



Free & Low Cost Marketing Resources

Reference 2.2

3RNET's Recruiting for Retention Guide: Part Two

Powered by the National Rural Recruitment and Retention Network

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Using this Resource

Our theme with this resource is working smarter, not harder to maximize your precious resources. We understand that many employers we work with are on small teams, like the staff at 3RNET. We are also a non-profit organization, we also understand the importance of good resource stewardship and getting the most impact possible with time and dollars.

With these ideas in mind, we've put together our best practices and what we've found to work well for 3RNET. Inclusion does not equal endorsement. We simply want to share resources that have worked well for us in hopes they can for you and your team, too.

Included in this resource are practical, easy-to-incorporate takeaways. Some are free, and most others are low cost. All are easy!

Cons within recruitment marketing:

- 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

We hope you can find a few ideas you can both try and incorporate into your day-to-day workflow.

One Final Reminder

Remember this is a "team sport"! Use those who make up your "Network" (for us, it's our Network Coordinators- our greatest marketers) to help promote. For you, it may be your staff,



Websites & Web Tools

It's more important than ever to have a web presence that creates a strong positive first impression. We often refer to this as the "virtual handshake". Even if a potential employee has lived in your community or been familiar with your organization their entire life, if they're considering you for employment for the first time, this is still a vital aspect to your recruitment for retention efforts.

Writing for the Web

Again, keep in mind that your website may provide the first impression for your candidate pool. Keep it professional. Make sure all aspects are working and up-to-date.

When writing for the web, keep it casual, conversational, and enthusiastic. "Chunk" your content. The internet has changed how we read. Think: short paragraphs, short lines of text or bullet points.

If you're not sure where, or how to start with your writing, start by listing questions for which someone may be wanting answers. Later, you can change those into headers or titles.

For example:

"What is this job?" Becomes: Role and responsibilities

"What is the pay?" Becomes: Compensation & benefits

"What are the hours?" Becomes: Location, hours, and culture (Or, perhaps, "About us")

Finally, when writing for the web, try to include a wide variety of content: videos, photos, and links to other web pages or web sites. This is a strong way to naturally ensure quality content for search engines (an important technical aspect web folks call "Search Engine Optimization").

This is also a great way to promote yourself as a quality employer! Think short videos of employees who talk about their role, why they enjoy their job, what makes them stay. Photos along with testimonials could achieve the same goal. Links to your local economic development, school, and other websites may also prove helpful to job seekers.

Websites as a Recruitment Tool

Oftentimes, we see websites that are fantastic for one specific (and important!) audience: patients. However, don't forget another key audience: job seekers!

Your website can be one of your most powerful recruitment tools. Some quick tips to make the most of your recruitment efforts on your website are:

- Highlight your providers & health professionals ((if you're not sure what to say, think about the four questions (esteem, belonging, prosperity, fulfillment) covered in Reference 2.1))
- Describe your customers / service population (some simple stats may be helpful here, as well as the opportunity to describe your community)
- Harness the power of your recruitment team – keep in mind this isn't a one-person project. Having board members or other stakeholders go through the process of looking at the website as if they are a potential job seeker may be helpful.
- What's the application process like? Again, use your recruitment team here for some testing! And, make sure your process is EASY and WORKS.
- How easy is all of this? We can't overemphasize this! Don't let this powerful tool become a barrier.

Websites & Web Tools

Call to Action

Think about how and where your marketing flow ends on your website. For example, if you are running some ads promoting jobs, what's the call to action in that ad? Where does it take the user? How easy is all of this?

Web Tools

Need some help with web writing? Here are some tools we've tried out:

Writing Editors

- Hemingway Editor - <http://www.hemingwayapp.com/>
- Grammarly (google chrome add on) - <https://www.grammarly.com/>
- Readability Score - <https://readable.com/>

Show Web 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

A simple intake form can be an excellent tool if you'd like to simplify your application process before asking for a full-length application, or if your application is buried on your website.

- Jot Form - <https://www.jotform.com/>



Social Media Content

What We Use

3RNET maintains a social media platform on Facebook, Twitter, LinkedIn, and Instagram. You'll want to find what works for you based on your audience. There are many tools to help determine which platforms may work best for you online.

What We Share

The key with everything we share: reuse, recycle, revamp, expand, etc.!

