

Social Media

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Introduction

Are you on Facebook? Do you “tweet”? Have you LinkedIn with your other health-care colleagues? Have you laughed at a video on YouTube? If so, you are already using social media.

Social media is a term we hear and see frequently in the traditional print and electronic media, but most of us do not really understand what it means.

The definitions of “social media” are as varied as the media themselves, however, in non-technical terms, it is essentially a basket of tools that allows us to talk to one another through the Internet. With some of these tools we talk to each other and network with one another through text and, in others, we use images or videos. The defining feature of a social media (or Web 2.0) tool is that it allows for and facilitates dialogue in a public space. In this case, the public space is the Internet.

Social media is not new; we have always had it in one form or another. Standing on a box in a public square, a speaker talking about politics, religion, or news of the day is using social media. Listeners have the opportunity to respond directly to that speaker and challenge or affirm what he or she is saying. Artists who mount a display of their work will often participate in an opening of the show and be available to discuss their work with viewers. This, too, is happening in a social medium.

The public square is now the Internet through Twitter or Facebook. The public display to raise awareness of an issue is now Flickr and YouTube. The networking event you go to after work is now expanded and continued through LinkedIn.

In the most basic definition, social media features web-based tools to allow us to talk to one another *and* to engage in dialogue on issues and topics of interest to us.

Social media can be used for:

- Public relations – word of mouth
- Customer service
- Loyalty-building
- Collaboration
- Networking
- Thought-leadership

Why should we use social media to recruit?

As a Recruiter, your objective is to reach out to physicians and health-care providers in an effort to showcase the opportunities you have for them. However, it is not simply about reaching out to these professionals—it's about reaching out effectively.

No longer does marketing rely solely on conventional print and broadcast media. Today, we are reaching out to an audience that is increasingly savvy in terms of technology and connectivity—when, where, and how they want it.

Enter social media. Think of it as another tool—or channel—in your overall outreach strategy. So many members of your target audience are likely turning to social media to keep abreast of changes in the workplace, their social networks, and the world at large. Social media presents a forum to highlight your professional and lifestyle opportunities to a market that extends well beyond the confines of traditional media. Your message will be carried far and wide through the power of the Internet and reach candidates via their desktop computers, their laptops, and their mobile devices.

The other benefit to establishing yourself in this virtual career fair is its relatively low cost. Leveraging this channel is inexpensive compared to buying advertisement space or travelling to job fairs. It does not take complex programming or expensive software designers to take advantage of this medium—social media platforms tend to be exceptionally user-friendly and intuitive.

There are risks if you choose *not* to make use of social media as a recruitment tool. Other communities and organizations are likely using it and, much like a career fair, if you aren't represented, a potential candidate using social media may never find you.

While social media is not *the* answer, it is one of the answers. Social media will not fix an ineffective recruitment strategy. However, if used strategically, social media will increase your exposure and access to potential candidates who you might not have been able to reach otherwise. There is a proviso: once you begin using social media, you *must* be prepared to engage in conversations.

Who uses social media?

Regardless of its roots, social media now goes well beyond connecting friends and keeping up to date on life events. Its accessibility, real-time coverage, and ease of use have made social media incredibly popular, and now a valued aspect of many people's routine. Much like checking e-mail and other messages, people turn to social media to keep current and generally aware of the world around them.

Social media use crosses age and gender, professions and geography. From the remote reaches of northern Ontario to the concrete jungle of urban Toronto, people young and old, male and female, are engaging with the world through social media. Physicians and nurses will turn to social media to explore potential career opportunities and exchange information with colleagues and peers. Recruiters can use social media to showcase their opportunities and include pictures, video, and footage from regional events so that physicians can access and explore their community remotely. In doing so, a recruiter need not rely exclusively on a conventional site visit.

The sheer volume of people subscribing to social media, coupled with the friendly and effective software involved, really highlights the potential of this marketing channel.

