

44

**SOCIAL RECRUITING TERMS
EVERY PHYSICIAN RECRUITER
SHOULD KNOW**



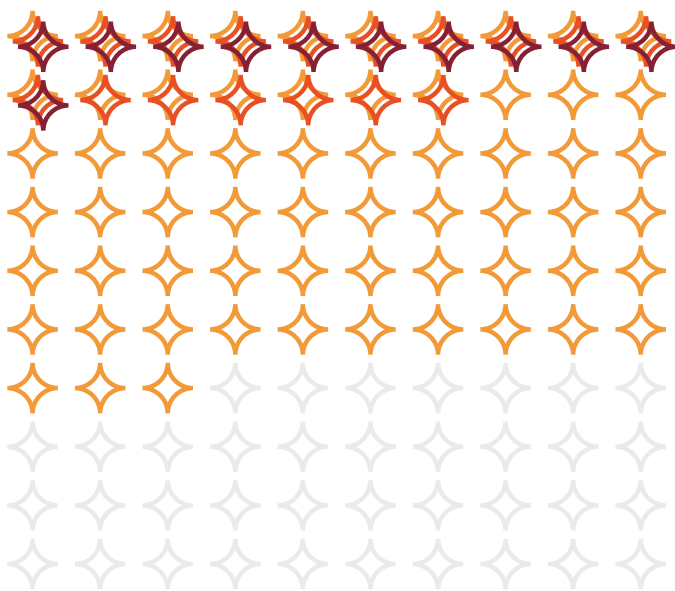
GIVE ME THE FACTS

Physician recruiting is a social endeavor.

Networking to build strong connections with your candidates is fundamental to successfully recruiting. Now, “social recruiting” comes along, and while technology and all of the social media platforms offer you a plethora of great ways to connect with candidates, the terminology alone can be confusing and intimidating. That’s where this glossary comes in.

Just remember:

Social + Recruiting = Passive Candidates



11%

are actively
seeking jobs

17%

are not
seeking jobs

73%

passively
seeking jobs

SO WHAT DOES THIS MEAN?

Social recruiting is simply engaging with candidates on social platforms like Doximity. It’s not a defined tactic or approach, it is a concept that you use the social parts of the Internet to attract and recruit talent.

Social recruiting **enables physician recruiters to be hunters rather than gatherers**. You can carefully select and research candidates via social networks before you make contact, which means both the quality and quantity of candidates is improved.

Social recruiting offers broader “networking” opportunities because employers, recruiters, and physician candidates have countless social connections online (the average Internet user has 669 social ties, according to survey by Pew Research Center and early technology adopters, like physicians, have even more).

Reach physicians who aren’t actively looking for new opportunities but would be open to a conversation if they learned more about an interesting career opportunity.

Doximity Talent Finder is the platform that enables social physician recruiting on Doximity. It is extremely valuable because you don’t have to cull through broad social networks to find quality physician candidates.

70%+

**OF ALL U.S. PHYSICIANS ARE
ON THE DOXIMITY NETWORK**

Hospitals and health systems use Doximity to identify — and connect with — the right physician candidates for their opportunities. If you’re using Doximity Talent Finder to source and nurture prospects, you’re already a social recruiter! Add value to your recruiting with Doximity and don’t let all the terminology get in your way.

TERMS GLOSSARY

1 A/B Testing (or “split testing”)

A simple process for a physician recruiter to compare two different versions of an email, web page, or a job post using different headlines or calls-to-action in order to determine which version is the most effective. Your candidates see version A or version B — and the version with the higher conversion rate is the best performer of the two.

2 Active Candidate

One who is currently (and therefore ‘actively’) seeking career opportunities. Active physician candidates aren’t necessarily unemployed; they may be looking for a change or want to make a move from their current position. Active physician candidates are usually the easiest to find.

3 Active Members

Also known as active users — are the members of a social media network that log-in and click on internal links on a regular basis (could be weekly, monthly or even quarterly).

4 Algorithm

A formula for solving a problem, based on conducting a sequence of specified actions. In social networking speak, it’s a mathematical equation that determines what content will be most relevant to each unique user. These algorithms often

consider previous activity of that use (i.e. what types of articles have they recently clicked on, what groups do they associate themselves with, etc).

5 Attribution

Understanding how the tactics you’re using (e.g. job post, emails, etc.) to recruit are contributing to the overall conversion of your physician candidates. Attribution can be determined by hires or something as simple as who opened and responded to an email.

6 Benchmarks (Analytics)

Comparing your recruiting processes to what peers or competitors are doing (or have done in the past) in order to understand what process works best for you.

