

Facebook Best Practices

April 2021



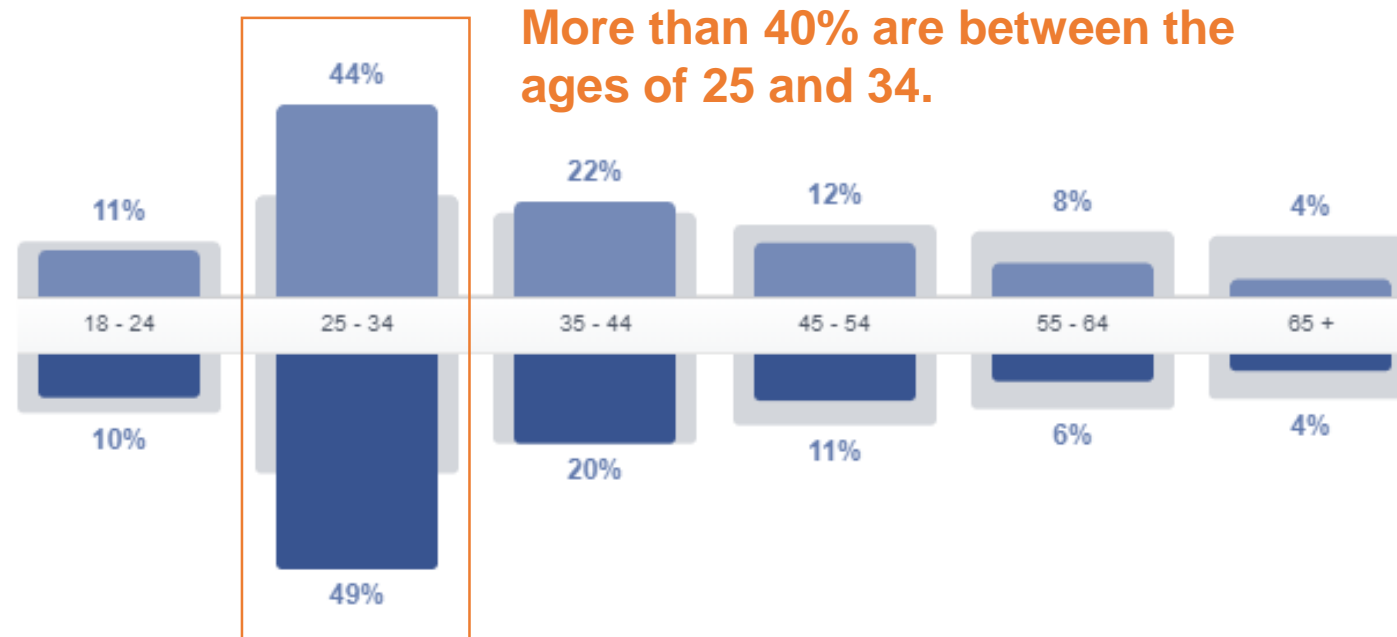
Facebook Demographics

There are **3.5 Million Facebook users** in the U.S. with a job title in the **“Healthcare and Medical Services”** sector.

72% are Women

■ 72% Women
55% All Facebook

■ 28% Men
45% All Facebook



Seventy-four percent (74%) of Facebook users access the site daily but 90% of those daily users are international.

Facebook Groups

1.4 billion+ users check groups every month. Only 200 million users are in “meaningful groups.”

Many of these “meaningful groups” are **secret groups**.

Types of Groups:

- Public
- Closed
- Secret (Invite-Only)