Here are a few facts about social media^{2&3}:

- More than 50% of the world's population is under 30 years old; 96% of them have joined a social network
- 57% of active online users have joined a social network
- As of December 2012, Facebook had more than 1.06-billion active users and 618-million daily users⁴. The second-largest search engine in the world is YouTube
- 64% of Twitter users are age 35 and up
- 80% of companies use social media for recruitment; 95% of these use LinkedIn
- Every second, 2 new users join LinkedIn⁵
- There are more than 200-million blogs; 34% of bloggers post opinions about products and brands; 75% of active Internet users have read a blog
- 97% of Pinterest users are women⁶
- There are more than 4-billion photos posted on Flickr
- Wikipedia has more than 15-million articles

² <http://socialnomics.net/2009/08/11/statistics-show-social-media-is-bigger-than-you-think/> (October 7, 2010)

³ www.slideshare.net/mzkagan/what-is-social-media-2005829 (October 7, 2010)

⁴ <http://investor.fb.com/releasedetail.cfm?ReleaseID=736911> (April 8, 2013)

⁵ www.socialnomics.net/2013/01/01/social-media-video-2013 (April 8, 2013)

⁶ www.socialnomics.net/2013/01/01/social-media-video-2013/ (April 8, 2013)

How do I use it?

Social media, as with any communications tool, is most effective when used as a part of an overall strategy. It's important to understand each platform and how it can be used. It's also important to commit and invest time in each medium to achieve what you are hoping.

Defining your strategy

- What is your goal? (the definition is important to measure success)
- Decide on the platform(s) you are going to use
- Ask for help to learn how to use the platform(s) you select effectively

Get Started

Once your strategy is in place and you know what platform you would like to use, sign up and get started. User guides and suggestions on how to use each major platform are provided below.

Listen

Before you start talking to people or sending messages, pay attention to what is being said online about you, your community, and your organization. And see how other recruiters are using each medium. You can use tools such as Google Alerts, Tweetdeck, www.socialmention.com, and RSS feeds from blogs to do this.

Engage (social media is not about broadcasting, it's about conversing)

Participate in the conversation. Respond to people regardless of whether they write positively or negatively about your community/organization. Talk with them about their experiences and help to resolve issues, whether or not those are related to physician recruitment. Every time you engage with others, you help to build relationships and the image of your community or organization. You never know who is observing your interactions. Potential candidates might see how you resolve an issue and decide they like your style and want to learn more.

Measure (audience, engagement, loyalty, influence, action)

Measure the impact and outcomes of your social media strategy. Be patient. It takes time and effort to build relationships, to find the right audience for your message, and to make your investment of your social capital to pay off.

How can I measure success?

There are numerous tools, especially for Twitter, which can help to measure, for example, your influence, the reach of your tweets, and the number of people who clicked on a link you posted. The real measurement is, of course, whether or not you find candidates willing to visit your community, submit applications for your postings and, ultimately, locate in your community or take a job with your organization.

It can be challenging to determine the return on your investment of time and effort into social media tools. It is similar to trying to measure the success of a recruitment fair in that, in both cases, it's hard to measure building a relationship over time that could lead to a successful recruit.

In terms of tools to measure hard numbers for each social media, new ones are being developed every day; however, here are some examples:

Facebook

- Number of friends or likes
- Comments in response to posts
- Bit.ly and other link shortening/management tools
- Responses to contests

YouTube

- Number of times video has been viewed
- Comments in response to video

Twitter

- Number of followers
- Tweetreach.com
- Retweets
- Klout.com
- Peer Index
- Tweet Level
- Tweet Stats

LinkedIn

- Number of applicable connections
- Number of applications to positions posted on LinkedIn
- Number of members who join groups you set up

Blogs

- Visits per day/post
- Comments posted
- RSS feeds/numbers of subscribers
- Links from other blogs
- Socialmention.com
- Other bloggers writing positive things about your community/organization

Photo sites

- Number of views
- Comments

Before using these measurements, make sure you are clear on why you are measuring. Review the goals in your strategy and measure your social media strategy against those. Measurement for the sake of measurement will not get you any closer to recruiting a new physician or other health-care professional.

User Guides

To help you get started on your social media journey, we have included basic user guides for some of the most commonly used media. You will find information about how to sign up for each medium, ideas on how to use each application for recruiting, and some basic vocabulary, where applicable.

If you have further questions or are interested in more advanced use, ask your local [Regional Advisor](#).

For further updates on this module and others, sign up on the Recruitment Essentials [mailing list](#).

YouTube User Guide

www.youtube.com

YouTube is a site that allows people to share and view videos. Unregistered users can watch the videos; registered users are permitted to upload an unlimited number of videos. It's easy to register!