- Blog posts, job postings
- Our Resources & Tools
- Photos that further our brand
- Events
- Resources from partners (e.g. NHSC)

What We See Working for Employers

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

A Great Example Post

We came across this Facebook post and LOVE it! What a great example of showing you're a fantastic employer. And, setting yourself apart and telling your story! Wow! We just love it and we know you likely have unique stories like this of your own. Talk about great content!

Baystate Health ✓
October 8, 2020 · 🌐

Ten years ago Jaines Andrade began working at Baystate Medical Center in Environmental Services. She wanted to work in the healthcare world to learn, observe and be around patient care. Putting herself through nursing school, Jaines worked hard to make her dreams come true - from Environmental Services, to registered nurse, to now a Nurse Practitioner in Trauma Surgery. "Nurses and providers, we get the credit more often. But people in environmental, in phlebotomy, in dietary, all of them have a huge role. I couldn't do my job without them," said Jaines.

Jaines' now viral post is inspiring the community. "I am in awe that my story can inspire people. If I can inspire anyone, that in it of itself made the journey with it," she added.

Congratulations Jaines. We are so proud of all you have achieved!

Watch her interview with [WBZ | CBS Boston: https://cbsloc.al/3iHG8hp](https://cbsloc.al/3iHG8hp)

Learn more about job opportunities at Baystate Health: baystatehealthjobs.com



Social Media Content

Great Content Sources

Creating your own content for social media is fantastic, but can take more resources than you can commit. An easier approach to consider is looking for quality content which you can share and add your own, personalized commentary to. Here are some great places to start:

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 Resources

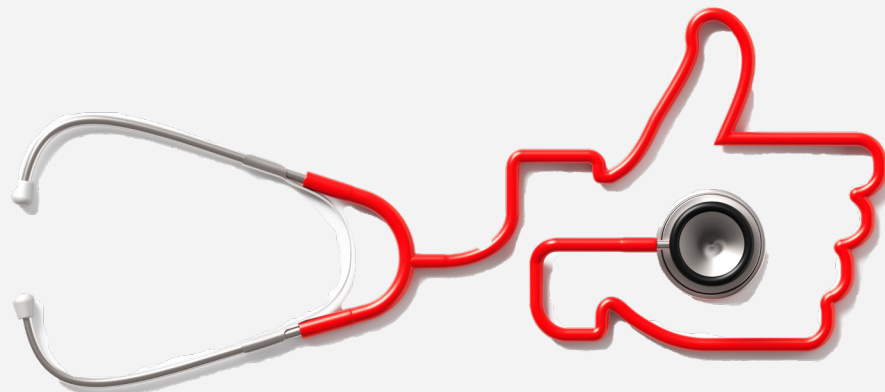
- State Health Department
- State Hospital Association
- Primary Care Association
- State Office of Rural Health
- Area Health Education Centers
- Medical Schools

National Associations and Federal Resources

- 3RNET
- 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

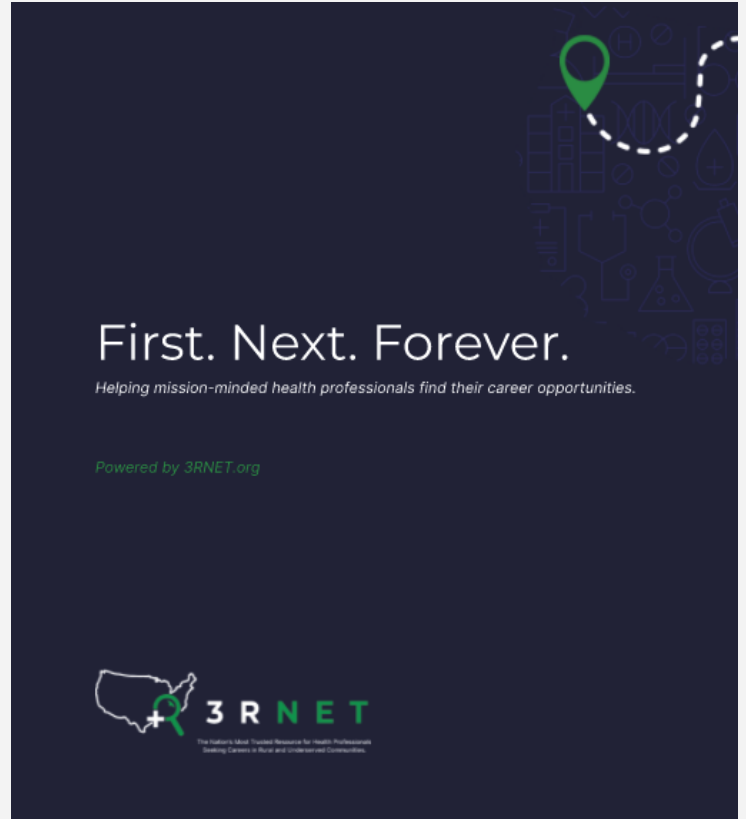
Who, in our space, do you follow/like? If you're needing motivation, do some browsing, and search out some inspiration! If you're not sure where to start, browse the above websites and check out their social media presence.



