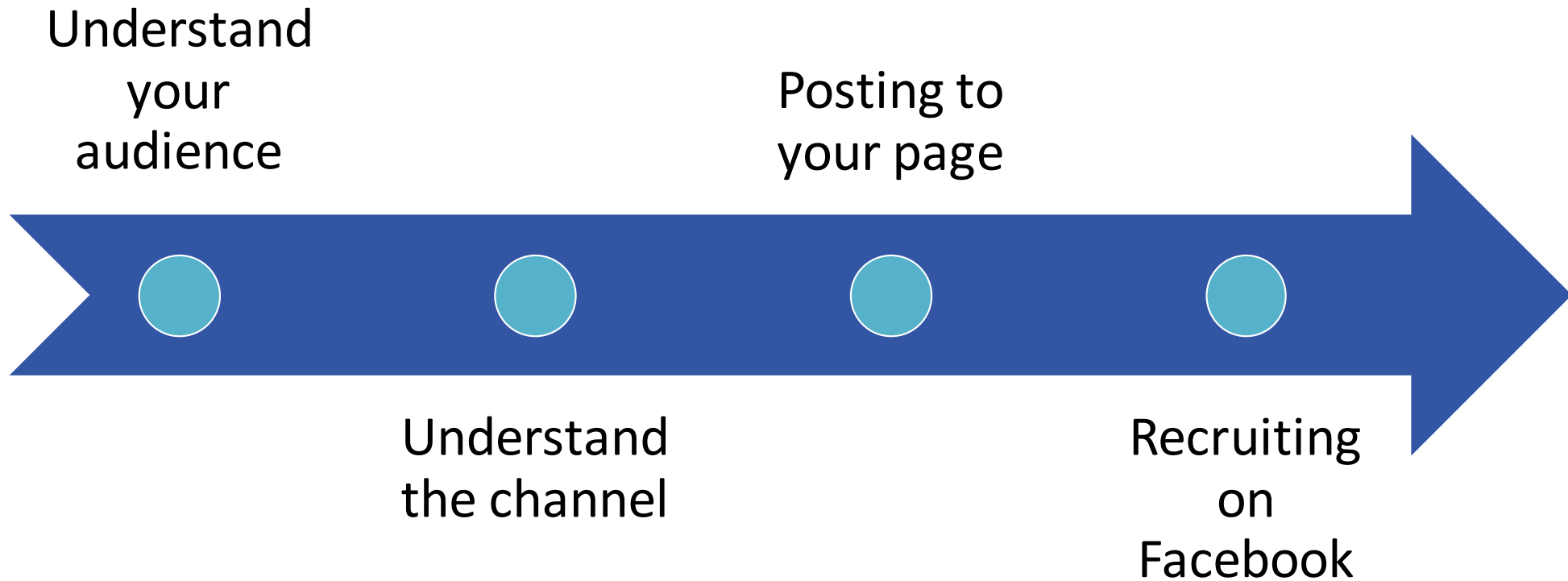


Building a Community on Facebook **Best Practices Guide**

November 2022



4 Steps to Building a Community



A photograph of three healthcare professionals in a clinical setting, overlaid with a semi-transparent blue filter. A male doctor in a white coat and glasses is on the left, looking towards a female nurse in blue scrubs in the center. Another person is partially visible on the right. They appear to be in a discussion, with the nurse holding a clipboard.

1. Understanding Your Audience



Key Questions to Ask

**Who's on
Facebook?**

(active users, demographic, etc.)

**Why are they on
Facebook?**

(connect, networking, etc.)