Getting Started

Visit www.youtube.com and follow the steps below:

1. Make a video
2. Create an account
3. Follow instructions on how to upload videos
4. Invite people to view your videos by providing links to your YouTube video

YouTube for Recruiting

As a recruitment tool, YouTube allows you to use video to tell stories about your community or organization, and provide information about why health-care professionals should consider working there. You could set up your own YouTube channel and post videos such as:

- Interviews or testimonials from health-care professionals working in your community or hospital about why they love working/living there
- A chief of staff or medical administration welcoming health-care professionals to come and check out the facilities, and include a virtual tour of a hospital or clinic
- A virtual community visit so that potential candidates can get a feel for what the community has to offer; this could also take the form of multiple videos so people can pick and choose what they would like to see
- Interviews with economic developers speaking about other employment opportunities—think spousal/partner employment
- Interviews with mayors, councillors, tourism board members, and others to explain why your community is the best place to live
- Videos of presentations you have given

Once you have uploaded the videos, you can send links to the videos or your channel to make people aware. You could also use some of the other social media detailed below to put the word out, include a link on your website or in your email signature, and/or send specific notices to all the candidates to whom you are talking. You could also ask residents and physicians to circulate the link to their friends and colleagues from other communities. Of course, the videos could also be played at recruitment fairs on a laptop at your booth.

Once the videos are online, viewers will be able to post comments about your videos. These comments should be monitored and responded to as necessary. You will also be able to see how many times each video has been watched.

Twitter User Guide

www.twitter.com

Getting Started

Twitter is very easy to set up. Visit www.twitter.com and register to create an account. Choose a username and write a short bio that describes you, what you do and include your web address. You can also customize your background if you want.

Listening and Building and Audience

There are many guides with advice and information on how to build an audience and engage with other Twitter users/Tweeps. The best way to learn the basics of using Twitter is to jump in and try it.

Once you have your username and account set up you can start to follow people. You can use the Twitter search function to search for topics of interest or categories of people to follow. If you find someone interesting to follow, you can look at his/her followers and people they are following to find more people of interest. As you follow other tweeps, some will start to follow you.

Once you build your list of followers, take the time to view and “listen” to what others are saying and how they are using this tool. As your comfort level grows, start posting tweets yourself.

The Twitter community is very willing to help and provide guidance if you are feeling lost. Ask for help and you will get it. You can also ask your local Regional Advisor for assistance. Existing HFO MRA “handles” are listed below. Sign up and follow us today!

@HFO_MRA	@HFOMRA_NSM
@HFOMRA_Champ_SE	@HFOMRA_WW
@HFOMRA_CW_MH	@HFOMRA_NW
@HFOMRA_HNHB	@HFOMRA_NE
@HFOMRA_CE	@HFOMRA_ESC

As you start to build your audience, you will find it helpful to periodically review your followers and make note of to whom you are communicating. This will help you to target the information you post.

Next Steps

As you gain experience with Twitter and engage more with other users, through retweeting, commenting, and replying to other tweets, your audience will grow and the stream of information coming to you from followers will likely get more challenging to manage.

Fortunately, there are a number of free software applications to help you better manage your use of this social media platform. Some of the better known desktop applications include [TweetDeck](#) and [HootSuite](#). These are by no means the only ones available, and each offers different functionalities, so take a look around, ask what others are using and try them out. You may even choose to use one application for desktops and another for mobile devices. You should be able to find one that allows you to manage your Twitter account(s), and search and listen for specific subjects and [hashtags](#) at a minimum. Some will allow you to track visits to posted links or even manage posting for multiple social media such as Facebook and LinkedIn.

Twitter for Recruiting

Unlike some other social media platforms such as Facebook, Twitter only allows a limited amount of space per posting (140 characters), so most of your posts will likely involve a link to another site where more in-depth information is provided for those who are interested.

It is up to you to determine how best to use this platform to meet your objectives; however, some of the types of tweets and ways you could use this tool for recruiting include posting the following:

- Lifestyle information about your community (e.g. festivals, recreational opportunities)
- Economic development information (think spousal employment)
- Housing information
- Job links
- Health news
- Information/pictures about local health facilities
- Welcoming new physicians/health professionals
- Celebrating existing physicians/health professionals
- Announcements about government initiatives that will benefit your area
- Links to videos about your community
- Links to blog, Facebook postings, and/or newspaper articles
- Information about provincial programs and supports, such as HFO MRA

Advertising

Twitter also has an advertising platform that organizations can use to promote their products and services. More information about the services available through this platform are available at <http://advertising.twitter.com>.

It is also important to remember that social media is about more than just pushing information out to your audience; it is also about having a conversation with people. Twitter is a virtual networking event/job fair. When opportunities present themselves, engage with other users and build relationships. Talk to people about their experiences in your community or with your organization. Talk to medical students, residents, and physicians about what they are looking for and what you have to offer. Use Twitter to spread the word about your community that you want people to know and get others to pass the word to their audiences.

