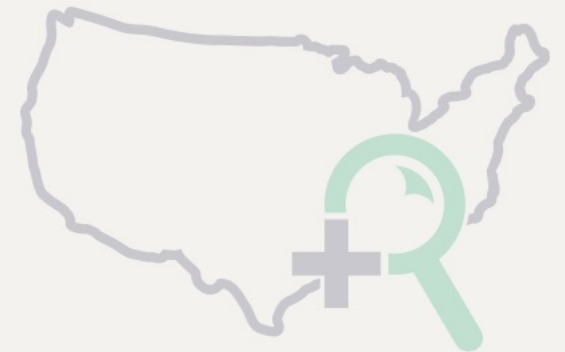
Use Your Favorites to Inspire

- Who, in our space, do you follow/like?
- If you're needing motivation, do some browsing, and search out some inspiration!

Social Media Cheats

Polling Question

What percent of the U.S. population over 12 uses Facebook?

A. 0 – 25%

B. 25 – 50%

C. 50 – 75%

D. 75 – 100%

(answer & some fun stats next!)

Answer:

- **[63% of the U.S. population](#) over age 12 use Facebook**
- While almost all Americans know about Facebook, about two-thirds of the population use it.
- That's down from a high of 67% in 2017, but up from 61% last year.

Fast Fact

- Also:

- **32.4% of Facebook's audience is aged 25-34**

- That's the largest audience segment by age. The next largest group is aged 18-24, representing 23.5% of Facebook's audience. Only 4.7% of Facebook's audience is 65 or older, and only 5.8% is 17 or under.

  - Source: https://blog.hootsuite.com/facebook-statistics/

Cheat!

- We use bitly.com & buffer.com to look like we have a "team of tweeters" behind us!

- We use a master spreadsheet to organize content and make it easy to reuse and/or revamp.

Social Media Ads

- Target a small audience or a national audience (many, many ways to target, even for employers)
- Reach a few hundred or few thousand people with a shoestring budget on both Facebook and Twitter (as well as others!)

Time & Money Saving Tools

*you're probably already working too hard

Polling Question

Are you an early adopter to new ideas or are you more of the "wait and see" speed (like me!)?

A. New! Gimmie!

B. Kinda, sorta

C. I like to let other folks try first, I'm in no rush

D. I empathize with those who miss car phones and VCRs (*or perhaps I still use these every day!)

Free & Low-Cost Resources We Love

- www.fiverr.com - marketing & digital products/services starting at $5

- Weebly – easy-to-use website builder (we built www.academy.3RNet.org using this)

- Canva.com (create graphics online for free!)

Make It Easy

- Create a fillable PDF
  - With Adobe Acrobat (available through Techsoup – we'll talk about next)
    - Open Acrobat
    - Click on the "Tools" tab and select "Prepare Form."
    - Select a file or scan a document:
    - Acrobat will automatically analyze your document and add form fields.
    - Add new form fields:
      - Use the top toolbar and adjust the layout using tools in the right pane.
- Messaging
  - https://www.intercom.com/
    - A way to message with customers

Signs & Software

- Vistaprint – print items shipped to your door
- Techsoup – discounts on software for nonprofits, marketing services
- FedEx – low cost, fast turnaround on signs

Email Signatures

- Use your email signature to market your organization (Logo, website link, social media, upcoming events)
  - Hubspot.com
  - Wisestamp.com
  - Fiverr

Images & Videos

Royalty Free Stock Images

- www.pexels.com
- www.unsplash.com
- https://pixabay.com/
- https://www.freeimages.com/
- https://stocksnap.io/

- https://burst.shopify.com/
- https://www.reshot.com/
- https://gratisography.com/
- https://kaboompics.com/
- https://picspree.com/en

Paid Stock Image Websites

- Shutter Stock
  - Subscription
    - 10 images = $50/month
    - 50 images = $125/month
    - 350 images = $199/month
  - On Demand Packs
    - 2 images = $29
    - 5 images = $49
    - 25 images = $229

- iStock Photos
  - Subscription
    - 10 images, 1 year = $70/month
    - 25 images, 1 year = $120/month
    - 10 images, 1 month = $99
    - 25 images, 1 month = $149

