

LinkedIn

facebook

g+

Clinicians **RAMP UP** Digital Job Searching Via Social, Mobile

Healthcare Professionals Locate Jobs via Social Media

2013

42%

of clinicians use social media when job searching.

Clinicians report increased use of social media for job searching in 2013. Use of social media for job searching has doubled since 2010.

2011

31%

of healthcare professionals used social media for professional networking.



1 in 3

healthcare professionals used social media in his/ her job search.

2010

21%

of clinicians used social media when searching for a job.



1 in 5

healthcare professionals used social media in his/ her job search.

Clinicians Manage their Persona Online

2013

60%

More than 60% of healthcare professionals have enhanced their social profile in the past year.



1 in 4

increased online connections.

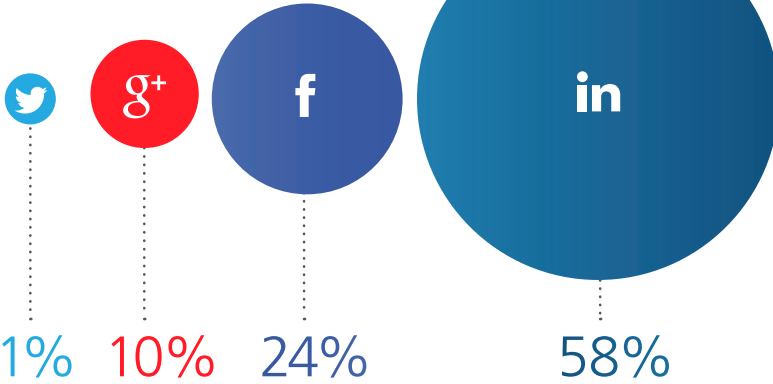


1 in 3

refrained from posting negative content.

Doctors, Pharmacists, Nurses + Allied Professionals visit Social-Career Sites

LinkedIn Topples Facebook as Primary Site of Choice for Clinicians in 2013.



If they could choose only one social media site, their preference would be LinkedIn (58%), with Facebook falling to second place across all disciplines (24%). Google pulls up a distant third place (10%), with YouTube and Twitter trailing (1%).

Healthcare Professionals use Fewer Sources for Job Searching

Top Job Search Methods Used in 2013



Recruiter Found Me Method Declines in 2013

2013

39% ↓

2011

54%

Clinicians and physicians appear to be using significantly fewer resources to look for a job in 2013 than in prior years as they become more sophisticated in their job search methods. Direct contact with a company and online job boards surpassed referrals. Recruiter found me also dropped off from the surge seen in past years.



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