**How do they use
Facebook?**

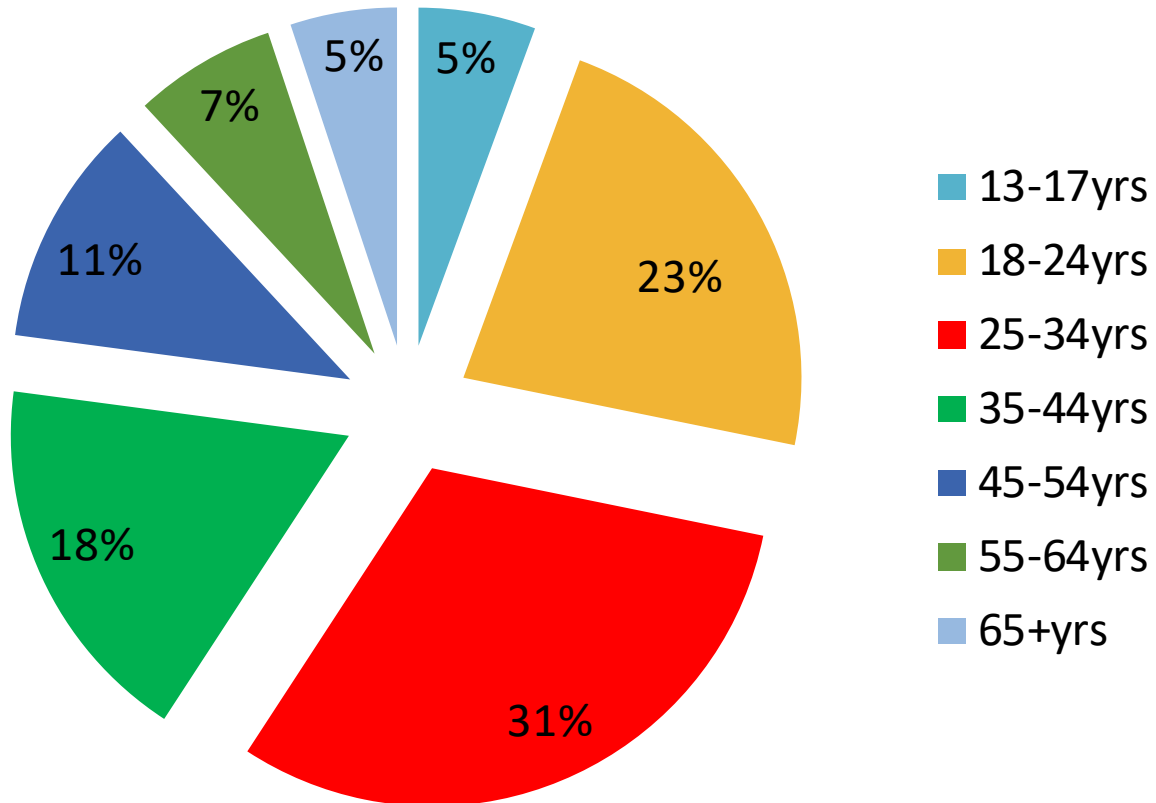
(feed, stories, groups, etc.)

**What type of content
will resonate?**

(reels, infographics, photos, etc.)

Who Is On Facebook

Total number of ACTIVE users as of Q4 2021 is 2,912 million. Total number of DAILY active users is 1.93 billion. (56% are male, 44% are female)



Facebook estimates that there is an audience size of 2.6 - 3.1 million users with a job title in the Healthcare & Medical Services sector.

The largest demographic group of Facebook users is between the ages of 25 and 35 years. (18.8% are male, and 12.8% are female)

Why Facebook

FAMILY

- To connect w/ family & friends
- To share photos or videos

ENTERTAINMENT

- Keep up with current events
- Follow or research brands & products
- Community building

CAREER

- Professional networking
- Recruiting & job search
- Research/discover market trends
- Build personal brand

