



HOME CARE RECRUITMENT MARKETING CHECKLIST

- ☐ Strategy
- ☐ Employment Branding
- ☐ Career Sites
- ☐ Recruitment Advertising
- ☐ Social Recruiting





Talent acquisition is more than job advertising and direct recruiting. A lot more.

It's about branding. Culture. Analytics. And delivering an exceptional candidate (and employee) experience.

WELCOME TO THE HOME CARE RECRUITMENT MARKETING CHECKLIST

Inside you'll find more than 190 questions to help you evaluate the four “pillars” of your recruiting strategy. While you don't need to change every “No” to a “Yes,” this checklist will provide dozens of ideas to make your recruiting smarter.

And smarter recruiting means better hiring ROI!

Ready to get started?



HOME CARE
RECRUITING
PILLAR

01

Your Career Site

- ☐ STRATEGY & BRANDING
- ☐ DESIGN & COPY
- ☐ CONVERSION (GETTING PEOPLE TO APPLY)
- ☐ SITE PERFORMANCE
- ☐ CAREER SITE SEO
- ☐ CONTENT STRATEGY



Your Career Site

YES	NO	STRATEGY & BRANDING
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a career site or at least a career page on your corporate website?
<input type="checkbox"/>	<input type="checkbox"/>	Does your career site effectively convey your Employee Value Proposition (EVP)?
<input type="checkbox"/>	<input type="checkbox"/>	Are all your jobs on your career site?
<input type="checkbox"/>	<input type="checkbox"/>	Are your jobs up to date?
<input type="checkbox"/>	<input type="checkbox"/>	Can a job seeker understand who you are...what you do...and why they should be interested—all within about 5 seconds?
<input type="checkbox"/>	<input type="checkbox"/>	Is the career site easy to find in your website navigation?
<input type="checkbox"/>	<input type="checkbox"/>	Do you offer a mobile experience that makes it easy for candidates to search and apply to your job openings?
<input type="checkbox"/>	<input type="checkbox"/>	Do you showcase how you're an employer of choice / best place to work?

YES	NO	DESIGN & COPY
<input type="checkbox"/>	<input type="checkbox"/>	Does the appearance of your career site accurately reflect your company's desired image?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use images that accurately represent your workforce...or better yet, real pictures of your people?
<input type="checkbox"/>	<input type="checkbox"/>	Does the copy hit the hot buttons of your ideal candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have separate pages for different job categories, departments and/or divisions?
<input type="checkbox"/>	<input type="checkbox"/>	Do you offer videos and other content that allows people to see inside your organization and experience your culture?
<input type="checkbox"/>	<input type="checkbox"/>	Is the design responsive, so people can search jobs and apply on any device?
<input type="checkbox"/>	<input type="checkbox"/>	Do you train your recruiters how to write effective job posts (i.e., copy that effectively sells your value to job seekers)?
<input type="checkbox"/>	<input type="checkbox"/>	Do your job posts contain commonly used (and searched) job titles?
<input type="checkbox"/>	<input type="checkbox"/>	Do your job descriptions start with compelling WIIFM (What's In It For Me) statements that sell the opportunity?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have an editor or do an occasional audit to ensure job post quality?
<input type="checkbox"/>	<input type="checkbox"/>	Do you test different job titles and job descriptions to see what performs best?
<input type="checkbox"/>	<input type="checkbox"/>	Do you offer content (beyond jobs) to engage job seekers?
<input type="checkbox"/>	<input type="checkbox"/>	Are you adding blog posts or other content at least once per week?



