



Improving Social Media Strategies for Recruitment

Project Goals

1. Begin our partnership with DAYTA Marketing to build the Minnewaska Community Health Service brand with social media marketing presence.
2. Increase in applicants, social media traffic, Facebook likes, and clicks on website
3. Increased scheduled tours of MCHS campuses and increase community awareness of MCHS.



Project Description

Our project consists of getting out in front of a younger workforce early and often. With the use of a social media consultant and partnering with their marketing team, we intend to implement a long-term employment strategy.

We have online platforms but lack the professional education needed to keep them up-to-date with current trends. In order to continue to care for the senior population we as an organization need to grow our workforce 30% in the next five years.

Progress Report

From July through November, 2017, we completed the following work:

- Contracted with DAYTA Marketing and developed a digital marketing strategy.
- Activated Twitter, Facebook, Instagram, Snapchat, Pinterest and LinkedIn accounts.
- Revised online application process.
- Launched first Facebook recruitment ads.

Next Steps

- Analyze digital marketing results data and adapt campaigns as indicated.
- Test various recruitment ads to targeted market segments.
- Develop strategies to increase number of online reviews from current employees.

Project Team Members

Shelia Finke, Marketing Director; DAYTA Marketing