Twitter Vocabulary

Tweet

A tweet is a message posted on Twitter.

Tweeter/Tweep/Tweeple

These descriptors are for users who post messages on Twitter.

Follow/Follower

A follower is someone who has decided to “follow” your tweets. This is similar to someone “friending” you on Facebook, but the follower on Twitter does not require your approval to read your updates and posts. You can block followers if you are uncomfortable with a particular person having access to your tweets. This doesn’t mean they won’t be able to view your tweets on your Twitter home page; it just means your tweets won’t show up in their stream of postings from people they are following. You can follow anyone who has a Twitter account and there is no limit to the number of followers a person can have.

Twitter handle

This is another term for username. Handles are designated by the “@” symbol in front of the handle (e.g. @HFO_MRA)

RT – Retweet

A retweet is like forwarding someone’s e-mail to others you think would be interested, except, in this case, you are forwarding someone’s previous tweet. It will appear as RT “@username” followed by the original tweet. RTs allow you to share interesting tweets with your friends and followers. The RT is your citation of the source of the information.

MT – Modified Tweet

When you retweet someone else’s tweet but you edit it for length, add hashtags or make any changes to the original tweet, it is polite to change the “RT” that appears in the message to an “MT” to let readers know you have modified the original posting.

#Hashtag

A hashtag is created by attaching the pound symbol (#) to a word or series of words attached together (e.g. #physicianjobs, #Ottawa or #PracticeOntario). Hashtags are used as terms to help users to follow or find tweets on specific topics or engage in specific discussions.

DM – Direct Message

Direct messaging is the way on Twitter for you to send private messages to another user. The only way to send a DM to someone is if the recipient is following you and you are following him/her.

TweetChat

A TweetChat is an online meeting on a specific topic via Twitter. Someone will take the initiative to establish a specific discussion and create a hashtag for that chat. Typically, there will be a set time of the day and week when these chats happen and anyone can join in or just observe. There is a #MDChat forum for physicians about how they use social media. There is a #hcsma chat forum for people interested in health care and social media in Canada that takes place every week. To engage in any of these chats you can search for that specific hashtag and, at the prescribed time, introduce yourself and respond to the questions being asked by the moderator.

URL Shortener

Twitter only allows 140 characters per tweet. A URL shortener will reduce the length of a weblink and allow you to post weblinks more efficiently. Some also provide tracking capability so you can see how many people click on the link you send out. You can use shortened links in Twitter, Facebook, e-mail, or any other electronic communications. TinyURL and bit.ly are some of the better known URL shorteners.

Facebook User Guide

www.facebook.com

Facebook is an immensely popular social networking site that allows you to share interests, make connections, and engage with various communities, organizations, and public figures.

The following are a few points to emphasize the power of Facebook as a medium:

- Over one billion users as of December 2012
- The average user interacts with approximately 140 friends
- If there were a “Facebook Nation,” it would be the world’s third-largest country
- Half-a-million people join Facebook *every single day*
- The fastest growing group on Facebook is people over the age of 30; and
- Facebook is the #1 photo-sharing site in the world

Getting Started

Facebook allows users to create pages to specifically showcase a community, a celebrity, a brand, a business, a hospital, a clinic, or even a recruitment task force. The process of creating a dedicated page is fairly straightforward. Follow the steps on the Facebook home page (www.facebook.com).

A Note on Privacy

Users can manage their own privacy settings and control who can see which parts of their profile. Be aware of privacy settings and how much/what kind of information you share on Facebook because other users can view this information. Many articles have been written regarding the potential security/identify risks associated with this forum: simply search keywords such as “Facebook,” “privacy” or “security” on the Internet.

The key to enjoying and capitalizing on this medium is to be a savvy user: invest the time to research the privacy settings, be smart with how you interact and submit information with a sense of responsibility and vision.

Facebook Ads

Facebook also supports advertising on a more formal and cost-based level. Capitalizing on its technology and platforms, advertisers can target certain markets and segments. Further research would be necessary to determine the value of this advertising for you.

For further information, see www.facebook.com/advertising

Facebook for Recruiting

Facebook can be a powerful tool with regards to your recruitment and retention objectives. However, keep in mind that Facebook, like social media in general, is not so much about disseminating information as it is about provoking thought, engaging individuals, and enabling conversation. Practically speaking, it is about reaching out and connecting to your audience, whether they are physician prospects, nursing candidates or general stakeholders. It really is about developing and maintaining relationships.