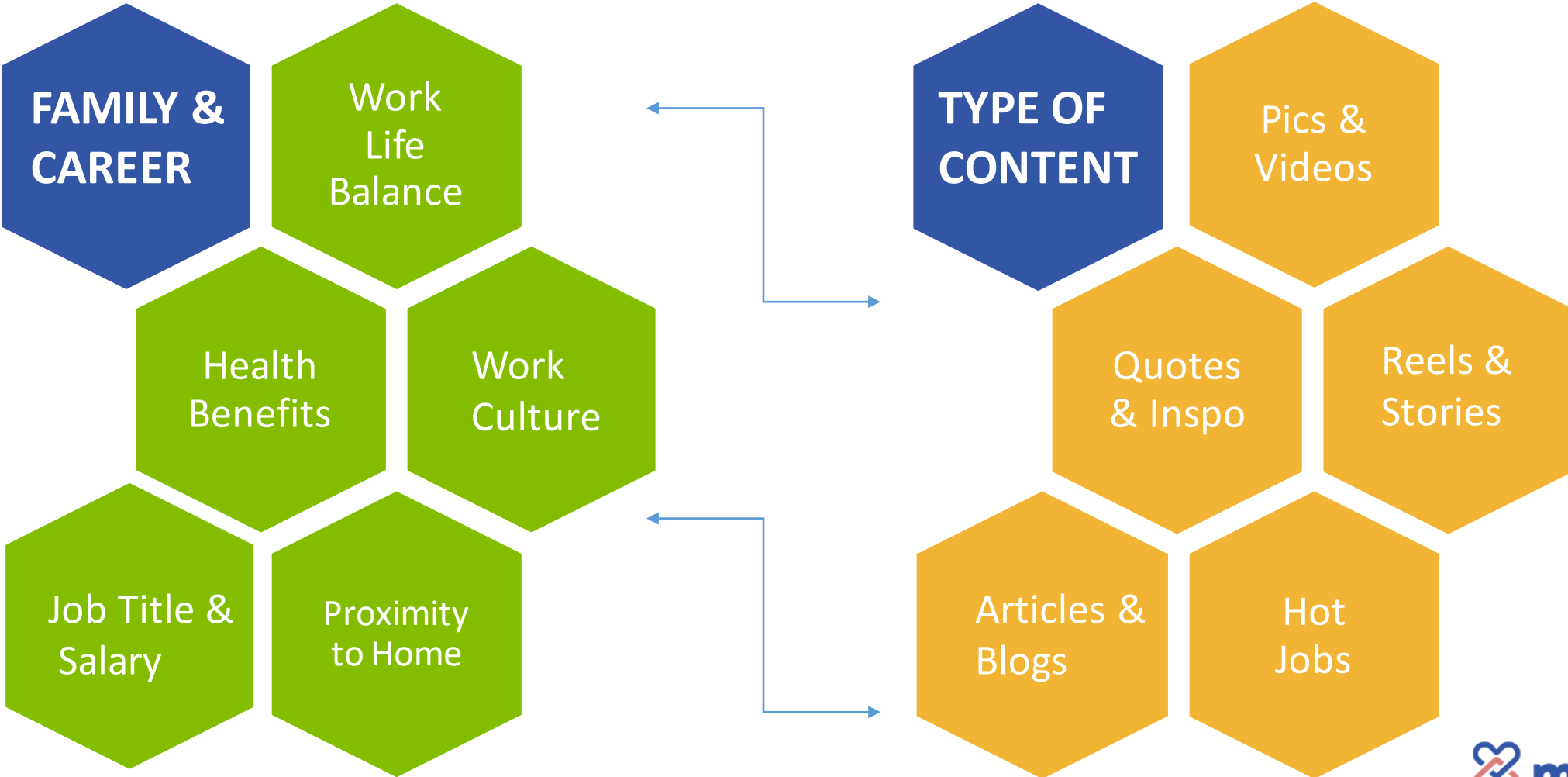
How They Use Facebook

Liking,
Commenting,
& Sharing

News Feed,
Stories & Reels

Facebook
Groups &
Messenger

What Content Will Resonate



A photograph of medical professionals in a clinical setting, overlaid with a semi-transparent blue filter. A male doctor in a white coat and glasses is talking to a female nurse in blue scrubs. Another nurse is visible in the foreground on the left, and another person is partially visible on the right. They appear to be in a hallway or a common area, possibly discussing a patient's care.

2. Understanding The Channel



Fast Facts

Almost 90% of Facebook's Daily Active Users Come from Outside the US/Canada.

The largest population on Facebook is from India with over 320 million users followed by 190 million from the US.