7 Brand Ambassador/Evangelist

A term for a recruiter who embodies the corporate identity of the company they work for — in values, appearance, and demeanor, or ethics — as they actively promote their own company’s products or services.

8 Customer Relationship Management

Also referred to as CRM, is the combination of practices, technologies and the strategies that organizations will use to record, manage and evaluate candidate

interactions. CRM enables you to drive sales growth by deepening and enriching the relations you have with candidates.

$$\frac{\# \text{ DocMails ClickedThru}}{\# \text{ DocMails Sent}} \\ \text{ClickThru Rate (CTR)}$$

9 Call-To-Action (CTA)

How you persuade or invite a candidate (or website visitor) to take a specific action. Do you want candidates to apply for a job? Do you want someone to download the white paper? CTAs are expressed as a verb, e.g., “apply now” on a job post, but adding some creativity that gets your candidate’s attention and appeals to what THEY are searching for can go a long way to getting your candidates to take action.

10 Candidate Pipeline

A list of candidates you have deemed suitable for a position, or a ready “pool” of qualified candidates that you can contact when a position that is appropriate for their skills to become available.

11 ClickThru Rate (CTR)

A metric for measuring engagement with your candidates based on who clicks on a specific link. Based on the assumption that the more candidates you get to engage the more you can get to react, CTR offers insight on which messages or call-to-action is most effective (or not effective at all). The CTR of a DocMail or a Job Post on [Doximity](#) for instance, will help you understand which headlines or subject lines are working. To calculate the ClickThru Rate of DocMails use the following formula:

12 Cost to Hire

The average amount of money you spent on making a hire. This includes costs like job board/email list subscriptions, referral bonuses, advertising and relocation costs. It’s important to know how much it’s costing to hire each position and where you might be losing money.

13 Content Strategy

The planning, development and managing of content (articles, videos, or anything written or in other media forms) as it pertains to or appeals to your candidates – including how you will deliver the right content to the right physician candidates at the right time.

14 Detailed View

The number of physician candidates who click through a DocMail or a Job Post link in order to view the full details of your message or job opportunity on [Doximity](#).

15 Digital Footprint

Every time you or a candidate opens an email attachment, downloads a white paper online or registers for a webinar (or the like) the detail of that action is transmitted online – and a “digital footprint” is the trace of those online actions.

16 Email Marketing

The form of digital marketing you use to reach your physician candidates via their inboxes. A strong DocMail marketing campaign will specifically target and pre-vetted physician candidates with customized, relevant messages.

17 Employer Brand

How an organization seeks to identify itself — or how it wants to be distinguished and perceived — as a company or an employer of choice in a candidate's mind. An employer brand answers the question: What makes your company an exceptional place to work and employer?

18 Engagement Opportunity

The ability to hold the attention of a physician candidate or to induce them to participate in an activity and engage with you. In short, it's a way to hold your candidate's attention and get them to engage by taking some action.

19 Hashtag

Also known as the pound sign (#) — This character is used to identify a topic on social media platforms. When a word or phrase is preceded with a "#", websites can group those posts together to help identify a unique topic. When a user is interested in hearing more posts on that particular topic, they can click the "#" to see related posts by other users all in one spot and grouped together.

20 Impression

In the online world, if your Job Post is simply seen by a potential candidate you have made an impression. ClickThru isn't taken into account when you measure your impressions.

21 Influence

The ability to affect the thinking of your physician candidates (or other audience members) via online social communities.

22 Job Post

The detailed job ad created to describe an opportunity. "Posting a job" refers to the process of creating an ad to include in your DocMails. A Job Post via Doximity lets you get in front of an expansive network over 1,000,000 U.S. physicians on Doximity, including the website, mobile apps and email channels. Physicians can also search through Job Posts that are of interest to them on the Careers tab.

23 Keywords (Key Search Terms)

A keyword describes website content that caters to searches via search engines like Google and Bing. Using the correct keywords — words candidates are using to search for opportunities — is critical for the success of any SEO or the content marketing campaign.

24 Mobile Optimization Compatibility

Websites or content that is optimized

for mobile is created to be viewable on a Tablet or Smart Phone. In other words, it has been designed and formatted to read and navigate easily on the small screens of mobile devices. If your pages aren't mobile-compatible, you risk losing candidates because the majority of them are using mobile devices.

25 Mobile Recruiting

Finding active and passive candidates through using and optimizing for mobile social networks, career pages, mobile job ads or mobile recruitment applications. With physicians adapting to smart phones faster than the average American, mobile is really important for when recruiting physicians today.

26 Online Brand Identity

A brand's identity as it appears digitally online. Brand identity is how an organization seeks to identify itself and how it wants to be perceived by its audience. It's a combination of the visible elements — design, colors, logo, as well as name — that distinguish and identify a brand in your candidate's mind. It's a bundle of mental and functional associations that make brands unique because of their individual identities.