Facebook allows you to provide more detailed information in your postings than what is possible through Twitter. Some of the information you could post on your Facebook page includes:

- Lifestyle information about your community (e.g. festivals and education)
- Economic/employment factors (think spousal employment)
- Housing information
- Health news
- Job postings
- Health-care system details (e.g. hospitals and specialist networks)
- Incentives
- Contests
- Welcoming new providers
- Recognizing local achievement/promotion
- Links to videos about your community
- Links to local news
- Notes about life in your community
- Profiles of health-service providers
- A blog using the notes feature

Remember, you can also use Groups and Networks to connect with other affiliated professionals, such as other recruiters, professional associations or resident groups.

Regardless of how you use Facebook, keep the information and conversation current and relevant.

Facebook Vocabulary

Friends

Friends are the foundation of Facebook. A “friend” is someone whom you have formally connected with in the Facebook universe. Your friend may or may not be someone you have met face-to-face. Depending on your privacy/account settings, your friends have access to your “wall,” photos, notes, and more. In turn, you will enjoy similar access to their profiles and information.

Wall

The “wall” is the centre of your profile and the location where all your friends see your photos, messages, videos, updated status, and anything else that is added. People can post comments to your wall and you can post comments back on their wall.

News Feed/Timeline

This feature appears on every user’s home page and highlights information including profile changes, upcoming events and birthdays of friends.

Events

Facebook allows you to showcase and explore events through the online community. The events application allows you to plan an event and invite your Facebook friends. The application allows you to maintain a guest list, view RSVP list, and even include a map to your event.

Networks

Users can join networks organized by individuals maintaining similar interests/affiliations.

Pages

You can use Facebook to explore pages of people, businesses, brands, celebrities, causes, and organizations that hold similar interests as yourself. Alternatively, you can create your own page and gain fans who choose to “like” a page.

Pages update users with things such as statuses, links, events, photos and videos. This information appears on the page itself, as well as in its fans’ personal news feeds. This has proven to be an effective way to engage stakeholders.

Like

A “like” is a simple way to let someone know you like something they’ve posted, such as an update, a note, a photo, or their page.

Notes

Notes are another way to communicate with your friends. Some people use this blogging feature to start a discussion on a particular subject or post a question.

Photos

The photo application allows you to upload, share, and comment on the images you post. You can use the tag feature to highlight certain people within the picture. Using this feature, you don’t need to e-mail the person to notify them; it will automatically send the picture with the corresponding “tag” to the person’s wall.

Profile Picture and Cover Photo

Your profile picture helps people recognize you or your organization/brand on Facebook and it can be added/changed at any time. Your cover photo appears as a banner at the top of your Facebook profile and is a great place to advertise your organization/brand or to use imagery that sets the tone of your profile.

Videos

As long as it is in an approved format, you can upload your mobile, YouTube, or other video to your page.

Chat

If you are familiar with other messaging systems, such as MSN, g-Chat or Hotmail Messenger, you will find this quite comparable. This is another way to communicate with your friends who are online at the same time as you.

LinkedIn User Guide

www.linkedin.com

LinkedIn is a business-oriented social networking site. It has been described as Facebook for people in suits; however, it is mainly used for professional networking.

LinkedIn can help you exchange knowledge, ideas, and opportunities with a broader network of professionals. It is used increasingly by organizations for non-medical recruiting.

Getting Started

Visit www.linkedin.com and follow the steps below:

1. Create a Professional Profile

This is similar to your resume or CV and contains professional information such as current employer, previous employer, websites of employers, education, etc. It allows people to search for you by name, title, or organization.

2. Stay in Touch With Colleagues

You can add people to your network by sending an invitation or getting introduced through a connection. This will be your online Rolodex of contacts! On your home page, you can see your list of connections, the connections of each of their connections (second-degree connections), and the connections of second-degree connections (third-degree connections), allowing you to 'meet' or be introduced to more people in your field. If you have a LinkedIn account and someone does an Internet search for your name, it will come up in the search. You can send a direct e-mail to your colleagues and see their Twitter feed through LinkedIn as well.

3. Find Experts and Ideas

In the Answers function, you can share business knowledge with your colleagues. Ask your question and get answers from other users in your field. Go to 'More' in the toolbar on your home page to find the Answers section.

4. Explore Opportunities and Post Jobs for Your Organization

LinkedIn looks at your professional profile and suggests job opportunities you might be interested in based on what has been posted on LinkedIn. You can also post opportunities in your organization, which allows the job seeker to see a profile of your organization.