First. Next. Forever.

3RNET's First. Next. Forever. campaign tells stories of health professionals who found their jobs on 3RNET. Talk about great content!

[Learn more about how we can help tell your First. Next. Forever. story for your own social media.](#)



Elizabeth Erikson, DO, grew up in the great state of Montana, often referred to as "Big Sky Country." Montana is also known as "The Treasure State." Although it relates to its rich mineral reserves, it perfectly applies to Dr. Erikson's story in the world of rural health recruitment. For the community of Warrenton, Oregon, she is a gem.

There were several considerations when contemplating the community where she'd like to establish a family medicine practice. She wanted to be a part of an organization that aligns with her goals for improving access to health care for underserved populations. Also essential was to work with those who would support her efforts focused on prevention.

Did her vision – caring for multiple family members to help them improve their health together as a unit – exist? And if it did, would she find the opportunity in a location that would allow her and her young family to live their best life, close to nature, the mountains, water and big skies?

Social Media Cheats

Tools

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.

Date	Featured State	Event/Holiday	Featured State-Job Post	Featured State-Page Post
30-Dec	Indiana			Indiana is a wonderful place to call home with their convenient Midwest location, affordable living, world class sports, excellent universities and a variety of cultural and entertainment opportunities. Browse healthcare jobs in Indiana on 3RNet: http://bit.ly/1hvRgMv
31-Dec		NYE		Indiana is looking to to fill jobs in a variety of specialties to work in community health centers and other community-based safety net providers who serve underserved populations in Indiana. For opportunities across Indiana check out 3RNet: http://bit.ly/1hvRgMv
1-Jan		New Years Day		From big city excitement to small town serenity, Indiana, the Hoosier State, offers a wide range of scenery, attractions, and most importantly, jobs for all. Go to 3RNet to browse health care jobs across Indiana: http://bit.ly/1hvRgMv
2-Jan				
3-Jan				
4-Jan				
5-Jan				
6-Jan	Northern Mariana Islands			While there is no productivity requirement in the Northern Mariana Islands, you will want to dive in and help as many as you can. To jumpstart your future in the South Pacific head to 3RNet: http://bit.ly/1qj7M20
7-Jan			Join the dedicated team at The Commonwealth Healthcare Corporation on the island of Saipan in the beautiful Northern Mariana Islands as their new Physician. The acute-care hospital provides innovative, high-quality healthcare to an underserved, but appreciative, island community. Move ahead with them through 3RNet; https://www.3rnet.org/Locations/Northern-Mariana-Islands/Saipan/p/physician/0/39390	in the Northern Mariana Islands, the focus is on Primary Care Practitioners but there is an abundance of specialties sought. Go to 3RNet to find your place on the islands: http://bit.ly/1qj7M20
8-Jan			Head to Garapan in the Northern Mariana Islands to kickstart your career as the islands new OB/GYN Physician. The views and rewards of this position are unbeatable. Log in to 3Rnet for details; https://www.3rnet.org/Locations/Northern-Mariana-Islands/Saipan/p/physician/0/52490	
9-Jan			Garapan in the Northern Mariana Islands has a rare opening for an Outpatient Physician. While it will feel like you are on vacation everyday, you will be helping the underserved population of these beautiful islands. Register on 3RNet for information on the benefits and qualifications; https://www.3rnet.org/Locations/Northern-Mariana-Islands/Saipan/p/physician/0/53202	The Northern Mariana Islands are part of the USA but have a very international feel and a very accepting, diverse, and integrated community. Head to 3RNet to learn more about CNMI jobs; http://bit.ly/1qj7M20
10-Jan			Work in one of the most underserved communities in the country as Garapans new Nurse Practitioner. The Northern Mariana Islands is looking to add Nurse Practitioners throughout their islands. Find the right fit for you on 3RNet; https://www.3rnet.org/Locations/Northern-Mariana-Islands/Saipan/p/nurse-practitioner/0/53197	The Northern Mariana Islands have much to offer: from windsurfing to historical attractions all surrounded by crystal blue waters. Visit 3RNet to find healthcare opportunities on this small slice of paradise! http://bit.ly/1qj7M20

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!)