81% of Facebook users only access the platform via mobile devices.

Only 1.7% of the total Facebook users access the platform using a laptop or computer.

Users spend 34 minutes per day on Facebook.

Images remain the most popular form of content on Facebook, as videos trek closely behind. The least popular content type is link posts.

The best time to post depends on what your brand is all about and who your target audience is.

The News Feed

Most people scroll through the News Feed when they go to Facebook.

Here's how Facebook determines what content to show them

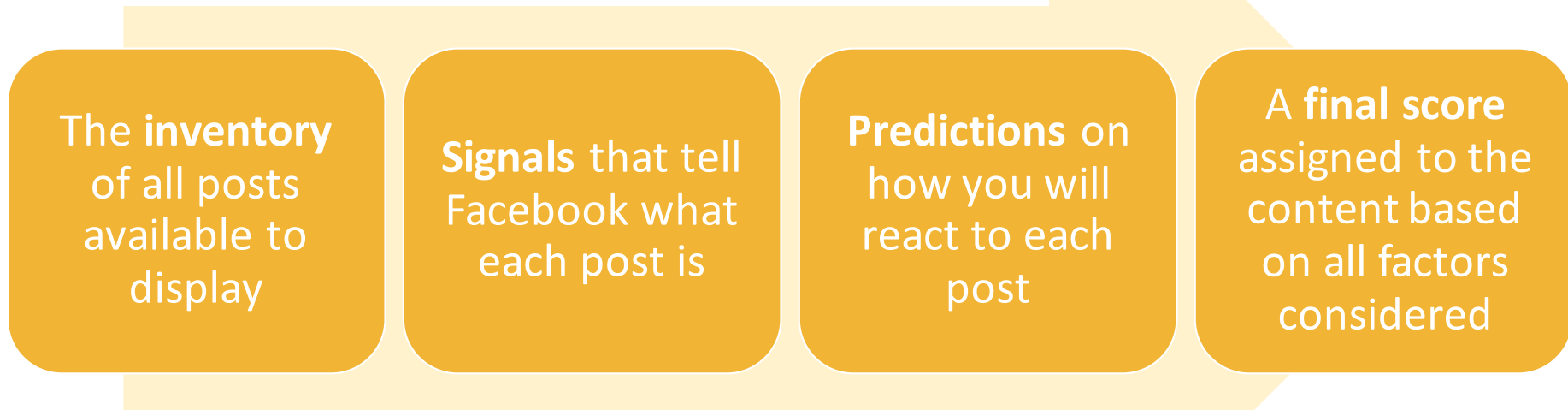


Ranks all available posts that can display on a user's News Feed based on how likely that user will have a *positive* reaction.

