How to Use Social Media for Physician Recruitment
WHO

do we target on social media

WHAT

is social media

WHY

do we use social media

HOW

do we use social media
87% of physicians ages 26-55 are using social media

65% of "traditional" physicians ages 56-75 are using social media

RISE OF THE DIGITAL OMNIVORE

94% of all physicians use smartphones for professional reasons

RISE OF THE DIGITAL OMNIVOIRE

31% of all physicians use social media for professional networking

WHY do we use social media

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THE PHYSICIAN SHORTAGE
Physician’s retirement decisions are projected to have the greatest impact on supply.

If underserved populations had standard care utilization patterns, demand for physicians would rise substantially.

Achieving population health goals will likely raise demand for physicians.

Projected physician shortfall between 40,800 and 104,900 by 2030.

Demographic trends continue to be the primary drivers of increasing demand from 2015 to 2030.

Source: Jackson Physician Search White Paper, Physician Workforce through 2030, August 2017
THE FACE OF MEDICINE IS CHANGING

Source: AAMC The Complexities of Physician Supply and Demand, April 2016
Though the total pool of active primary care physicians is growing, it is not enough to keep up with demand and population growth which exceeds these numbers significantly.

Active Primary Care Physicians
2007 vs 2015

Source: AAMC 2008 Physician Specialty Data and AAMC 2016 Physician Specialty Data Report
SHORTAGE IS ACCUTE OUTSIDE OF MAJOR CITIES

About 20% of Americans live in rural areas where many do not have easy access to primary care or specialist services.

Only 10% of physicians practice in rural areas

Source: Trend Watch, American Hospital Association, January 2015 and Doximity
Not only are the candidates scarce, but it is becoming more and more difficult to reach them.
REACHING PASSIVE CANDIDATES

11% Actively Seeking
76% Passively Seeking
13% Not Seeking

Searching for jobs
Interested but not proactive
Happy in current position
BE EFFICIENT AND STRATEGIC
39% of physician candidates reported being contacted multiple times per week about job opportunities.

Less than 10% of recruiter communications are relevant as reported by the majority of physicians.

Source: Doximity Physician Survey
Embracing **social and digital media** as a **core strategy** in recruiting physicians and other providers has become **central to recruitment success**. But **leveraging social media successfully** requires both a keen **understanding of the candidate pool** and **proficiency in social media** to engagement them.
WHAT is social media

WHO do we target on social media

WHY do we use social media

HOW do we use social media
SOCIAL MEDIA
Great for networking and building relationships with slightly more formal (but not stiff) tone.
SOCIAL MEDIA

Great for highlighting the greatness of your target audience and offering them pointed and valuable job search tips.
Great for sharing industry news, articles, stats -- with your witty and smart take on the matter.
SOCIAL MEDIA

Great for sourcing candidates and potentially sharing relevant content through Doximity’s many recruiter tools.
HOW do we use social media

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WHY do we use social media
CREATING BRAND AWARENESS

Hospital Brand
A reported 56% of job seekers ranked employer brand – the company’s reputation as a great place to work – as the deciding factor when choosing an employer.
CREATING BRAND AWARENESS

Hospital Brand
Know your hospital or facility’s digital reputation by monitoring the company’s pages as well as online resource sites.

What patients are saying (Healthgrades, GooglePlus, Facebook)

What are employees are saying (Glassdoor, also Facebook).
CREATING BRAND AWARENESS

Personal Recruiter Brand

- Create a professional account tied to your work email
- Optimize your profiles
- Use relevant key words in your descriptions
- Use professional and high quality cover and profile photos.
- Build and engage your prospect network
- Continuously post relevant content
Industry Brand

Also keep up with what is going on locally and nationally within your industry and formulate your social media strategy and presence accordingly.
SHARING CONTENT

Posts from Your Hospital
- Articles
- Pictures
- Videos
- Upcoming Events

Posts from Industry Sites and Experts
- Articles
- News
- Infographics
- Videos
- Upcoming Events

Posts from Physician Champions
- Stories
- Pictures
- Quotes

Create Your Own
- Day in the Life Photos and Videos
- Success Stories
- Video How To's (i.e., Interview Tips, etc.)
- Ask Questions of Your Network
- Stylized Job Postings
- Upcoming Events You are Attending
Create Brand Awareness

Share Content

Build Network

Source Candidates

Post Jobs
BUILDING YOUR NETWORK

Network On (and Off) Line

- Target Your CRM in Facebook
- Join Social Media Groups
- Post Links to Your Pages
- Boost Posts to Targeted Audience
- Physician Champions and Influencers

Networking and Events
SOURCING CANDIDATES

Doximity
Talent Finder Tool

LinkedIn
LinkedIn Recruiter Tool

Facebook
Networking with Followers, Groups, Industry Leaders
POSTING JOBS

Not every single job – but highlight very interesting or unique jobs as engaging content to facilitate networking.

PRO TIP: Partner with marketing or a colleague with a great eye to create engaging images to go with your jobs!
Approach these social media recruiting activities with a strategic and effective protocol.

We’ve created an acronym to help you out.
HOW TO “DO” SOCIAL MEDIA STRATEGICALLY

SEGMENT
ENGAGE
AUTHENTIC
RELEVANT
CREDIBLE
HABIT
SEGMENT (AND TARGET)

On Facebook, LinkedIn and Twitter

- Key Word Searches
- Find and Join Relevant Groups
- Hashtag Searches
- Boost Posts to Targeted Audience (i.e. by job title)
- Use a Marketing Platform to Map CRM Data to Social Followers

On Doximity

- Talent Finder
ENGAGE

On Facebook, LinkedIn and Twitter

• Find and friend / follow prospects
• Find and friend/ follow physician champions or influencers
• Post engaging and relevant content, articles, news, and jobs
• Share and like what they post when it is relevant to your job (don’t be creepy)
• Find and join relevant groups on social media properties
• Answer physician’s general questions regarding job search, etc
• Use Hashtags to make your posts discoverable
  (http://hashtagify.me/)
**AUTHENTIC**

- Share Engaging and Relevant Content
- Be Professional and Approachable
- Use a Personable and “Real” Voice
- Fit Hospital’s Culture, Comfort Level and Capabilities
RELEVANT

#1 What your physician candidate audience cares about

#2 What insider information or tips you can offer
CREDIBLE

Be credible as a recruiter and as a trusted resource who adds value and expertise to followers and within groups and discussions
Make it a habit and be sure to post regularly and frequently to keep your pages fresh and to keep yourself in their newsfeeds.
HOW TO “DO” SOCIAL MEDIA STRATEGICALLY

SEGMENT
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CREDIBLE
HABIT
For more guidance on how you can optimize your recruiting strategy – and how to add social media to your process – reach out today.

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