

Recruitment Marketing Recommendations: COVID-19



Fusion Marketing Group is ready to assist our healthcare partners in shifting strategies to meet the recruitment challenges that lie ahead. We understand you are on the front lines and must manage the dual priorities to care for the public and keep your workplace safe for both employees and patients.

This checklist is designed to help you consider the possibilities and develop the procedures that fit your organization.

Candidate Visits

✓ **Visitor screening** – consider the protocol that your facilities have implemented. How will this affect candidates who are visiting for interviews? We will communicate this policy in your recruitment ads, career website and candidate emails so candidates can be prepared and assured that you are proactive.

✓ **Sanitize** – Designate staff members to sanitize pens, keyboards and any other surfaces touched by visitors.

✓ **Meet off-site** – As an alternative to meeting on-site, consider off-site interviews at a public location that is not crowded and that will allow you to follow the same visitor screening protocols that you use on-site.

Shake-Free Zone

To help reduce the spread of germs and disease, your visit will be handshake-free. We encourage greeting with a warm smile or a wave.



Use signs and flyers – for your offices and any areas used for hiring events or interviews. Let candidates know they are in a “Handshake-Free” zone. Let us create one just like this for your organization.

Alternatives to In-person Hiring Events



Interview Events – we have seen great success with ongoing, guaranteed interview events as opposed to hiring events held on a specific date. This type of event would allow you to control the flow of candidates to your facility.

Virtual Hiring Events

If you need to change an existing hiring event to a virtual event, we can quickly alter the communications to reflect the change. We will work with you to cover all the details that are required.

For new virtual hiring events, we can assist with all the details required to create and promote the event. We utilize a platform specifically designed to allow candidates to connect with recruiters or hiring managers and chat virtually. Follow up to these events can follow the in-person recommendations outlined above.

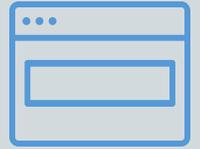
Virtual Interviews – utilize video conferencing; Skype and Facetime will limit in-person visits to your facilities.

Transparent Communication

As the situation evolves, we are ready to incorporate the changes affecting you and your potential candidates in all your recruitment communications.

Career Website Updates

Let candidates know your procedures with a pop-up on your homepage. If needed, connect to your corporate site for more information or develop a page within the career site to provide updates.



Advertising & Social Media

Revise ongoing communications to include options for virtual hiring events and virtual interviews. Include a statement that reinforces your commitment to safety.

Chat with a Recruiter Feature

Fusion can quickly add a "Chat Feature" to your career site and landing pages giving candidates the option to ask questions. Recruiters can be assigned shifts to respond to career site visitors who wish to chat with questions.



Candidate Emails

Let potential candidates who have joined your Talent Pool know that you have screening procedures in place.

Orientation

Orientation will be required as you continue to add staff. Consider these options:

- ✓ Video the next orientation session so you will have a recording to share with new hires should it become necessary to hold virtual orientations.
- ✓ Limit the size of the orientation class.

Employee Safety Communications

Ongoing communications with employees are more important than ever. As your policies evolve, Fusion can assist in updating your career site and social media sites as both will reach employees as well as external candidates.