- Adobe Images
  - Annual Commitment
    - 10 Images/month = $29/month
    - 40 images/month = $79/month
  - Month-to-Month
    - 3 images/month = $29/month
    - 40 images/month = $99/month
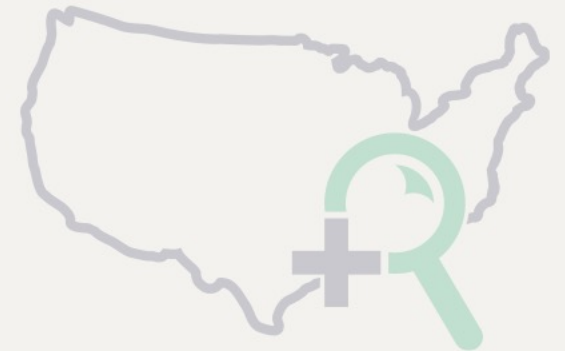
Graphics

- Most of these have a free version as well as a premium paid version
  - https://www.canva.com/
  - https://thenounproject.com/
  - https://www.befunky.com/features/graphic-designer/
  - https://crello.com/
  - https://www.figma.com/graphic-design-tool/
  - https://pixteller.com/
  - https://pablo.buffer.com/
  - https://desygner.com/
  - https://snappa.com/
  - https://www.designer.io/en/

1,194 days!

Image Editors

- https://pixlr.com/x/
- https://www.iloveimg.com/
- https://www.picmonkey.com/photo-editor
- https://www.gimp.org/
- https://ipiccy.com/
- https://www.ribbet.com/

Video Tools

- Create video for free or low cost
  - https://screencast-o-matic.com/ -$1.65/month
    - Screen record, edit videos
  - https://www.moovly.com/ - free
  - https://www.flexclip.com/ - free
  - https://www.renderforest.com/video-maker - free for limited use
  - https://motionden.com/video-maker -$9/video, pay-as-you-go
  - Edit videos through Windows Movie Maker or iMovie

Let's Sum it Up!

Pros and Cons

- Cons:
  - We're in a competitive space
  - This is one of (many!) tasks you're probably in charge of
- Pros:
  - There are MANY tools available
  - Digital and automation can help us work smarter, not harder
  - We're not in this alone

Just One More Reminder...

- Use those who make up your "Network" (for us, it's our Network Coordinators- our greatest marketers) to help promote
  - Staff
  - Recruitment team

Questions?

Thank you!

Kristine Morin

3RNET Director of Communications & Marketing

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www.3RNET.org

COVID-19 Impact on Recruitment and Retention Strategies

Mark Barclay

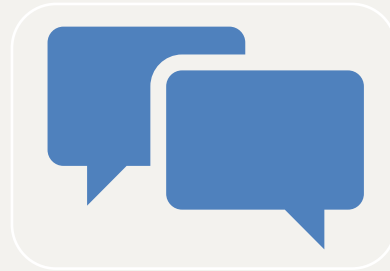3RNET Director of Member Services

A New Normal

- COVID-19 has disrupted your workflow, staffing, recruitment, retention etc. It has affected how you run your business, how you communicate, use new technologies and rely on your managers.
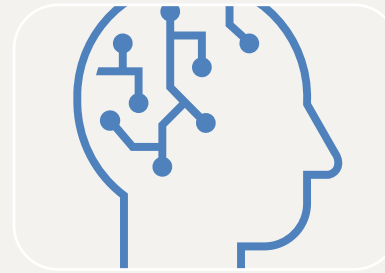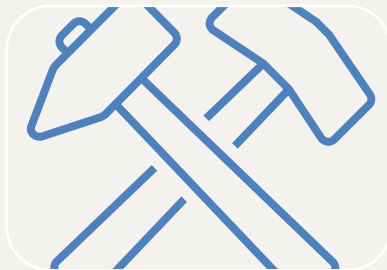
Core Beliefs of Recruiting *for* Retention