Your Career Site

YES	NO	CONVERSION (GETTING PEOPLE TO APPLY)
<input type="checkbox"/>	<input type="checkbox"/>	Do you have compelling calls-to-action on every page of your career site?
<input type="checkbox"/>	<input type="checkbox"/>	Do you feature hot jobs or a search jobs widget throughout your website?
<input type="checkbox"/>	<input type="checkbox"/>	Can job seekers easily apply on desktop or mobile?
<input type="checkbox"/>	<input type="checkbox"/>	Do you offer one-click apply options, such as Apply with Indeed or Apply with LinkedIn?
<input type="checkbox"/>	<input type="checkbox"/>	Can jobs easily be shared on social media?
<input type="checkbox"/>	<input type="checkbox"/>	Better yet, can you automate job sharing?
<input type="checkbox"/>	<input type="checkbox"/>	When jobs get shared on social media, does your career site add a branded sharing image to help capture attention?
<input type="checkbox"/>	<input type="checkbox"/>	Does your career site encourage job seekers to follow you on social media?
<input type="checkbox"/>	<input type="checkbox"/>	Can job seekers opt-in for job alerts? And does your career site automatically send them out?
<input type="checkbox"/>	<input type="checkbox"/>	Can job seekers get alerts via email and SMS (text messages)?
<input type="checkbox"/>	<input type="checkbox"/>	Do you offer a chat (live or automated chatbot) to get job seekers to engage with your recruiters?
<input type="checkbox"/>	<input type="checkbox"/>	Do you tag visitors with Google and social remarketing tracking codes?
<input type="checkbox"/>	<input type="checkbox"/>	Do the About Us and Contact Us pages of your main website drive job seekers to your career site?

YES	NO	SITE PERFORMANCE
<input type="checkbox"/>	<input type="checkbox"/>	Does your career site load in under two seconds?
<input type="checkbox"/>	<input type="checkbox"/>	Does your design effectively compress images and video to perform well on mobile?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have Google Analytics or another site-monitoring tool installed?
<input type="checkbox"/>	<input type="checkbox"/>	Do you check your career site performance at least once per quarter?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a strategy to reduce your bounce and exit rates?
<input type="checkbox"/>	<input type="checkbox"/>	Do you track job analytics, so you know the source of your job applications and the conversion rates for each job?
<input type="checkbox"/>	<input type="checkbox"/>	Can you set alerts for jobs that are not performing well?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know where in the application process you are losing candidates?



Your Career Site

YES	NO	CAREER SITE SEO
<input type="checkbox"/>	<input type="checkbox"/>	Are your jobs actually on your company domain (your URL)?
<input type="checkbox"/>	<input type="checkbox"/>	Does each job become its own web page, and is that page optimized for search engines?
<input type="checkbox"/>	<input type="checkbox"/>	Are all your jobs optimized with structured data for Google for Jobs?
<input type="checkbox"/>	<input type="checkbox"/>	Are you leveraging Google's Job API to notify Google as new jobs are added to your site?
<input type="checkbox"/>	<input type="checkbox"/>	Is your website secure? Do you have an SSL Certificate?
<input type="checkbox"/>	<input type="checkbox"/>	Do you monitor website bounce and exit rates and take action to improve those?
<input type="checkbox"/>	<input type="checkbox"/>	Do you run periodic site speed tests and audits?
<input type="checkbox"/>	<input type="checkbox"/>	Have you set up Google Search Console and Bing Webmaster tools?
<input type="checkbox"/>	<input type="checkbox"/>	Have you submitted XML sitemaps to Google and Bing?
<input type="checkbox"/>	<input type="checkbox"/>	Have you claimed Google business pages for all of your offices?
<input type="checkbox"/>	<input type="checkbox"/>	Are your jobs syndicated to other websites to build more inbound links?
<input type="checkbox"/>	<input type="checkbox"/>	Do you monitor broken internal and external links?
<input type="checkbox"/>	<input type="checkbox"/>	Do you share jobs and other content from third-party websites to build inbound links?

YES	NO	CONTENT STRATEGY
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a content strategy (beyond posting jobs) to attract job seekers to your career site?
<input type="checkbox"/>	<input type="checkbox"/>	Do you incorporate keyword planning and strategy into your content strategy?
<input type="checkbox"/>	<input type="checkbox"/>	Do you actively solicit social reviews on Indeed, Glassdoor and Facebook?
<input type="checkbox"/>	<input type="checkbox"/>	Do you track the performance of past content?
<input type="checkbox"/>	<input type="checkbox"/>	Is future content based on the performance of past content?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly share your recruiting content on social media?
<input type="checkbox"/>	<input type="checkbox"/>	Is your content 100% original?
<input type="checkbox"/>	<input type="checkbox"/>	Does your content strategy include rich media (images, infographics, video, etc.)?



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02

Job Advertising

- ☐ JOB POSTING
- ☐ CONTENT STRATEGY
- ☐ OTHER JOB PROMOTION
- ☐ RECRUITMENT ANALYTICS



\$ Job Advertising

YES	NO	JOB POSTING
<input type="checkbox"/>	<input type="checkbox"/>	Do you post all your jobs to your website?
<input type="checkbox"/>	<input type="checkbox"/>	Do you provide recruiters with templates for writing job posts?
<input type="checkbox"/>	<input type="checkbox"/>	Do you test job titles, job descriptions and calls to action?
<input type="checkbox"/>	<input type="checkbox"/>	Do you audit job posts to ensure quality standards are being met?