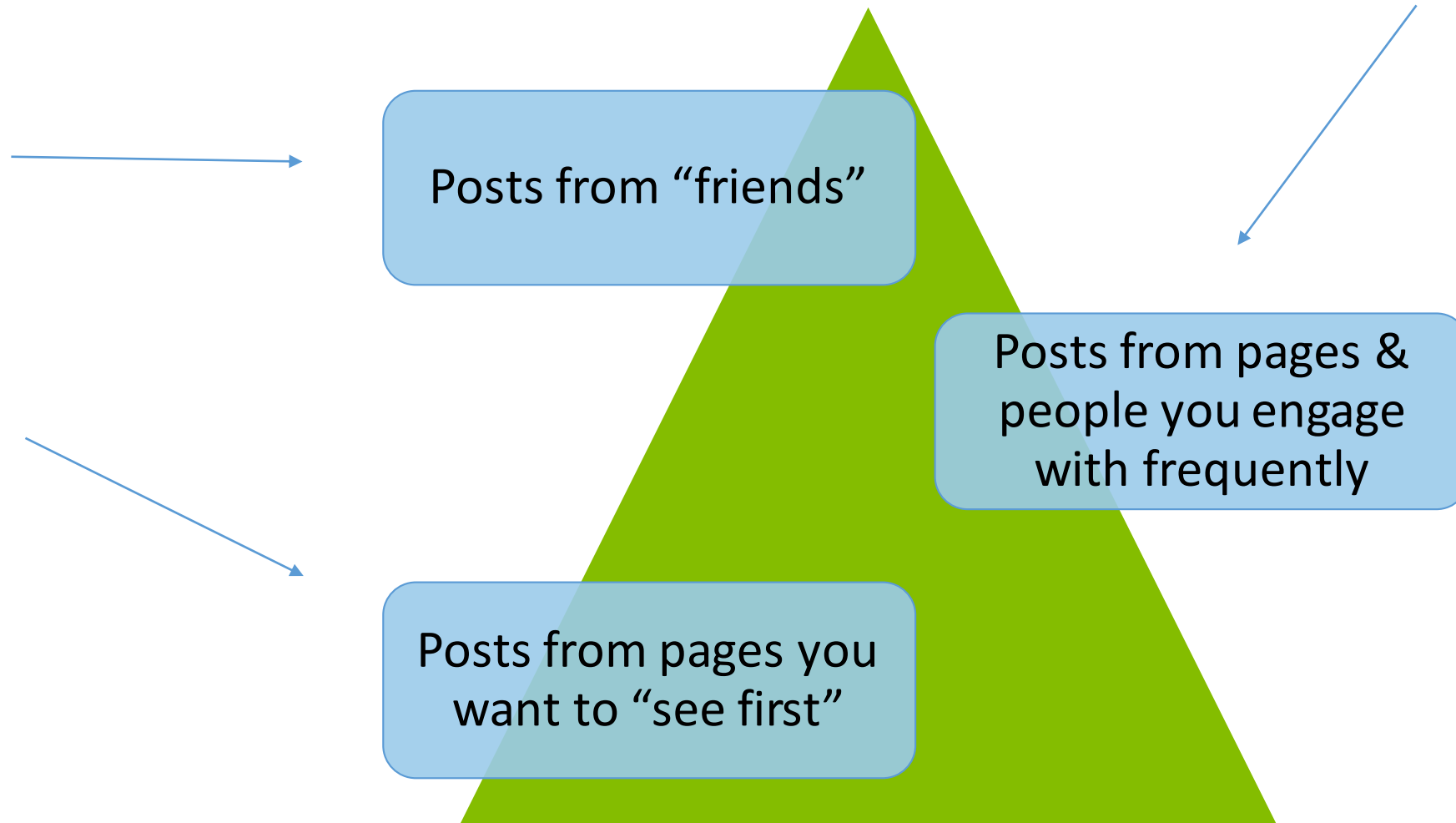
Prioritizes content posted from friends over publishers, with a focus on “meaningful interactions.”

How It Works

Facebook's algorithm for ranking and displaying content on your News Feed is based on four factors:



What Gets Prioritized



Source: <https://tinuiti.com/blog/paid-social/facebook-algorithm/>

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3. Posting To Your Page



Personal Profile vs Business Page

To keep up with family & friends

Share personal photos & status updates

DM or comment on friends & families daily activities

All about your brand & the services you offer as a professional

You can invite past or potential clients to like your page

Collect reviews, share essential details about your business & post industry related topics

Business Page Do's

Share useful posts or events from your business page to your personal profile

Engage your audience with trending topics within the industry

Post content that is accessible

Invite your friends to like your business page

Post important business information on your Business Page (contact info, services, events, etc)

Business Page Don'ts

Post ALL of your business updates on your personal profile

Post political or religious views

Fill your page with technical language and data

Take it personal if your friends or family don't accept your page like request

Make your personal posts public

When To Post

FREQUENCY

It doesn't matter much. Your content will be seen (or not seen) based on the Facebook Algorithm explained on Page 12 & 13. "When" is not as important as "what" but don't let your page go dormant – try to post at least 1-3 times per week.