5. Join a Group or Create a Group

Stay connected to people in your profession by joining an existing group or creating your own group, and asking people to join. Your groups will be listed on your home page and allow more people to connect with your network.

LinkedIn for Recruiting

LinkedIn is primarily a networking tool that allows you to build and maintain your networks and keep up to date on where the people in your network are working. It is also the #1 online recruitment tool being used by non-medical employers. There are many tools within LinkedIn that can be applied to medical recruitment.

You can:

- Create a profile for yourself and promote it at job fairs to ensure candidates know they can easily find you and access your contact info online
- Create a profile for your organization so other people who have worked there can link to it and prospective candidates can review it
- Create groups for people interested in your community or organization
- Submit posts, questions, comments or jobs to groups of which you are a member
- Post jobs to the job board

Advertising

LinkedIn has a comprehensive, customizable advertising platform available to organizations that are interested in promoting their products and services to LinkedIn members. Organizations can find LinkedIn members based on professions, behavioural data, and other pre-defined audience segments. Once the target audiences have been identified, display ads, sponsorships, partner messages, and other engagement tools can be purchased to reach the audience. More information is available at <http://marketing.linkedin.com>.

In addition to the advertising opportunities, you can also search LinkedIn for medical students, residents, and physicians, and invite them to join your network or group. If they are interested in hearing what you have to say about opportunities in your area, they can accept your invitation.

You can also use LinkedIn to keep in touch with other recruiters in Ontario, Canada or even internationally. [The Canadian Association of Staff Physician Recruiters \(CASPR\)](#) and [American Association of Staff Physician Recruiters \(ASPR\)](#) both have groups you can join. It can also be a great way to find the contact information of people you have met at conferences.

Wikipedia User Guide

www.wikipedia.org

Wikipedia is an online encyclopedia that is driven by user-based edits, development, and maintenance. More than 16-million articles have been written collaboratively by volunteers around the world. As such, it is considered to be perhaps the largest and most popular general reference work on the Internet today.

Content

Wikipedia is almost entirely user-driven, much more than an encyclopedia in the conventional sense, although guided by certain policies, laws, and regulations, the editorial principles are captured in its “[5-Pillars](#)”. According to the general guiding rules, “worthy” entries must be about an encyclopedic topic *not* a dictionary entry. Further, it should be “notable” by Wikipedia standards, which means the entry has received significant coverage in secondary mainstream or academic sources.

Wikipedia often ranks highly in terms of results within popular search engines, such as Google. As such, it carries great potential in terms of showcasing your community or organization to the global market.

Criticisms

The open nature of the editing model has been the general focus of criticism. Much of the criticism comes from the academic arena, with topics of validity and reliability and overall quality of data coming into question. For further information see <http://en.wikipedia.org/wiki/Wikipedia>.

If you do create an entry, ensure that you keep track of the username and password so that you can easily make edits to the entry. If you attempt to edit an entry that was not created with your username, your edits will require approval.

Navigation

All articles in Wikipedia are linked (cross-referenced). This allows for your search to develop or evolve in a way that best suits your objectives. You can go as “deep” as you like into a particular topic or veer off on another tangent altogether.

Contributing to Wikipedia

Anyone can add to Wikipedia through a [variety of ways](#). For our purposes, we will focus exclusively on starting an article. For example, perhaps you want to contribute a feature focusing on a local hospital or your community at large.

Before you begin, it would be wise to explore Wikipedia’s various tools and resources, for example, consider using the “[Article Wizard](#)”. There are also a number of video tutorials to assist you in developing the piece.

Once you are ready to begin, you can follow the steps as outlined in the following link: http://en.wikipedia.org/wiki/Wikipedia:Starting_an_article.

Wikipedia for Recruiting

Although Wikipedia is not a tool for explicit recruitment, it is effective to showcase your opportunity. Think of it as a way to develop a comprehensive community profile.

You can:

- Ensure your community and/or region is well represented in the form of an article
- Showcase major centres or hospitals
- Highlight Centres of Excellence
- Mention major local organizations, boards, and/or companies
- Create links between articles about organizations and services in your community

Keep in mind that articles should have a tone that conforms to the policies of Wikipedia (see “5 Pillars” above). As such, these have to be relatively neutral. This is not to say you can’t highlight positive achievements, aspects or considerations.

You can add hyperlinks within the article, leading the reader to other sources within and outside of Wikipedia (e.g. the hospital website).