YES	NO	CONTENT STRATEGY
<input type="checkbox"/>	<input type="checkbox"/>	Do you use paid and free job boards?
<input type="checkbox"/>	<input type="checkbox"/>	Do you automatically distribute feeds of your jobs to free job aggregator sites?
<input type="checkbox"/>	<input type="checkbox"/>	Do you test different job boards and job aggregators to see which ones work best for specific skill disciplines in your local market?
<input type="checkbox"/>	<input type="checkbox"/>	Do each of your recruiters share jobs on social media through their personal accounts on Facebook, Twitter and/or LinkedIn?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use third-party tools to automate job distribution to paid boards and job aggregators?
<input type="checkbox"/>	<input type="checkbox"/>	Do you look for redundant spend – where you are paying multiple job boards or job aggregators to get your jobs to the same websites?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use programmatic job advertising to automate management of your job spend (i.e., limiting the number of applications and/or spend per job)?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use programmatic advertising to determine which job sites are performing best for your company?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a process in place to ensure you search your ATS for candidates prior to placing paid job advertising?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly test social job advertising on Facebook or LinkedIn?
<input type="checkbox"/>	<input type="checkbox"/>	Do you test niche sites like MyCNAjobs or for posting your jobs?
<input type="checkbox"/>	<input type="checkbox"/>	Do you actively post jobs on social media?

\$ Job Advertising

YES	NO	OTHER JOB PROMOTION
<input type="checkbox"/>	<input type="checkbox"/>	Do you use remarketing or matched audience PPC to bring active job seekers back to your website through Google and Facebook display advertising?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly share current job openings with candidate referral sources in your community?
<input type="checkbox"/>	<input type="checkbox"/>	Do you post jobs to local colleges, universities, trade schools, training centers, chambers of commerce and professional association websites?

YES	NO	RECRUITMENT ANALYTICS
<input type="checkbox"/>	<input type="checkbox"/>	Do you measure your total spend, cost per click, cost per application and cost per placed candidate?
<input type="checkbox"/>	<input type="checkbox"/>	Do you measure the quantity and quality of candidates by recruiting source?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know how many applications you typically need to make a placement for each type of job you fill?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know the conversion rate for each job and source?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know which jobs are the best performing? The worst performing?
<input type="checkbox"/>	<input type="checkbox"/>	Do you track results by branch office and region?
<input type="checkbox"/>	<input type="checkbox"/>	Do you set a target spend per job and/or target number of applications per job?
<input type="checkbox"/>	<input type="checkbox"/>	Do you allocate a portion of your budget to test local, niche or other smaller job sites?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use a software platform to monitor all your job spend?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use past job data to determine budgets for recruitment advertising?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a process or formula for determining a job spend budget?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a flexible job spend strategy (one that can change by the month)?
<input type="checkbox"/>	<input type="checkbox"/>	Are your job advertising contracts month-to-month or have you locked yourself in to a full year of payments?



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03

Social Recruiting

- ☐ STRATEGY
- ☐ CONTENT & SHARING
- ☐ SOCIAL BRANDING
- ☐ LINKEDIN
- ☐ FACEBOOK
- ☐ TWITTER
- ☐ OTHER CHANNELS
(SNAPCHAT, INSTAGRAM,
PINTEREST, YOUTUBE,
WHATSAPP, SLACK)
- ☐ RESULTS



Social Recruiting

YES	NO	STRATEGY
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a strategy for using social media to attract talent?
<input type="checkbox"/>	<input type="checkbox"/>	Are you using the social channels that best align with your target talent pool?
<input type="checkbox"/>	<input type="checkbox"/>	Are all your recruiters, staffing coordinators and other people involved in talent acquisition sharing jobs and content every day?
<input type="checkbox"/>	<input type="checkbox"/>	Are your people trained how to most effectively share on social media?