DAY/TIME

The best time to post depends on what your brand is all about and who your target audience is. Think about what time and days of the week your target audience is online engaging, what day/time they are potentially looking for work and etc

Tips For Posting

PEOPLE LIKE PEOPLE

post real pictures and videos of yourself and others

BE AUTHENTIC/REAL

write the way you actually talk, don't overthink it

STAY "ON BRAND"

don't change the Maxim logo or colors. (Use Canva as a resource)

KEEP IT PROFESSIONAL

your page is a reflection of Maxim, use good judgement when posting across all platforms

CHECK YOUR SPELLING

review all information to make sure the spelling/grammar is correct and easy to understand

SHARE

mix up your posts by sharing relatable content from other friends/co-workers/Maxim corporate accts

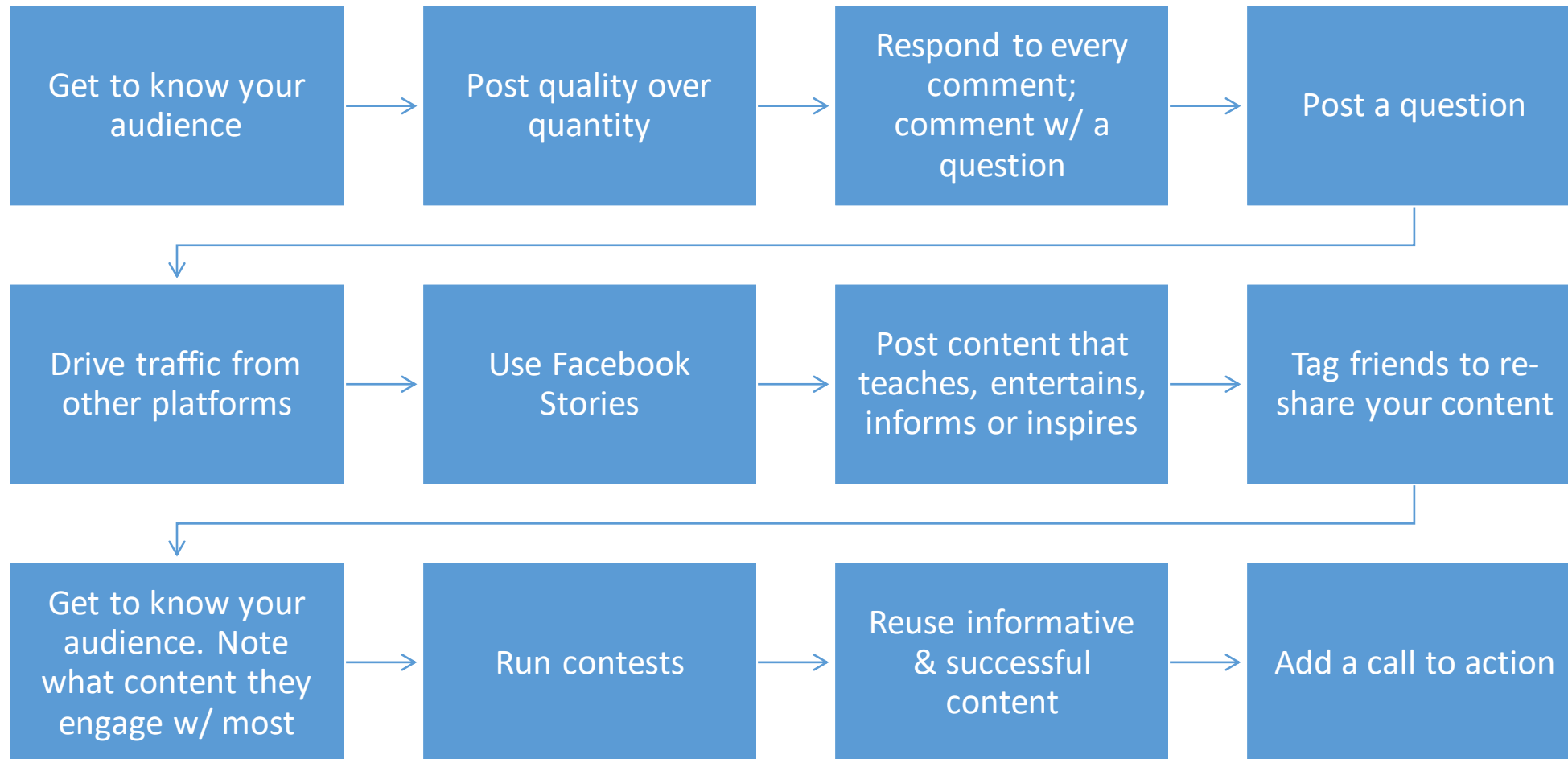
Posting Pictures

CAN I POST THIS PICTURE?