Top Group Categories

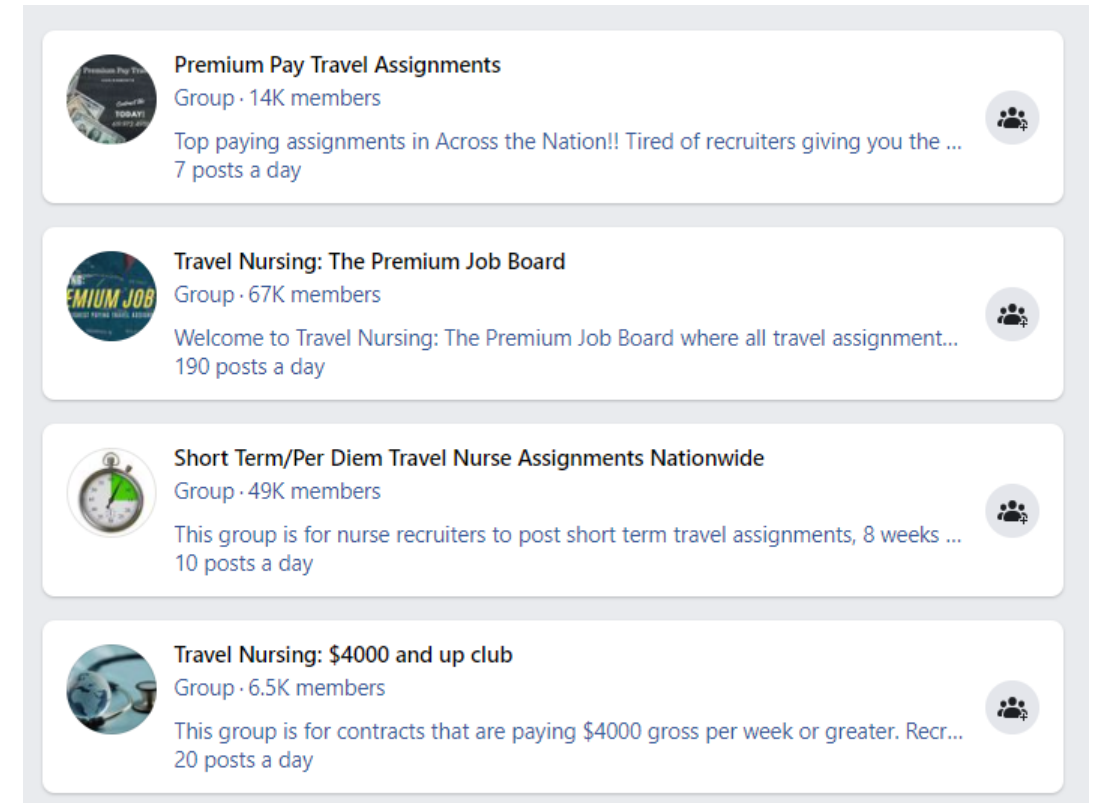
- Food & Drink
- Hobbies & Interests
- Civics & Community
- Buy & Sell (Marketplace)
- Business
- Education
- Relationships & Identity
- Animals

“**Jobs**” is not one of the top categories. People come to Facebook to connect with other **people**.

Top Travel Groups

Top Travel Nurse Groups offer Premium Pay Rates:

- **Travel Nursing: The Premium Job Board** (67,000 members) – **VERY Active**, 190 posts per day, \$46 per hour minimum, created Feb. 2015, Closed
- **Traveling Nurse jobs \$5,000 a week and up** (21,000 members) – **NEW**, created Nov. 28, 2020, 100 posts per day, Public
- **Premium Pay Travel Assignments** (14,000 members) – Low Activity, 7 posts per day, created June 2016, Closed



The screenshot displays four Facebook group listings for travel nursing. Each listing includes a profile picture, the group name, member count, and a brief description of the group's focus. The groups are: 1. 'Premium Pay Travel Assignments' (14K members, 7 posts a day), 2. 'Travel Nursing: The Premium Job Board' (67K members, 190 posts a day), 3. 'Short Term/Per Diem Travel Nurse Assignments Nationwide' (49K members, 10 posts a day), and 4. 'Travel Nursing: \$4000 and up club' (6.5K members, 20 posts a day).

Group Name	Members	Activity
Premium Pay Travel Assignments	14K	7 posts a day
Travel Nursing: The Premium Job Board	67K	190 posts a day
Short Term/Per Diem Travel Nurse Assignments Nationwide	49K	10 posts a day
Travel Nursing: \$4000 and up club	6.5K	20 posts a day

Search for Local Groups

Search term: “Baltimore Nurses”



Maryland Travel Nursing Jobs

Group · 809 members

Please remember to treat everyone with respect & be professional. Any rude co...