YES	NO	CONTENT & SHARING
<input type="checkbox"/>	<input type="checkbox"/>	Do you develop monthly or quarterly content plans?
<input type="checkbox"/>	<input type="checkbox"/>	Is your content plan aligned with your desired recruiting needs and EVP?
<input type="checkbox"/>	<input type="checkbox"/>	Do you share content (other than jobs) that is specifically designed for job seekers?
<input type="checkbox"/>	<input type="checkbox"/>	Are you creating content in a variety of formats (blogs, video, infographics, etc.)?
<input type="checkbox"/>	<input type="checkbox"/>	Does your content convey your culture / story?
<input type="checkbox"/>	<input type="checkbox"/>	Do you focus your job sharing on your most desirable jobs?
<input type="checkbox"/>	<input type="checkbox"/>	Are you measuring engagement and inbound traffic to determine the most relevant content for your candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Does each recruiter share jobs and other content through their own personal social media accounts?
<input type="checkbox"/>	<input type="checkbox"/>	Does your content include strong calls-to-action that funnel candidates to your application?

YES	NO	SOCIAL BRANDING
<input type="checkbox"/>	<input type="checkbox"/>	Do you have separate social profiles for recruiting?
<input type="checkbox"/>	<input type="checkbox"/>	Are your social media efforts consistent with your EVP?
<input type="checkbox"/>	<input type="checkbox"/>	Do your profiles on Facebook, LinkedIn, Twitter, Instagram and YouTube show off your people and culture?
<input type="checkbox"/>	<input type="checkbox"/>	Do you incorporate branded sharing images in your social job posts and recruitment-focused content sharing?

➔ Social Recruiting

YES	NO	LINKEDIN
<input type="checkbox"/>	<input type="checkbox"/>	Are you sharing jobs on your company page?
<input type="checkbox"/>	<input type="checkbox"/>	Are your recruiters sharing jobs and other content as status updates?
<input type="checkbox"/>	<input type="checkbox"/>	Are you posting jobs to LinkedIn Groups?
<input type="checkbox"/>	<input type="checkbox"/>	Do you share career-focused content on LinkedIn?
<input type="checkbox"/>	<input type="checkbox"/>	Have you tested paid job slots to evaluate their cost-effectiveness for the kinds of people you need to recruit?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a LinkedIn Recruiter account to improve your direct access to candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Do your recruiters build connections with potential candidates on a daily basis?
<input type="checkbox"/>	<input type="checkbox"/>	Do you leverage rich media such as video and SlideShare to engage talent?
<input type="checkbox"/>	<input type="checkbox"/>	Do your recruiters actively participate in groups that cater to your ideal candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Have you started your own group to build a caregiver community?

YES	NO	LINKEDIN
<input type="checkbox"/>	<input type="checkbox"/>	Are you sharing jobs and other career content on your company page?
<input type="checkbox"/>	<input type="checkbox"/>	Are you sharing too many jobs on Facebook? (Hint: Your Facebook audience is more interested in news, stories about your culture, and career advice than a constant barrage of jobs.)
<input type="checkbox"/>	<input type="checkbox"/>	Have you tested Facebook Jobs for different types of hiring needs?
<input type="checkbox"/>	<input type="checkbox"/>	Do you promote content to improve your reach to your target candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Are you using retargeting and matched audiences to re-engage past visitors to your website and candidates already in your ATS?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use imagery and messaging designed to engage passive job seekers (e.g., focused on attracting people who are disengaged with their work)?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a strategy to build more Facebook likes?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a strategy to build positive reviews on Facebook?
<input type="checkbox"/>	<input type="checkbox"/>	Do you show off your company culture with pictures and videos?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use Facebook Live to connect with your candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Do you monitor comments and reviews and address criticism professionally?
<input type="checkbox"/>	<input type="checkbox"/>	Are you active in Facebook groups that cater to your target talent communities?

Social Recruiting

YES	NO	TWITTER
<input type="checkbox"/>	<input type="checkbox"/>	Do you feed all your jobs to Twitter?
<input type="checkbox"/>	<input type="checkbox"/>	Do you automate sharing of blog posts to your Twitter page?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a plan to connect with talent influencers in your community and/or industry?
<input type="checkbox"/>	<input type="checkbox"/>	Do you monitor Twitter for comments about your company?

