



# @HEALTHCAREERS101 CAMPAIGN

OHA Workforce Task Force

# PHASED APPROACH

@HealthCareers101

## INITIAL AWARENESS

Immediate openings:  
all levels, all fields

## MILITARY

Medical training,  
transitioning to new  
career

## CAREER CHANGERS

Return to work,  
new careers

## 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.





# BROAD IDEAS YOU CAN MAKE YOUR OWN

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](#).



# BROAD IDEAS YOU CAN MAKE YOUR OWN

OHA,  
[@HEALTHCAREERS101](#)

MEMBER USE

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

Ohio hospitals provide learn-while-you-earn 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](#).





# BROAD IDEAS YOU CAN MAKE YOUR OWN

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-you-earn 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](#).

# BROAD IDEAS YOU CAN MAKE YOUR OWN

**OHA,  
@HEALTHCAREERS101**

**MEMBER USE**

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

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

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

**Blanchard Valley Health System**

hospitals are hiring in all fields, at all levels. Many positions do not require 4-year degrees. See **our** openings [here](#).

# SIMPLE STORY THEMES YOU CAN SHARE RIGHT NOW

## DAY IN THE LIFE (STUDENT)



## DAY IN THE LIFE (EMPLOYEE)



## CHOOSE HEALTH CARE



## A LIFETIME OF CARING



Storyboards ⌵

All Storyboards ⌵  Only show storyboards in the recycle bin

1-50 of 1000

STORYBOARD NAME	STATE	COLLABORATORS	REC
<b>National Nurses Week</b> Owner: Greg Resiano - Executive Director of Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Provider Video Bio</b> Owner: Greg Resiano - Executive Director of Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Patient Recognition Week</b> Owner: Matt Gillette - Executive Director of Customer Su...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Fourth of July</b> Owner: Greg Resiano - Executive Director of Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Heatstroke Signs and Symptoms Awareness</b> Owner: Matt Gillette - Executive Director of Customer Su...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Hospital Week</b> Owner: Matt Gillette - Executive Director of Customer Su...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Cinco de Mayo</b> Owner: Greg Resiano - Executive Director of Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# 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

Search member hospitals... Q Search

Type All ⌵ ✕ County All ⌵ ✕ City All ⌵ ✕

#### Access Hospital Dayton

[Visit Website](#)  
[\(937\) 256-7801](#)  
[Dayton, Ohio – Montgomery County](#)

**For-Profit** **Psychiatric/Behavioral Health**

#### Adams County Regional Medical Center

[Visit Website](#)  
[\(937\) 386-3400](#)  
[Seaman, Ohio – Adams County](#)

**Small and Rural** **Non-Profit - Non-Religious**  
**Critical Access Hospital** **Short-Term Acute Care**

#### Adena Fayette Medical Center

[Visit Website](#)  
[\(740\) 335-1210](#)  
[Washington Court House, Ohio – Fayette County](#)

**Small and Rural** **Public - County** **Critical Access Hospital**  
**Short-Term Acute Care**



# 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.



# 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](http://www.youtube.com/user/OHA1915)