Again, remember, many Google searches often return Wikipedia entries high in the list. As such, it may be a physician’s first impression of your community or organization. Be sure the article is current, accurate, factual, and, where possible, motivates a physician to do further research or contact you.

Blog User Guide

Blogging or web logging as it was originally known is essentially a space where you can write as much as you want on topics of your choosing. A blog could be a space where you write about the benefits of your organization/community/region or, perhaps, where you post physician testimonials—a new physician in your community could write about his/her experiences in first year. Entries can be as long or as short as you want, entirely text, text with photos or videos, just photos or just videos.

When you create a new blog entry you can tweet a link to it, post a link on your Facebook page, link to other blogs and promote it to physician candidates you are already talking with by e-mail.

Blogging can be done through a wide variety of sites, platforms, and software. You can build a blog either as a stand-alone or into your existing website. There are sites that will provide you with free blog-hosting services and templates, and others that you can pay for. You can use the templates provided by some sites or build a highly customized blog. A blog can also be integrated into other social media platforms.

Blog options

Below is a list of some of the more commonly used blogging sites and tools. Each works a little differently, so do your research and decide which will best suit your needs:

www.blogger.com

www.livejournal.com

www.tumblr.com

<http://wordpress.com>

It is also a good idea to occasionally do searches with tools, such as www.socialmention.com, to see if your organization or community is being mentioned on other blogs and comment on those blogs when appropriate.

Blogging for Recruiting

In terms of recruitment, a blog offers you the opportunity to tell people more about your community from a personal perspective. Blogs should not be about corporate messaging; these are most effective when content is about personal experiences.

Blogging is about story-telling. Below are some ideas on what/how you could use blogs in recruiting. All of these can be in written or video form (video blog or Vlog).

- Tell stories about life in your community/organization
- A blog by a new doctor and his/her family, with posts about their new lives in your community
- Posts about events in your community
- Photos of your community and health-service providers
- Profiles of physicians in your community and their good work
- Stories about health service providers
- Testimonials from physicians and families about aspects of the community

Before starting a blog, make sure you know what your focus is going to be and keep your posts within that focus. Monitor your blog for comments posted in response to posts and be prepared to respond if necessary—they could be from potential candidates.

Photo Sites User Guide

Photo sites can be used to tell a story with pictures. You can post photos to your own folders on these sites and provide detailed descriptions to put the photos in context. These are a basic and more static form of social media.

Getting Started

Follow the step-by-step instructions on the site to set up an account on each site. The site may also offer a tour of the services offered on the site.

Uploading Photos

Photos can be uploaded by e-mail, desktop and mobile applications, third-party applications such as iPhoto, or via your web browser.

Organizing Photos

Once you set up the account, you can upload and organize your photos into categories. You can also set permissions to determine whether the photos will be available only to a select group of people or for viewing by anyone who searches the site.

Once you post the photos you can write notes about the photos, tag them with subjects and Geotag them so viewers can see where the things they depict are located geographically on a map.

Driving Traffic to your Photos

You can promote your photo account and photos through Facebook, Twitter, blogs, websites, e-mail signatures, etc. It may also be possible to link to Facebook, Twitter, blogs and other updates. You can usually embed a button on your website that will allow people to follow the link directly to your photos from your website.

Photo Sites for Recruiting

These sites are really an opportunity to create a visual representation of your community/organization. You can decide whether or not to allow comments from others on the photos you post.

As a recruiting tool, you can help to shape perceptions of your community for people who have never seen it. You could:

- Create a photo tour of your community
- Post both the inside and outside photos of your health-service organizations
- Post photos with short profiles of health-care leaders
- Show photos of cultural events/festivals/tourist features
- Post photos of sports and leisure opportunities
- Tell the story of your community/organization through photos

Some Photo Sites

Although photo sites are not a tool for explicit recruitment, they are effective to showcase your opportunity. Think of it as a way to develop a comprehensive community profile.

www.flickr.com

www.picasaweb.google.com

www.pinterest.com

www.instagram.com

Vocabulary

Tag

A tag is a searchable term you attach to a photo; e.g., a picture of a hospital emergency department could include tags such as “hospital”, “Emergency Room”, “Emergency Department”, “[Your town] General Hospital”, “physician recruitment”, name of your community, etc. The tags make it easier for people to find the photos by searching specific subjects.

Geotag

This is a process by which you can link the photo to a specific location on a map.