YES	NO	OTHER CHANNELS (SNAPCHAT, INSTAGRAM, PINTEREST, YOUTUBE, WHATSAPP, SLACK)
<input type="checkbox"/>	<input type="checkbox"/>	Are you testing other platforms as recruiting tools (e.g., Instagram and SnapChat)?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use Instagram or SnapChat to show off your culture with pictures and videos?
<input type="checkbox"/>	<input type="checkbox"/>	Have you created a recruiting-focused YouTube channel for educational content as well as hosting videos about your organization?
<input type="checkbox"/>	<input type="checkbox"/>	Do you encourage job seekers to follow your company on these networks?
<input type="checkbox"/>	<input type="checkbox"/>	Do you match your content, sharing and messaging to specific talent communities on specific social networks?
<input type="checkbox"/>	<input type="checkbox"/>	Have you tried geotargeting to focus your content on a very specific audience?
<input type="checkbox"/>	<input type="checkbox"/>	Are you an active part of the community on niche sites that cater to specific talent pools like nursing or family caregivers? These sites may charge for or prohibit job posting, but they are still places where you can engage candidates with content and conversation.

YES	NO	RESULTS
<input type="checkbox"/>	<input type="checkbox"/>	Do you use analytics to measure the response to your social recruiting?
<input type="checkbox"/>	<input type="checkbox"/>	Can you attribute website visits, job orders and applications to social media?
<input type="checkbox"/>	<input type="checkbox"/>	Do you measure the ROI on the time invested in social recruiting?



HOME CARE
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04

Employment Branding

- ☐ BRAND STRATEGY
- ☐ GRASS ROOTS RECRUITING
- ☐ LOCAL/INDUSTRY VISIBILITY
- ☐ REPUTATION MANAGEMENT
- ☐ REFERRALS



★ Employment Branding

YES	NO	BRAND STRATEGY
<input type="checkbox"/>	<input type="checkbox"/>	Have you defined your EVP (Employee Value Proposition)?
<input type="checkbox"/>	<input type="checkbox"/>	Is your EVP integrated into your website and recruiting-focused sales collateral?
<input type="checkbox"/>	<input type="checkbox"/>	Is your EVP incorporated into every job post?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly gather feedback from your employees to ensure their perception matches your EVP?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly communicate your EVP to your current employees?
<input type="checkbox"/>	<input type="checkbox"/>	Do you create videos to showcase current employees and the interesting work they do?
<input type="checkbox"/>	<input type="checkbox"/>	Is your employment brand consistent everywhere – your website; social profile pages; in how your team engages talent; and in how you interact with your local community?
<input type="checkbox"/>	<input type="checkbox"/>	Are you active in building your employment brand online and offline?

YES	NO	GRASS ROOTS RECRUITING
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly participate in job fairs?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly create your own job fairs or career events?
<input type="checkbox"/>	<input type="checkbox"/>	Are your team members active in local social, civic and professional associations?
<input type="checkbox"/>	<input type="checkbox"/>	Do you partner with colleges, universities and/or technical schools (and their career centers) to advertise jobs and encourage candidate referrals?
<input type="checkbox"/>	<input type="checkbox"/>	Do you offer free training or skills assessments to attract job seekers who want to improve their skills and marketability?

YES	NO	LOCAL/INDUSTRY VISIBILITY
<input type="checkbox"/>	<input type="checkbox"/>	Is your company active in professional, civic or social organizations in your community or industry?
<input type="checkbox"/>	<input type="checkbox"/>	Do you promote your company as a thought leader in talent acquisition in your market?
<input type="checkbox"/>	<input type="checkbox"/>	Do you do any outdoor or local media advertising?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have clearly visible signage outside all your offices?
<input type="checkbox"/>	<input type="checkbox"/>	Do you visibly support charities and social causes in your community?
<input type="checkbox"/>	<input type="checkbox"/>	Do you produce content for other local industry websites (elder law attorneys, financial advisors, insurance agents etc.)?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly create press releases that position your company as a leader in your community or industry?

