

How To Recruit Long Term Caregivers

1. Use Careers in Caring Messaging and Materials

Careers in Caring has a variety of resources to help nursing homes, assisted living communities and facilities for individuals with intellectual and development disabilities use the most effective messaging to recruit caregivers. The [message house](#) serves as the central framework of all messaging materials. These are research-backed messages that have been identified with job seekers and current long term care employees as the strongest selling points for a career in long term care.

Message resources also include [talking points, one-pagers and fact sheets](#), all of which are based off of the message house. These can be tailored as little or as much as you'd like to fit your facility's needs. We have editable versions, as well as "ready to go" versions that can be used immediately. These documents are meant to guide the way we talk to potential new caregivers and best practices to debunk common misconceptions.

2. Get the Word Out

Getting the word out about the Careers in Caring campaign via social media channels will help the general public understand what a career as a long term caregiver means. It will also help spread the word that we are hiring in long term care right now. Use Careers in Caring videos or social media posts to educate people about the jobs we have available in long term care.

3. Post Job Listings on Job Boards, Social Channels

Use Careers in Caring's sample job postings as a starting point and tailor to your facility's open positions. From there, post the vacancies on job boards, such as Indeed or Glassdoor, or even local college and university sites. You should also post openings on social media channels like Facebook and Instagram to maximize visibility.

4. Utilize Current Employees as Recruiters

Current caregivers are our best assets. They know firsthand what it means to work in the industry, and they are ready to help recruit new workers. Current caregivers, much like our residents, have a story to tell – and we should help them share their experience and tell others about how rewarding and fulfilling a career in long term care can be. Consider featuring anecdotes from your current

employees on social media. Check out the [“Why I Care” videos](#) on the Careers in Caring website to see examples of stories from real long term care employees. You can also involve your current employees in career fairs, facility tours or visits to local education or training programs. Encourage them to share why they like working in long term care.

5. Partner with Local High Schools and Community Colleges/Universities

Collaborating with local high schools, technical or community colleges, and universities is imperative for workforce recruitment. Effectively communicating the numerous and diverse job opportunities in long term care will help to spark interest in pursuing careers in long term care. Make contact with guidance or career counselors in your local schools and ask about opportunities to speak with students.

6. Host Facility Tours

A facility tour is an excellent tool that enables you to show your community the details of your facility – how it operates, the career opportunities and the dedication of your caregivers and staff. Facility tours can be useful in engaging the attention of a number of key individuals: local and state legislators, your Governor, local and community colleges, universities, students, potential employees and members of the media. These tours can show the issues that affect our profession, and most importantly, allow individuals to see how their contribution impacts the lives of residents and caregivers alike. If you are interested in hosting a facility tour, please [contact us](#).

7. Attend Job Fairs

Inquire if your local schools host any job fairs and if you can participate. Job fairs are a great opportunity to connect one on one with prospective employees.

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