Google+ User Guide

Google+ is Google's answer to Facebook. It is sometimes written as Google Plus. Google+ is integrated with the rest of Google's products. If you have a blog on blogger.com or photos posted on Picasa.com or a YouTube channel, they can all be connected to your Google+ page with ease.

As of January 2013, it has more than 500 million accounts.

Getting Started

Google+ can be found one of two ways:

If you already have a Gmail account, you can sign into your Gmail account and, in the black bar across the top of the screen, there is a menu bar with many of the Google products. The first one to the left of the screen will likely be a + symbol in front of your name. You likely already have a Google+ account without being aware of it, since it is linked with your other Google accounts.

If you do not have a Gmail account, you can go to plus.google.com and sign up for an account.

There are video tutorials on the site to help you set up your profile and find friends to add to your [circles](#).

Google+ also includes guides for setting up a business page and the various tools available for business accounts.

Google+ for Recruiting

Google+ has potential as a tool for recruitment and retention of health professionals. Google+ is not as popular as sites like Facebook and this limits its effectiveness as a recruitment tool. Like Facebook, Google+ can be used to disseminate information as well as provoking thought, engaging individuals and enabling conversation. It can be a tool for developing and maintaining relationships.

Google+ allows you to provide more detailed information in your postings than what is possible through Twitter. Some of the information you could post on your Google+ page or group includes:

- Lifestyle information about your community (e.g. festivals and education)
- Economic/Employment factors (think spousal employment)
- Housing information
- Health news
- Job postings
- Health-care system details (e.g. hospitals and specialist networks)
- Incentives
- Contests
- Welcoming new providers
- Recognizing local achievement/promotion
- Links to videos about your community
- Links to local news
- Notes about life in your community
- Profiles of health-service providers

You can also use Google+ circles and communities to connect with other affiliated professionals such as other recruiters, professional associations or resident groups.

Regardless of how you use Google+, keep the information and conversation current and relevant.

Google+ Vocabulary

Circles

Networks of users based on defined parameters. You could create a circle of friends, a circle of physicians, a circle of hospital employees, etc. Depending on your privacy/account setting, you will have access to what the people in your circles post. In turn, they will enjoy similar access to your profile and information, if they add you to one of their circles. Share articles, videos, photos, start conversations, tell people what you are doing, comment on or re-share items shared by people within your circles.

Hangouts

You can video conference with up to nine other Google+ users at a time through this tool.

Communities

Communities are groups of users with common interests. You can create or join communities. They can be public or private forums.

Local

This is a tool primarily for restaurant and hospitality recommendations. You can write and read recommendations made by other users about places in specific communities.

Pages

You can create pages for a local business or place, a brand, an organization, anything within the arts, entertainment or sports category.

Events

Google+ allows you to showcase and explore events through the online community. The events application allows you to plan an event and invite your friends. The application allows you to maintain a guest list, view RSVP list and include a map to your event. Participants can all save their photos associated with the event within the Google+ event to create a shared photo album from the event.

Photos

The photo application allows you to upload, share and comment on the images you post. You can use the tag feature to highlight certain people within the picture.

Videos

Like the photo application, you can upload videos to your page.

Pinterest User Guide

Pinterest is a photo/image sharing website that allows you to “pin” images to your personal boards. It is a virtual bulletin board. Other users can re-pin your images to their boards and share them with their followers. As with any social site, users can follow one another and receive updates on new images pinned by users they follow. Images can be uploaded by the user or pinned from other web sites. Images from other sites will take users back to the original site.

Getting Started

Visit www.pinterest.com and follow the directions to create a personal account. Once you have created an account, there will be a drop down menu on the top right hand side of the page. Click on the about menu and follow the link to the help section. This section provides details on how to use Pinterest.

This section also provides information on how to establish a ‘business’ account. This information can be found in the menu bar in the upper right hand corner of the page. You can also access the business account set up directly via <http://business.pinterest.com/setup>.

Pinterest for Recruiting

Pinterest allows you to create subject specific boards. These boards can be used to highlight different aspects of your community or organization that might be of interest to physicians and their families.

Create boards such as:

- Photos and information about the practice location
- Real Estate
- Festivals, events and recreational opportunities
- Restaurants
- Education

You can follow other users who are pinning images about your community and they will do some of your work for you.

Pinterest Vocabulary

Pin

You can “Pin” or attach images to your boards.

Re-Pin

You can share another user’s image by re-pinning it to your board.

Board

This is the subject-specific category of your images or your virtual bulletin board.

For more information or questions,
please contact your local Regional Advisor:

www.healthforceontario.ca/ra