27 Online Presence/Reputation

What you do online and how candidates see you when they look for you online, or the information that is available online about you or your organization. Your success depends on how you establish,

maintain, repair and monitor all of the information. Where do you start? Google yourself and see what comes up.

28 Optimized Content/Optimization

Adding specific, clear content to your Job Posts/DocMails ensures that you have optimized the content — or used the best terms possible — so that your physician candidates are able to find you. When you Google search “Doximity”, for example, the Doximity webpage shows up first on the page because it has been optimized to appear there. Taking the time to optimize your Job Posts and even your recruiter profile is key to ensuring your physician candidates can easily find, read about and connect to you.

29 Passive Candidate

A candidate who is not actively looking for a job but would be open to taking one if the right one came along.

30 Profile Picture

The profile picture is the photo that is located on the upper left of the Doximity physician member profile page or your photo as it appears on your Doximity Recruiter Profile page. It's really important that your profile picture is a current, and professional, head shot that portrays your online brand identity as a physician recruiter. Use it wisely! Profiles that don't have photos, or profiles that use a logo or a “non-headshot” (like photos of teams or family) will receive fewer responses.

31 Publish

As in “publish your Job Post” — publish simply means you’ve posted the Job Post to appear live on the Doximity platform. Once it’s published, members are able to immediately see and interact with the Job Post. Doximity physician members can engage with your Job Posts throughout every aspect of the platform; on the website, the mobile apps and even email. Physicians can also search through Job Posts that are of interest to them from the Doximity Careers tab of the site.

32 Reachable Audience

Your reachable audience is the existing and potential customers that you reach when you’re engaging with them through various marketing methods. The bigger your reachable audience is, the more physician candidates will see your Job Posts or your message.

33 Recruiter Profile

A short biography that outlines your job experience, highlights your successes, and identifies the organization you work for, including the kinds of that specialties you recruit for. Helping candidates get to know you through your succinct profile saves them time — and builds their trust in you. In fact, over 20% of candidates will click on your profile before they will respond to an opportunity. A physician candidate is also more likely to respond to a physician recruiter who has a clear understanding of what they do and why that role is a great fit for them.

34 Relationship Marketing

A marketing strategy that is designed to encourage stronger, longer-lasting connections to you and your brand. The other overriding goal of relationship marketing is to gather candidate information and encourage word-of-mouth promotion.

35 Response Rate

The response rate is how many people you have reached via a DocMail or a Job Post, measured by who viewed or opened the message you sent out.

36 Responsive Design

A term used for websites that have fluid layouts that display websites proportionally across all devices. Responsive design ensures the very best viewing experience whether your physician candidate is using a desktop computer or a mobile device. As many as nine in ten health care providers are using smart phones, so physician recruiters need to share content that is designed for mobile devices.

37 Return on Investment (ROI)

The ratio between the amount of return on investment delivers relative to its cost. Knowing the return on investment for the specific strategies you employ will help you manage your resources and allocate time and money effectively. To calculate this, count the number of candidates from that channel during a given time-frame and compare it to your other channels.

38 Search Engine Optimization (SEO)

SEO is the process of improving the volume or quality of traffic to a website or Job Post from search engines via unpaid or organic search traffic. If you use the terms your candidates are searching for when optimizing your content, you've done SEO.

39 Social Networks

A website or application that allows you to connect and share relevant interests, information, etc., with one another — such as Facebook, LinkedIn, or Doximity. People can use these platforms for social or business purposes in broad topics or extremely narrow niches, and they're a way to connect with like-minded people.

40 Social Media Feeds

The frequently updated content your physician candidates (and you) will see via social media. For instance, the updates you post to a social media site appear in the “feed” of the people who follow you.

41 Summary Views

The number of physician candidates who

have seen your Job Posts all across the Doximity platform. These are also known as your Job Post impressions, but it also doesn't count as ClickThrus. It's also often referred to as “reach”.

42 Time to Hire

Time to hire is the time elapsed between first engaging with a candidate and them accepting an offer. Analyzing your time to hire on different networks can help you determine which hiring source is the most time efficient.

43 User Experience

A physician candidate or website visitors' impression of your website; their “user experience” can mean everything from who they perceive the value of the content, to how easy (or hard) it is to navigate, to how long it takes them to download a white paper or video.

44 Utilization

How many candidates or physicians are effectively using a mobile app or tool like Doximity. The more utilization a platform has, the more people you can connect and interact with on it.



Doximity is the largest, fastest-growing medical professional network for US healthcare professionals. Visit finder.doximity.com or email tfdemo@doximity.com for more information.