10 posts a day



Registered Nurses (RN)

Group · 841 members


A community initiative to gather as many as possible Registered Nurses to find, ...
8 posts a day


 **Public**

Anyone can see who's in the group and what they post.

 **Visible**

Anyone can find this group.

 **Singapore**

 **Jobs Group**



Do Your Research.

Look for **active groups** (posts per day) with a good number of members (nurses AND recruiters).



Check the **group location** and recent posts to confirm fit.

Follow the Group Rules...

Group Rules from the Admins

- 1 All assignments posted on this board MUST be equal to or more than \$46.00 per hour.** ^
All postings must quote hourly wages that are taxable. Non-taxable per diem should be quoted separately from taxable wage per hour. All assignment postings must show a minimum of \$46.00 per hour, which can only be combination of taxable per hour, nontaxable meals and incidentals, and travel stipends ...
- 2 Postings MUST show pay breakdown + other specifics** ^
JOB POSTINGS MUST INCLUDE: - Specialty, City and State - Pay Breakdown (Taxable, Nontaxable) - Shift, Hours per Week - Company Name OPTIONAL: - Other Benefits (ex: travel stipend, insurance, etc.) ...
- 3 Quoting "take home pay" is not allowed.** ^
Recruiters are not tax professionals. ...

- 4 No Promotions or Spam** ^
This is ultimately a travel job board. Self-promotion, spam and irrelevant links aren't allowed. This includes, but is not limited to: affiliate links, referral links, housing links, giveaways, certification renewal links, etc. ...
- 5 This page is for assignments only.** ^
This page is for Recruiters to post assignments AND for Caregivers looking for assignments. This page is not used for housing, insurance, facility, location, or other questions. ...

...or get kicked out by the group admin

Facebook Profiles

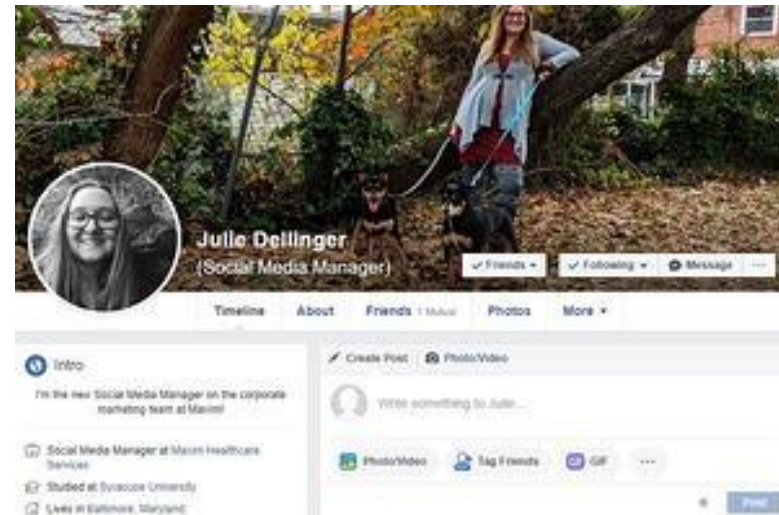
- To join Facebook Groups, you need a **Facebook Profile**.
- You can **only have one** Facebook Profile and it should have:
 - Your Real Name
 - Your Real Photo
 - No Maxim branding

Post Signature:

Julie Dellinger
Maxim Healthcare Staffing
judellin@maxhealth.com
410-910-1429

Profile Bio:

