2016

Use of Social Media for Recruiting at Franziska Racker Centers

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Recommended Citation
Franziska Rackner 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 Rackner Centers, however there are 121 vacancies as of April 2016.

Research questions:
- Can Franziska Rackner 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 Rackner Centers' better target local media for recruiting?

Proposed Social Media Campaign

Data collected by Rackner 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.

Proposed questionnaire for new hires.

Polito New York.

Do you have any additional comments regarding online and social media advertising for direct care positions? (Open-ended responses)

Advertising in this fashion has definitely helped reach a different portion of the workforce, but it has not independently resolved the ongoing recruitment problem experienced by direct service providers. We continue to utilize and explore social media.

"We seem to receive more feedback and applicants from online postings, especially now that we have an instant application that they can complete instead of downloading an application, completing, and attaching to an email to submit. Indeed seems to be the best option for candidates, we will be using them next year when our "Contact" runs out with them, when they pull our ads now we typically receive 10+ applications a day."

"It has been a very successful tool for us."

"I would say that our Agency got on board with social media only within the last year or so. I wish we would have done it sooner. We promote jobs, job fairs, events, and other things and have had positive feedback. I think social media is the way to go for advertising. We have had many direct care job fairs externally and promote it on Facebook. It's amazing how easy it is. We have had the least with shares, likes, replies, etc. etc. Social media is extremely powerful."

Response of Potential Candidates and Reach for Direct Support Professional (DSP) Locations: Include those people who were able to see a DSP or have had an interview with a DSP in the past year.

1. Facebook advertising usually contains language or ideas from our job postings that seek to attract people to our job postings that seek to attract people with background in the field. When I hear about fast food workers and the $15 min wage I think of what work my employees do and compare it to fast food workers. Our people are caring for a vulnerable population and deserve more.

Response of Community Support Professionals (CSP) Locations: Include those people who were able to see a CSP or have had an interview with a CSP in the past year.

1. Consider initiating an ongoing Facebook advertising campaign if a significant number (at least 10%) of returning staff indicated they were referred to Rackner Centers on Facebook or Indeed ads.

Survey of Similar Agencies

Please indicate if you disagree or agree with the following statements.

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<th>Neutral</th>
<th>Disagree</th>
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Do you use LinkedIn? ___Yes, regularly. ___Yes, from time to time. ___Rarely or never.