Copyright and privacy laws impact the answer to this question.

- ➔ **Did you take the picture?** If yes, you own it and can use it.
- ➔ **Are others in the picture?** If yes, make sure you have their permission to share it.
- ➔ **Did you find it on the internet?** If yes, make sure it has a Fair Use copyright. If you are unsure of the copyright, ask marketing.
- ➔ **Are you onsite at a facility?** If yes, be sure not to show or mention the facility's name in your post.
- ➔ **Is a patient shown in the picture?** If yes, a consent form is required. Contact marketingteam@maximstaffing.com for assistance.

Increasing Engagements



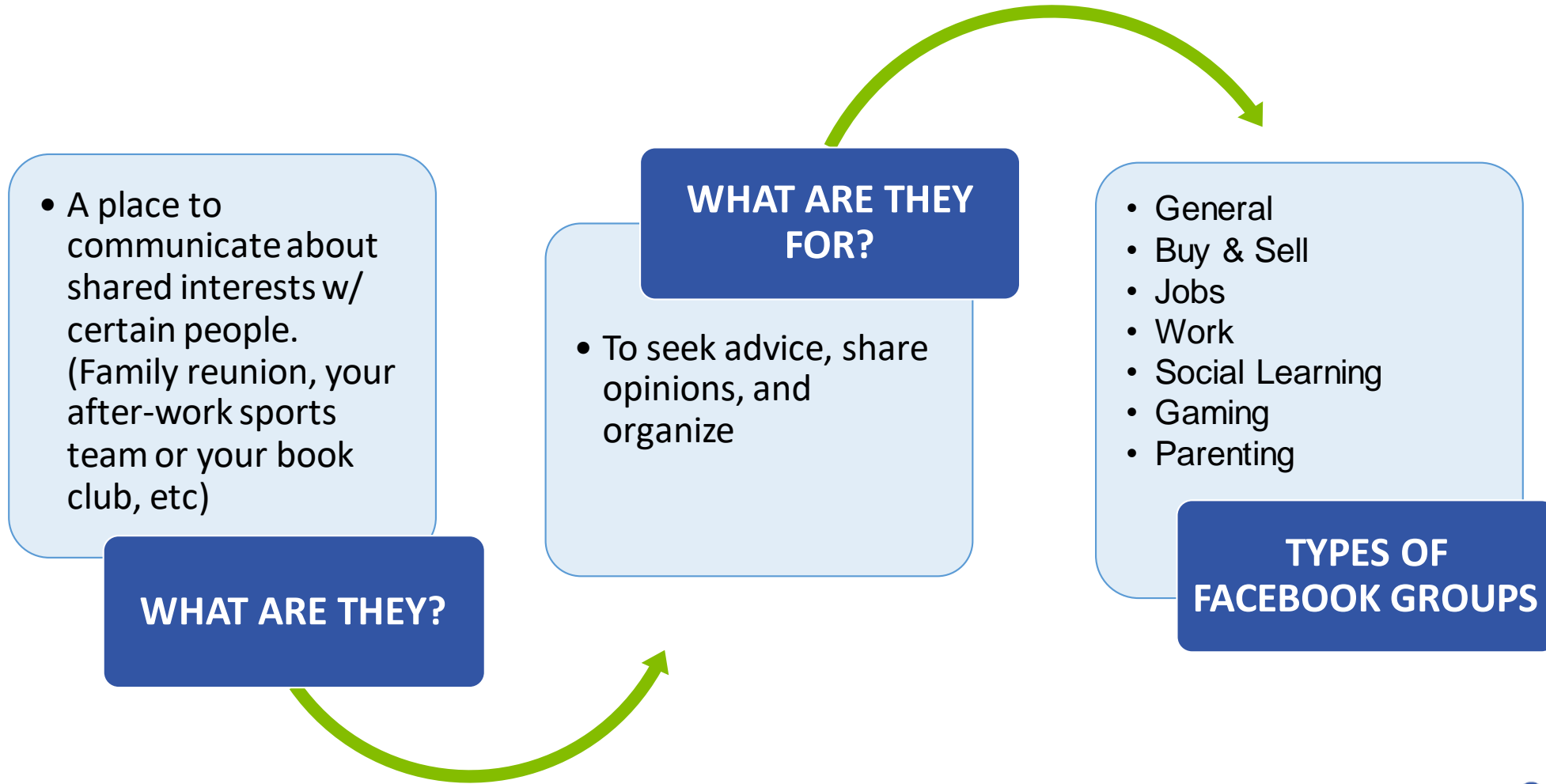
Source: <https://blog.hootsuite.com/increase-facebook-engagement/>