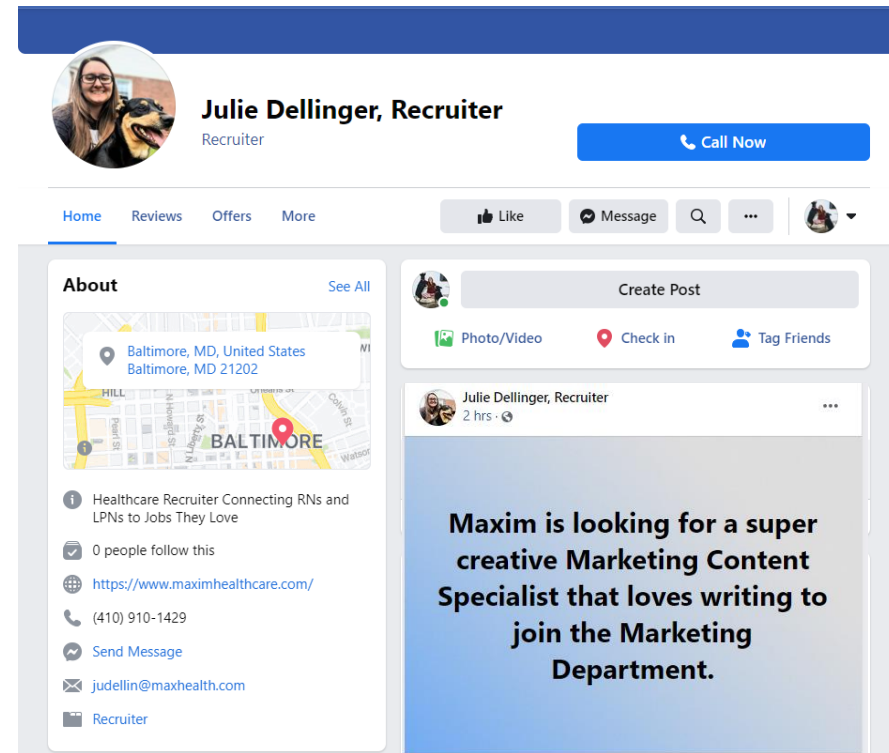
Healthcare Recruiter for
Nurses
judellin@maxhealth.com
410-910-1429



Facebook Pages

- If you can't make a profile, a **Recruiter Page** may be another option.
- You need a profile to make a page and join groups. Some groups allow pages to join, some do not.
- You can tag your page in posts to grow following.
- Pages offer:
 - Inbox
 - Like/Follow
 - Facebook Jobs
 - Reviews

Personal Brand Page Category: Recruiter



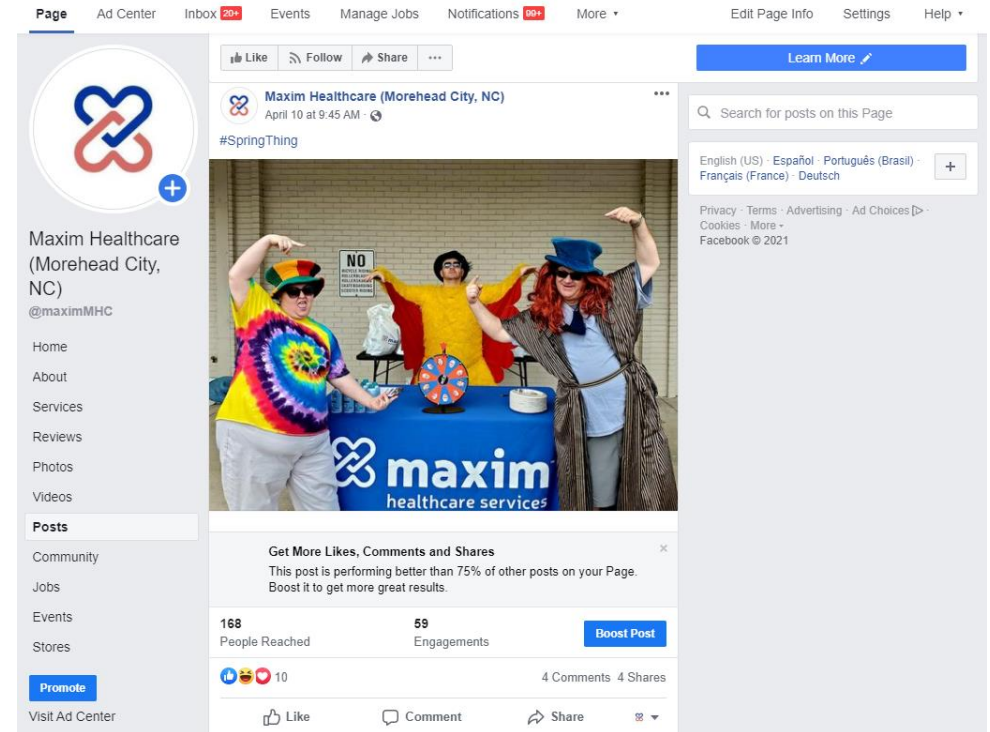
The screenshot shows a Facebook page for Julie Dellinger, Recruiter. The page header includes her profile picture, name, and title, along with a 'Call Now' button. Below the header are navigation tabs for Home, Reviews, Offers, and More. The main content area is divided into two columns. The left column contains an 'About' section with a map of Baltimore, MD, and contact information: 'Healthcare Recruiter Connecting RNs and LPNs to Jobs They Love', '0 people follow this', 'https://www.maximhealthcare.com/', '(410) 910-1429', 'Send Message', 'judellin@maxhealth.com', and 'Recruiter'. The right column features a 'Create Post' section with options for Photo/Video, Check in, and Tag Friends. Below this is a post from Julie Dellinger, Recruiter, dated 2 hours ago, with the text: 'Maxim is looking for a super creative Marketing Content Specialist that loves writing to join the Marketing Department.'



