

HEALTHCARE PROFESSIONALS TARGET CAREER OPPORTUNITIES VIA **SOCIAL MEDIA**

2011

31%



1 in 3 healthcare professionals used social media in his/ her job search

21%

2010

CLINICIANS USING SOCIAL MEDIA WHEN SEARCHING FOR A JOB

OF HEALTH CARE PROFESSIONALS USE SOCIAL MEDIA FOR PROFESSIONAL NETWORKING

Increased use of social media for job search – In 2011, 31% of respondents cited use of social media when searching for a job, compared with 21% in 2010. Allied professionals (36%) and nurses (33%) are the most frequent users, followed by pharmacists (29%) and physicians (23%).



1 in 5 healthcare professionals used social media in his/ her job search

2011

48%



37%

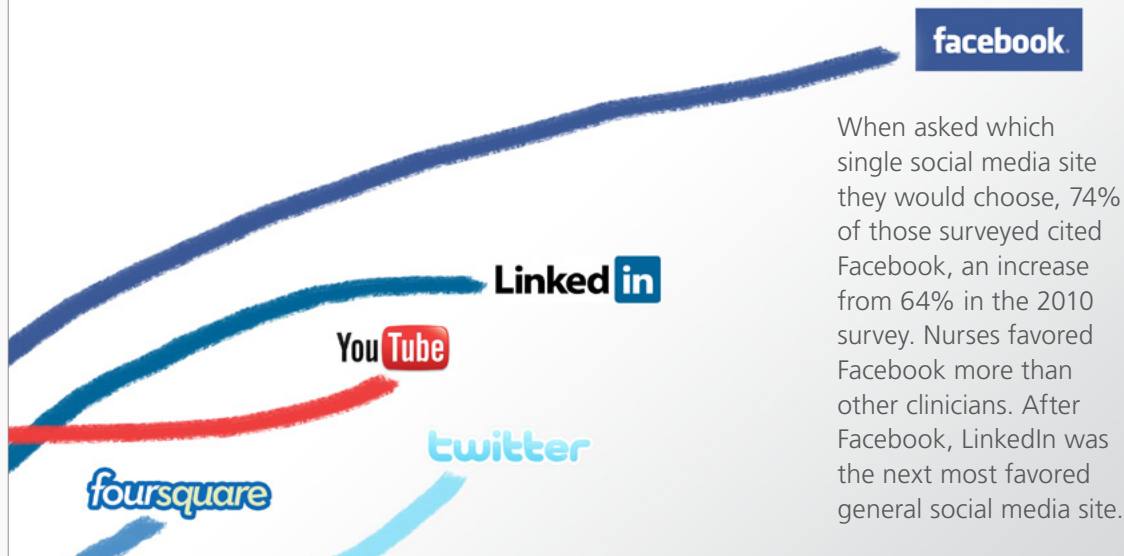
2010

USED SOCIAL MEDIA FOR PROFESSIONAL NETWORKING

CLINICIANS USING SOCIAL MEDIA WHEN JOB SEARCHING

Rise in social media usage for networking – In 2011, 48% of all healthcare professionals surveyed said they use social media for professional networking, an increase from 37% reported in 2010.

FACEBOOK TOP CHOICE AMONG HEALTHCARE PROFESSIONALS



When asked which single social media site they would choose, 74% of those surveyed cited Facebook, an increase from 64% in the 2010 survey. Nurses favored Facebook more than other clinicians. After Facebook, LinkedIn was the next most favored general social media site.

OTHER TOP JOB SEARCH METHODS USED IN 2011

70%

REFERRALS

64%

DIRECT CONTACT

60%

SEARCH ENGINES

57%

ONLINE JOB BOARDS

"RECRUITER FOUND ME" METHOD INCREASED IN 2011

54%



46%

Similar to the 2010 survey, referrals, direct contact and recruiter assistance are still the top job search methods of choice (and most successful methods for obtaining a job), followed by search engines and online job boards, which showed a slight increase. The most significant change year over year was that more than half of the clinicians were contacted by a recruiter: 54% in 2011, compared with 46% in 2010.



@amnhealthcare releases infographic on how healthcare professionals use social media for career opportunities