Process and Teamwork are Key

Competition is fierce, communication should be candidate driven

Recruitment is both a science and an art
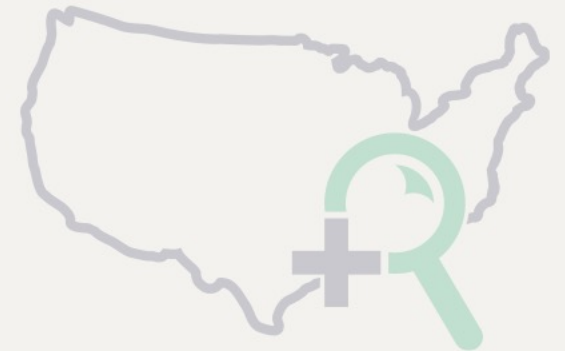
People and Tools Exist to help
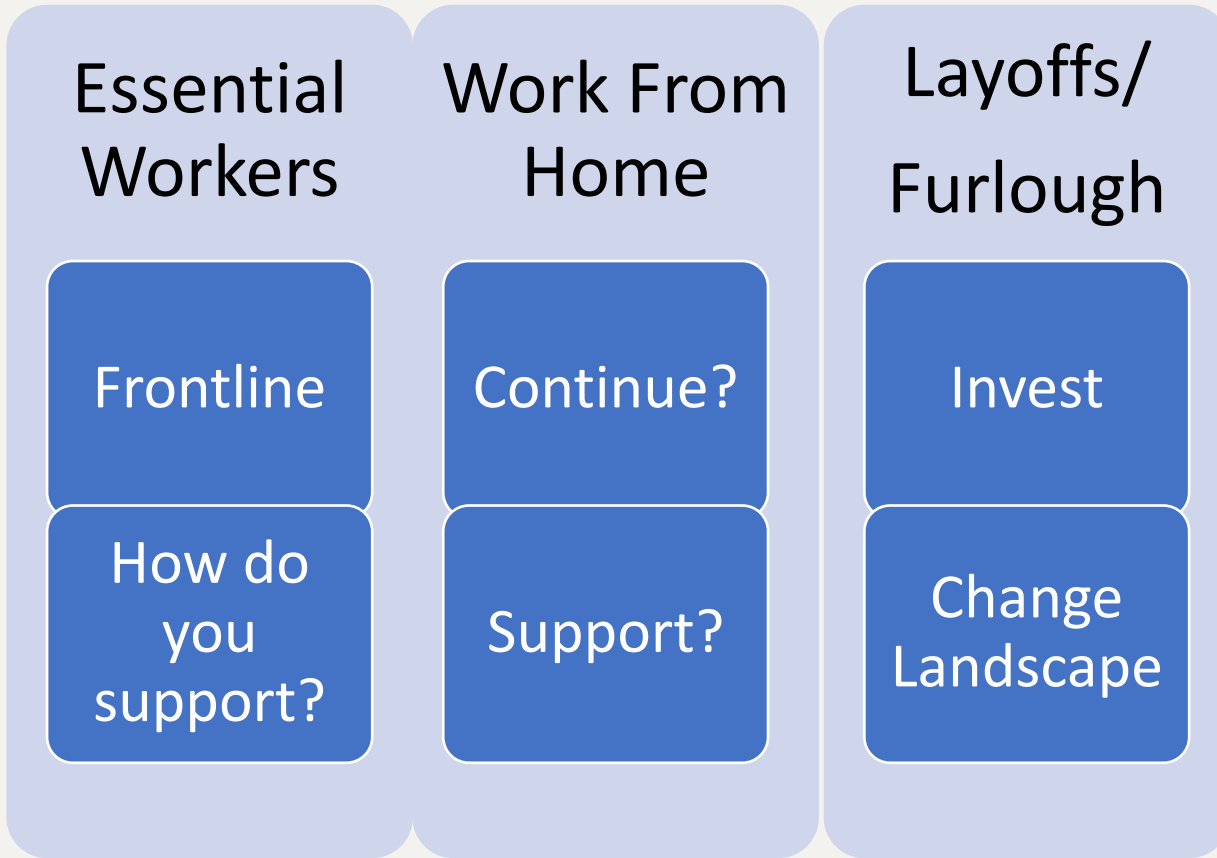
New Normal: These still hold true!

Poll Question

- What level has Covid 19 affected your **workforce**?
    - Greatly, every department has been affected
    - A lot, most departments have been affected
    - Somewhat, not as much as others
    - We've been fortunate with little impact

A New Normal

Essential Workers

- Frontline
- How do you support?