Julie from Maxim here, if you're looking for a new position in home care, connect with me at Julie Dellinger, Recruiter! We have pediatric and adult assignments in the Baltimore area that may be a great fit for you. |

Facebook Office Pages

- Office pages should be used for **brand awareness** in your local market.
- What to post: Caregiver of the Month, Meet the Recruiter, Maxim Service Day, Skills Fair Updates, Local News
- Key features:
 - Schedule Posts
 - Inbox + Auto-Replies
 - Facebook Jobs



Need access to your page? [Click here.](#)

Section 2. Tips from the Field

- › Tips from a Local Staffing Recruiter (Nick Roberts)
- › Tips from a Travel NRM (Ben Oliveros)

Tips from a Local Staffing Recruiter

Primary Uses of Facebook

1. Sourcing Candidates
2. Using connections to generate more connections (having real life friends hype you up)
3. Passive Recruiting through posting in Groups
4. See competitor rates

Joining Groups

- There are so so so many groups. Here's some examples:
 - LPN Travel Assignments
 - Travel Cath Lab, IR, and EP Nurse and tech Jobs
 - Labor and Delivery Nurses Rock
 - Travel Nurses Take Pennsylvania
 - Pittsburgh Nurses



Pittsburgh Nurse

Group · 663 members

Wear the BADGE of a PROUD PITTSBURGH NURSE by joining our group! #PPN
10 posts a week



Travel Nurses Take Pennsylvania

Group · 1K members

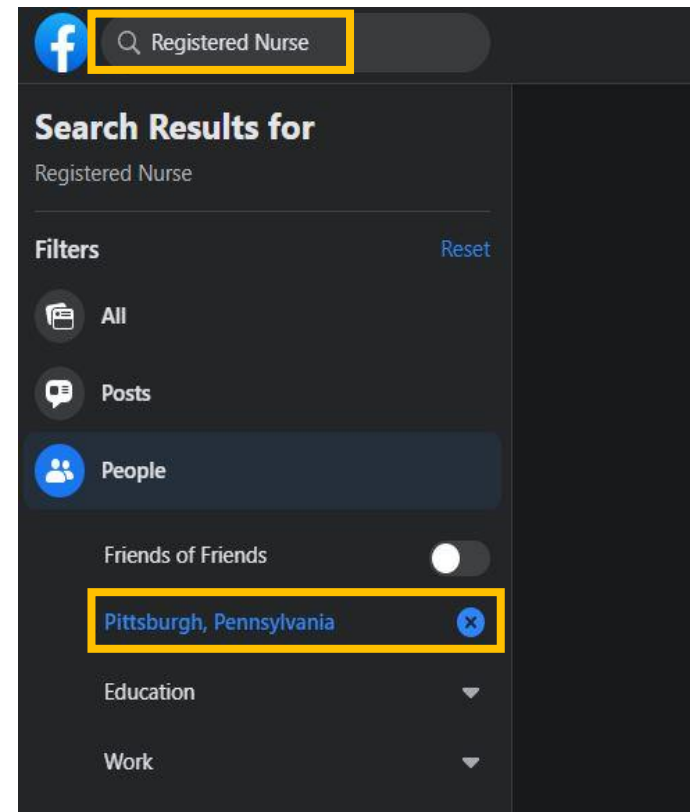
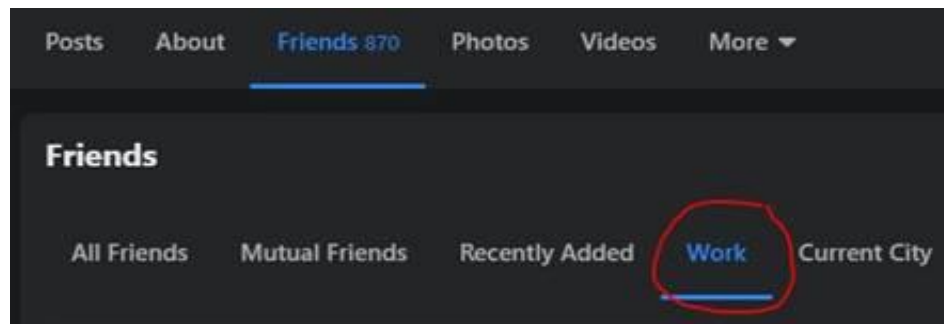
A group to post jobs, discussions, hospitals reviews, and more! Anything and ev...
2 posts a day



