2016

Use of Social Media for Recruiting at Franziska Racker Centers

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**Survey of Similar Agencies**

- Advertising on Facebook has increased the number of applicants for direct care positions.
  - Source: NYTimes advertisement
  - Percent: 44% (n=400)

- Applicants referred by social media are generally qualified for the position.
  - Source: NYTimes advertisement
  - Percent: 44% (n=400)

- Facebook advertising usually contains language or ideas from our other agencies.
  - Source: NYTimes advertisement
  - Percent: 44% (n=400)

- Advertising on social media is an aspect of our marketing. It makes us more visible and allows us to reach people in a variety of ways.
  - Source: NYTimes advertisement
  - Percent: 44% (n=400)

**Research questions:**

- Can Racker Centers increase recruitment through paid advertising on social media, especially Facebook?
- Are similar agencies in New York State using social media for recruiting? If so, is it producing adequate results?
- How can Racker Centers target better local media for recruiting?

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**Proposed Social Media Campaign**

- Features:
  - The specific agency to which we are marketing.
  - The Facebook advertising usually contains language or ideas from our other agencies.
  - Advertising on Facebook has increased the number of applicants for direct care positions.
- Objectives:
  - To increase the number of applicants for direct care positions.
  - To improve the quality of applicants.
- Metrics:
  - Total applications received:
  - Applications referred:
  - Applications screened:
  - Applications hired:
- Conclusion:
  - Advertising on Facebook is an effective way to reach potential applicants.

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**Background and Problem Definition**

Franziska Racker Centers provides services to people with developmental disabilities in Tompkins, Cortland and Tioga Counties. In the last three years, these programs have experienced significant staffing shortages which have:

- Increased use of overtime, particularly in the residential program in which 24-hour staffing is required by law.
- Reduced opportunities for people with developmental disabilities and their families to receive services in the community, including help at home and respite care.
- Caused a high degree of burnout among existing staff.

At present approximately 850 staff employed by Racker Centers, however there are 121 vacancies as of April 2016.

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**Proposed questionnaire for new hires.**

- **Do you use LinkedIn?**
  - Yes, regularly.
  - Yes, from time to time.
  - Rarely or never.
- **Do you use Facebook?**
  - Yes, from time to time.
  - Rarely or never.
- **Do you use any of the following in your job search?**
  - LinkedIn
  - Facebook
  - Twitter
  - Google
  - Indeed
  - Simply Hired
  - Craigslist
  - Career Builder
- **Regularly**
  - Yes, from time to time.
  - Rarely or never.

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**Improve Media Targeting**

Data collected by Racker Centers' Human Resources Department indicated that a strong majority of new hires were regular users of Facebook but did not indicate if they used Facebook while job hunting.

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**State wage hike intensifies staffing challenge for health care providers**

State wage hike intensifies staffing challenge for health care providers. In the last three years, these programs have experienced significant staffing shortages which have:

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