Work From Home

- Continue?
- Support?

Layoffs/ Furlough

- Invest
- Change Landscape

New Normal - Unique Selling Points

- What USPs have you gained from Covid?
  - Safety
  - Remote work
  - Stress Management
  - Culture
  - Loyalty programs
  - Are you in rural and now it is attractive option?

New Normal Job Ad

First Impression

No Job Description

Candidate Focused

Visual

Mobile Friendly

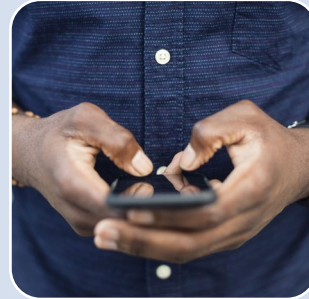# New Normal Job Ad (continued)

Links to Website and others

Links to Simple Videos

*Idea: Testimonial video from staff

Photos- People, Facilities,

Maps and Attractions

Mobile Friendly

New Normal -Websites

- Application Process
  - What barriers exist?
  - How cumbersome is the application process
  - Is it easy to complete on a mobile device?
  - How is the job posting?
  - What call to action to apply?

Google

- Google Yourself(your company)
  - What comes up?
  - Have you claimed your site on Google?
  - How do address negative reviews?
  - What comes up about your community?
  - What links can you include on your website or job ad?

New Normal Interviewing

- You will most likely be conducting Virtual Interviews
- Establish your preferred virtual meeting format.
- Establish Communication Preferences
- Prepare your staff and candidates for the virtual interview
  - Test Tech
  - Minimum distractions
  - Set Expectations
  - Remember Generational Differences in Virtual Interviewing
- Preparation is key
- PRO: Can schedule many more interviews timely!

New Normal - Site Visit

- The onsite interview may look very different than it did just a few months ago.

- Things to keep in mind:
  - Communicate safety precautions/expectations to make candidates feel comfortable and current employees
  - Consider virtual tours of facilities, locations, schools, real estate
  - Set up Zoom meetings with recruitment teams, community recruiters (bankers, real estate, superintendent of school)

- If the interview or "site visit" will be all virtually then have more than one meeting to determine fit

New Normal - Ideas

- Ideas for the onsite visit in the New Normal
  - If your facility is closed on weekends, take a tour then to help with social distancing and Covid 19 protocols.
  - Give a community tour by having the candidate follow in a vehicle behind and utilize speaker phone.
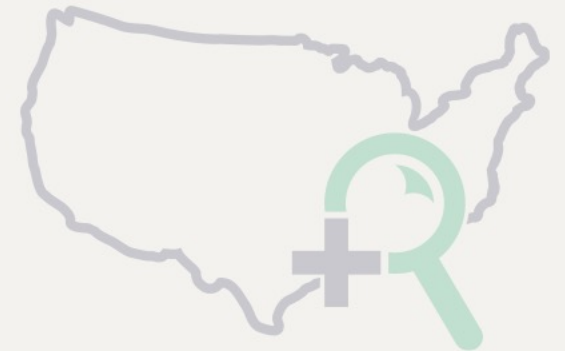 - Use a picture of the facility as your background on Zoom calls.

What you can do!

- Keep Mental Health a Priority
- COMMUNICATE, there's no such thing as over communicating. Be honest- you don't have all the answers
- Flexibility is key, Measure Results NOT Time
- Adjust PTO policies
- Create or update Business Continuity Plan and Contagious Disease policy
- Schedule Routine Check-ins
- Go Above and Beyond
- Focus on what you or the team can control

Takeaways

- Covid 19 has changed your working landscape

- Your first is impression is Virtual

- Communication and stress management are critical in the current situation and going forward

- Employee engagement is about trust

- Invest in challenges

Post-Polling Questions

I am ____ in my understanding of successful strategies for creating job postings.

I am ____ in my understanding of how to tell my organization's virtual story through our web presence and social media.

I am ____ that I will apply the knowledge gained from this educational training to improve my organization's recruitment and retention efforts.

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Please Join Us Next Week!

July 29th, 2021
10:00 – 12:00 pm CT

Collaborative Discussion:
Best Practice Sharing

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