★ Employment Branding

YES	NO	REPUTATION MANAGEMENT
<input type="checkbox"/>	<input type="checkbox"/>	Do you proactively collect candidate feedback and encourage online reviews?
<input type="checkbox"/>	<input type="checkbox"/>	Does your company have a 4+-star review rating on all review sites?
<input type="checkbox"/>	<input type="checkbox"/>	Do you monitor your firm's ratings on Glassdoor, Indeed, Caring.com, Google and Facebook?
<input type="checkbox"/>	<input type="checkbox"/>	Are you alerted when someone posts a review about your company?
<input type="checkbox"/>	<input type="checkbox"/>	Do you follow up with reviews (both positive and negative)?
<input type="checkbox"/>	<input type="checkbox"/>	Do you use positive reviews as testimonials or in recruiting collateral?
<input type="checkbox"/>	<input type="checkbox"/>	Do you share the testimonials on social media?
<input type="checkbox"/>	<input type="checkbox"/>	Do you convert reviews and testimonials into social graphics?
<input type="checkbox"/>	<input type="checkbox"/>	Do you automatically update your website with new candidate testimonials?
<input type="checkbox"/>	<input type="checkbox"/>	Do you create videos to share candidate reviews?
<input type="checkbox"/>	<input type="checkbox"/>	Have you won any awards for being a "Best Place to Work?"

YES	NO	REFERRALS
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a program to nurture relationships with individuals and organizations that can refer qualified candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a documented candidate referral program?
<input type="checkbox"/>	<input type="checkbox"/>	Do all your recruiters know how your referral program works?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a web page, landing page or mobile app to submit referrals?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a process to proactively and repeatedly ask for referrals?
<input type="checkbox"/>	<input type="checkbox"/>	Do you reward referrals in a timely manner?
<input type="checkbox"/>	<input type="checkbox"/>	Do you promote successful referrals in email marketing and social media?



Other Smart Recruiting Ideas

IDEA 01

REDEPLOYMENT



While technically not one of the pillars of recruiting, in home care, redeployment is essential to clients' needs filled and maximizing talent relationships.

YES	NO	REDEPLOYMENT PROGRAM
<input type="checkbox"/>	<input type="checkbox"/>	Do you track the end of an assignment?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a process in place to contact clients to review the engagement and anticipate changes or end of service?
<input type="checkbox"/>	<input type="checkbox"/>	Do you contact your caregivers prior to the end of assignment to discuss objectives for their next assignment?
<input type="checkbox"/>	<input type="checkbox"/>	Do you proactively skill market caregivers coming off of assignment to get them preplaced for their next assignment?
<input type="checkbox"/>	<input type="checkbox"/>	Do you ask caregivers for testimonials and social reviews at the end of each assignment?
<input type="checkbox"/>	<input type="checkbox"/>	Do you ask for referrals prior to the end of the assignment?



Other Smart Recruiting Ideas

IDEA 02

THE CANDIDATE EXPERIENCE



From application to onboarding to post-assignment communication, the experience of being a caregiver varies greatly. Referrals, reactivation and redeployment all depend on how well you treat people throughout their engagement with your company.

YES	NO	IMPROVING THE CANDIDATE EXPERIENCE
<input type="checkbox"/>	<input type="checkbox"/>	Have you ever gone through your own hiring process the way a candidate would?
<input type="checkbox"/>	<input type="checkbox"/>	Have you ever mapped the candidate journey – from the application to onboarding and throughout the caregiver’s relationship with your company?
<input type="checkbox"/>	<input type="checkbox"/>	Have you benchmarked your candidate experience against your competitors’?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly review your experience process to find ways to make each touch point easier, faster, more convenient and/or more fun for the candidate?
<input type="checkbox"/>	<input type="checkbox"/>	Do you employ any process automation tools to automate communication and obtain more regular feedback from your candidates?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have an onboarding process where you introduce your company’s culture and expectations?
<input type="checkbox"/>	<input type="checkbox"/>	Do you provide detailed assignment orientation?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have an app or help line available to answer questions and provide support to field associates?
<input type="checkbox"/>	<input type="checkbox"/>	Do you regularly ask for referrals from your field associates?

WHAT DID YOU LEARN?

If most of your responses were “YES,” congratulations: you are a VERY Smart Home Care Recruiter!

But if you found a lot of “NO” or “I don’t know” responses, your recruitment marketing might need a little help. And that’s where we come in. **Providentia Marketing** provides marketing support to the home care industry. **Strategy. Websites. Email. Social media. SEO. PPC. Review Management - You name it.**

When it comes to enhancing your recruiting, we can help.

Our services include:

- Career Site Development
- Social Recruiting
- Blog & Job Post Writing
- Search Engine Optimization
- Programmatic Job Advertising
- Google & Social Pay-Per-Click Advertising
- Reputation Management
- Employment Branding

**CALL US TODAY TO DISCUSS YOUR
RECRUITMENT MARKETING STRATEGY.**

1.888.229.8057



providentiamarketing.com