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4. Recruiting on Facebook



Facebook Groups



Getting Started

1.

- To join Facebook Groups, you need a *Facebook Profile*
- You can only have **ONE** Facebook Profile

2.

- Your profile should include real name & photo
- Your name, photo, and URL should **NOT** include any Maxim Branding

3.

- Add your contact information to your Bio to appear under your profile name

Recruiting in Groups



Joining Groups

- Search for keywords like “Travel Nursing”, “RN”, “Healthcare”
- Join groups with high membership (1,000+)
- Join specific groups based on units (Med Surg, ICU, Corrections) and location (West, Central and East)
- Follow the group rules. If the group is for nurses only and you are not a nurse, do NOT ask to join. If the group says job posts are not allowed, do NOT post jobs to the group.
- Learn about the group. How active is the group? How many posts a day? Is it a private or public group? How many members are there?



Recruiting Tips

- Make a post template for each position and post your job needs in each group.
- Nurses actively searching the groups will comment or tag friends. Send personal messages to nurses and reply to comments.
- Search the groups for nurses that posted looking for certain contracts and reply directly to their posts.

Best Practices

TIP #1

Network and Recruit in groups that will allow you to share job posts

TIP #2


Post the position with the basic info (location, type, skills required, etc.) and most important qualifications and job duties. Keep it clean with short sentences and bullet points.

TIP #3

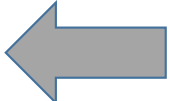
Highlight any unique benefits such as referral bonuses, sign-on bonuses, free training, travel reimbursement, etc

Remember: The goal is to get someone to contact you for more information – not read a novel

Disclaimers



There are some posts where our Legal team requires specific disclaimer language to protect us against misleading claims. The travel pay packages have one such disclaimer and posts about bonus pay also have a required disclaimer as shown here. If you're not sure if your posts need a disclaimer, please reach out to confirm before posting.



Bonus pay:

**Bonuses are offered in compliance with all applicable laws. Please contact <EMAIL> for complete eligibility requirements.*

Travel package:

*Total Travel Package = \$2,000/wk

Taxable Wages = \$800/wk

Weekly Lodging Allowance= \$800/wk

Weekly Meals & Incidentals Allowance = \$400/wk

**Based upon qualifying for position and allowances. Total package is inclusive of taxable wages and allowances.*

Do not quote take home pay.

Recruiting on Behalf of Maxim

Different rules and tools for businesses. Beware of copyright infringement (memes, video, internet graphics), Everything is public

Watermarked images and graphics are NOT approved for use on social media

Get **consent** (verbal, email, text, etc.) from anyone pictured in an original photograph to share their photo, name/info on social media.

DO NOT name our clients on social media (Hospital name, School name, etc.)



For more information, please
visit the **Social Media Hub.**

Happy Recruiting!

[LEARN MORE](#)