Sourcing Candidates

Using the Search Bar

- Type in the **Job Title** of what you're looking for and filter by **Location**
- Type the full query into the search bar (ex. "Registered Nurse Pittsburgh, PA")
- Cross reference results in RecruitCare and add as friends all candidates not found in the system
- After those friend requests are accepted, go into the friends tab of that new friend and add their "work" friends



Generating Results

- Message newly added friends immediately with a disarming message
 - Example: “Hi (first name)! I wanted to reach out because I see that you’re a (job title) in the (current city). I’m a recruiter for Maxim Healthcare in the (office location) area and I wanted to know, have you considered working with an agency before?”
- Post frequently openings in your market with enough details to generate interest but not too many details where they don’t need to reach out to you
- Post in groups but follow the group’s specific rules
 - Example: For “Travel Nurses: The \$1800+ Gross/Week, \$50+/Hour, Travel Nursing Job Board”, don’t post jobs that are under \$1,800 weekly gross
 - Some groups require: Weekly gross pay breakdown, length of contract, amount of hours, etc.

Tips from a Travel NRM

Primary Uses of Facebook

- Two primary ways to use Facebook Groups to recruit:
 1. Post jobs that you want to fill and focus on in relevant groups
 2. Look to see what nurses are asking for in the groups and respond to their posts
- If a nurse comments on your post, then you start up a conversation using the Facebook messaging application.

Recruiting in Groups

Joining Groups

- Search for keywords like “Travel Nursing”
- Join groups with high membership (1,000+)
- Join specific groups based on units (Med Surg, ICU, Corrections) and location (West, Central and East)

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.

Sourcing Candidates

- **Organization is key.**
- Know what you are posting and what jobs have needs.
- Being specific with post in the right groups is important. You don't want to post Corrections jobs in a group meant for Med Surg.
- Don't just post to post but rather post for a purpose.
- Respond to comments asap and continue to check throughout the day on notifications.
- **Response time** is important to caregivers and if you read some of their comments when speaking amongst themselves, recruiter response seems to be very important.

Generating Results

- Use Facebook to source the lead, and then integrate them into RC and TextUs. If you can transition them from the site you have the chance of following up through a direct line/text instead of personal messaging.
 - Direct messages on Facebook can get stuck in a spam folder.
- Continuously posting throughout the day is extremely important.
 - 9AM EST posts will be seen by nurses getting off night shift.
 - 12PM EST posts will be seen by nurses on break from days.
 - It is imperative to keep posting as nurses do not have normal schedules and there is no rhyme or reason to when they will be on the groups.
- **Consistency is key.** My goal was to always post 5 to 8 jobs per day in about 10 to 15 groups for each post.

One more thing...

Be respectful of other Maxim recruiters in groups.