Remember to keep anti-discrimination laws (age, gender, etc.) in mind when advertising jobs on social media (or anywhere!).

Time & Money Saving Tools

Free & Low-Cost Resources We Love

- [Fiverr](#) - marketing & digital products/services starting at \$5
- [Weebly](#) - easy-to-use website builder (we built www.academy.3RNET.org using this)
- [Canva](#) - create graphics online for free. The pro version also offers many tools to make creating and scheduling your social media content professional and fast!

Tools that Make it Easy

Fillable PDFs

Eliminate having to download, print, and scan documents (including applications) by creating fillable PDFs. Here's how:

With Adobe Acrobat (available through Techsoup - more about Techsoup below:)

- 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

Easily message with potential employees! This can be a great barrier elimination tool, especially with younger generation applicants.

- [Intercom](#) - a messenger and complete customer communications platform
- [Messages by Google](#) - a simple, helpful messaging app

Email Signature

Use your email signature to market your organization (logo, website link, social media, upcoming events)

- [Hubspot](#) - create a free email signature template with this easy-to-use generator.
- [Wisestamp](#) - create and manage a professional email signature in minutes
- [Fiverr](#) - find a professional online to create your custom signature starting at \$5

Signs & Software

- [Vistaprint](#) - print items shipped to your door
- [Techsoup](#) - discounts on software, marketing services, and more for non-profit organizations
- [FedEx Office](#) - low cost, fast turnaround on printed items, signage, and more

Images & Videos

Royalty Free Stock Images

- [Pexels](#) - free stock photos, royalty free images and videos shared by creators
- [Unsplash](#) - freely-usable images powered by creators everywhere
- [Pixabay](#) - a vibrant community of creatives, sharing copyright free images, videos and music
- [Free Images](#) - royalty-free photos--all free for personal and commercial use
- [Stocksnap.io](#) - beautiful free stock photos
- [Burst](#) - Free stock photos for websites and commercial use
- [Reshot](#) - Free icons, illustrations and photos
- [Kaboom Pics](#) - free stock photography + color palettes
- [Picspree](#) - discover and download beautiful royalty free images, stock photos, illustrations, and vectors

Paid Stock Images

- [Shutterstock](#) - 370M+ images, videos, and music tracks
- [iStock Photos](#) - Photo library by Getty images
- [Adobe Stock](#) - Search photos, vectors, videos, fonts, and even free stock assets from Adobe

Graphics

Most of these have a free version as well as a premium paid version

- [Canva](#) - Create marketing materials easily using Canva's templates and more
- [Noun Project](#) - Icons and photos for everything
- [BeFunky](#) - Graphic Designer templates that empower you to design without complicated software
- [Crello](#) - free graphic design tool from Vistaprint
- [Figma](#) - an online graphic design tool - all the elements you need to create amazing logos, social media graphics, presentations and more, for free
- [Pix Teller](#) - Easy-to-use online image editor & animation maker to create: posters, animated gifs, logos, photo collages, quote pictures, banners, invitations, flyers, video thumbnails & more
- [Pablo by Buffer](#) - Design engaging images for your social media right within a social scheduler
- [Desygner](#) - A graphic design tool for "non-designers" - comes with a free 14 day trial
- [Snappa](#) - Create online graphics for social media, ads, and more

Image Editors

- [Pixlr](#) - Photo editor and template designer
- [I Love IMG](#) - Every tool you could want to edit images in bulk (Compress, resize, crop, convert, watermark, generate memes, and more)
- [PicMonkey by Shutterstock](#) - Online photo editor tools - has a free mobile app & comes with a free trial
- [iPiccy](#) - Photo editor, collage maker, and graphic designer
- [Ribbet](#) - Easy to use and powerful photo editing tools for every occasion

Video Tools

Create video for free or low cost, screen record, edit videos

- [Screencast O Matic](#) - These screen capture tools help you easily create, edit and communicate with videos and images. Free and paid versions available.
- [Moovly](#) - Easily make professional looking training, explainer, or promo videos
- [FlexClip](#) - Video editing and creation made easy
- [Renderforest](#) - free online video maker
- [Motionden](#) - Create videos instantly with Motionden's video maker and video templates

