

# @HEALTHCAREERS101 CAMPAIGN

OHA Workforce Task Force

### PHASED APPROACH

@HealthCareers101

### INITIAL **AWARENESS**

Immediate openings: all levels, all fields

### CAREER **CHANGERS**

Return to work, new careers

#### **MILITARY**

Medical training, transitioning to new career

**GEN-Z** 

Age 18-26 Grades 6-12

# COMMUNICATION GOAL: BE A HELPING HAND THAT CONNECTS LOCAL PEOPLE WITH LOCAL JOBS.



# FINDING YOUR VOICE THREE STEPS

- 1. Great social media first says, "Look at this."
- 2. Great social media then says, "Look at us."
- 3. Connect a universal theme with what your facility does every day.



## **PUTTING THIS TOGETHER**

- Look at this: Rewarding work should be easy to find.
- Look at us: We have meaningful career opportunities available for people with and without four-year degrees. We also have free training to help.





OHA, @HEALTHCAREERS101

## 430,000 Ohioans start their workday with an Ohio hospital. You could too.

Health benefits. Long-term career growth. Building healthier communities. Check openings by county here.

#### MEMBER USE

430,000 Ohioans start their workday with an Ohio hospital. You could too.

Health benefits. Long-term career growth. Build a healthier Chillicothe, Check our openings here.

## **PUTTING THIS TOGETHER**

- Look at this: People like seeing other people succeed in work and life.
- Look at us: We help our team members turn dreams into careers, one day at a time.





OHA, @HEALTHCAREERS101

MEMBER USE

## You Have Dreams. We Have the Jobs to Make Them Happen.

Ohio hospitals provide learn-while-youearn options in many fields – IT, surgical techs, patient services, patient care. Check openings by county here.

### You Have Dreams. We Have the Jobs to Make Them Happen.

Holzer Health System hospitals provide learn-while-you-earn options in many fields – IT, surgical techs, patient services, patient care. Check our openings here.

### PUTTING THIS TOGETHER

- Look at this: We can work together to make our community a better place to work and raise a family.
- Look at us: We create positive outcomes for our staff and the people we serve.





OHA, @HEALTHCAREERS101

MEMBER USE

Help us build a healthier future for all Ohioans. We'll help you build a career.

Ohio hospitals provide learn-while-youearn options in many fields – IT, surgical techs, patient services, patient care. Check openings by county here.

Help us build a healthier future for all Southeast Ohioans. We'll help you build a career.

Holzer Health System hospitals provide learn-while-you-earn options in many fields – IT, surgical techs, patient services, patient care. Check our openings here.

OHA, @HEALTHCAREERS101

Be a hero. Join us to make a difference in people's lives every day. (No capes required.)

Ohio hospitals are hiring in all fields, at all levels. Many positions do not require 4-year degrees. See openings by county here.

#### MEMBER USE

Be a hero. Join us to make a difference in people's lives every day. (No capes required.)

#### Blanchard Valley Health System

hospitals are hiring in all fields, at all levels. Many positions do not require 4year degrees. See our openings here.

# SIMPLE STORY THEMES YOU CAN SHARE RIGHT NOW

#### DAY IN THE LIFE (STUDENT)



#### **CHOOSE HEALTH** CARE

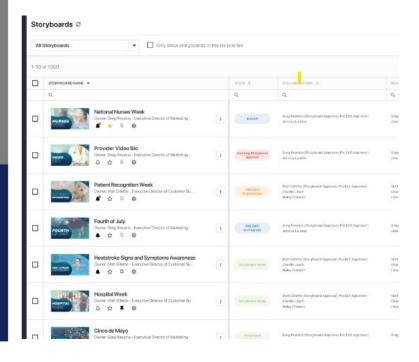


#### DAY IN THE LIFE (EMPLOYEE)



#### A LIFETIME OF CARING





# MOVING FROM GOOD TO GREAT BE VISUAL

Multimedia moves the meter.

- Use already approved photos.
- Find our video tutorial for short-form video hacks.
- Audio can help too.



# MOVING FROM GOOD TO GREAT BE VISUAL

- Mobile video consumption rises by 100% every year.
- Social media posts with video have 48% more views.
- A video thumbnail can improve subscriber engagement
   41% when included in an email.
- There's 20% growth in podcasts since COVID.
- 180 million Americans listen to podcasts.

# MOVING FROM GOOD TO GREAT HAVE A CALL TO ACTION

- Good things occur when people ask for support.
- Include a call to action that empowers readers to do something to support the cause.
- Link that action to your website or job board.
- Track web traffic.



## **OHA'S CALL TO ACTION**

### Sortable Member Directory



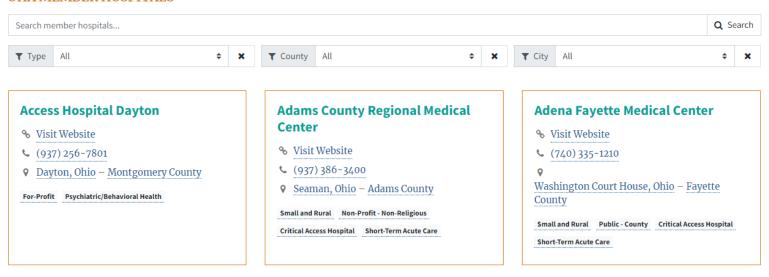
#### **Member Hospitals**

View a Complete List of OHA Member Hospitals

Use the filter option to view OHA's various classifications of hospitals, such as children's, teaching, rural, rehabilitation or by type of ownership. Use the sort feature above each address column to sort by city or by county.

View the Ohio Department of Health's Directory of Registered Hospitals for a list of bed counts by hospital or ODH's interactive map of health care providers and suppliers, including hospitals, for more details on Ohio's health care delivery system.

#### **OHA MEMBER HOSPITALS**



# MOVING FROM GOOD TO GREAT FIND A POST PARTNER

Social media is about being social!

How can you connect your organization's post with the outside world?

- Using the hashtag: #HealthCareers101
- Tagging a person or organization doing great work in the community.

Leverage others to increase a post's reach and engagement.



Ohio Hospital Association | ohiohospitals.org | April 18, 2024

# MOVING FROM GOOD TO GREAT FINDING EFFICIENCY

When you think about the story first, it's easy to rework the story to meet several needs. Consider the success story of one person. You could transition that into:

- Content: Envision a blog post on your website.
- Conversation: Repurpose posts for Facebook, Instagram, LinkedIn, TikTok etc.
- **Collaboration:** Envision your work for internal communication or e-mail marketing.
- Commerce: Spend money on sponsored social media posts to increase reach.



## SOCIAL MEDIA CHECKLIST





Do you connect "Look at this," & "Look at me?"





Do you have appropriate multimedia?





Is there a link with a call to action?





Do you have a post partner to increase reach?





How else can you share this story?

# OHA collaborates with member hospitals and health systems to ensure a healthy Ohio

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HelpingOhioHospitals



@OhioHospitals



www.youtube.com/user/OHA1915