

Use of Social Media and Mobile by Healthcare Professionals

2011 Survey Results

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2011 Survey Results: The Use of Social Media and Other Online Resources for Professional Networking and Job Searching

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INTRODUCTION

Job Searching on Social Networks Viable Method for Healthcare Professionals

This past year, “social recruiting” became mainstream as more job seekers and companies discovered the opportunity to connect across social platforms. For today’s 1.2 billion users worldwide, one in five minutes of online time is spent on social networks.¹ AMN Healthcare’s 2011 Social Media Survey was designed to discover how healthcare professionals are taking advantage of social media to further their career.

Responses to the 2011 survey indicate that job searching on social media sites is on an upward trajectory. Nearly one-third (31%) of respondents cited that they are using social media for job searching — a significant change from 2010 — with nearly half of those surveyed also using it for professional networking. In 2010, only 21% of survey respondents said they were using social media for job searching.

Opportunity meets reward for healthcare professionals seeking jobs and leveraging their social network for professional networking. According to the Bureau of Labor Statistics, healthcare occupations represent half of the 20 fastest growing occupations in the economy. In fact, the healthcare industry added an average of 27,000 jobs per month in 2011. In addition, RN roles are projected to be among

the occupations with the largest numerical growth between now and 2018 in the U.S.² Couple that with the fact that more than 70% of organizations worldwide are now active on social media at a time that traditional advertising methods are declining, and the time is ripe for organizations to expand their use of social media to include recruitment.³ Today, job seekers and organizations are more apt to create the ideal career match online.

Hospitals have also joined the social media evolution, with 1,229 hospitals utilizing social media in 2011, compared with 391 in 2009. Across the top social media platforms, there are more than 3,170 YouTube channels, Facebook pages, Twitter accounts, LinkedIn accounts and blogs representing hospitals.⁴

AMN Healthcare’s 2011 Social Media Survey provides valuable insights into healthcare professionals’ job searching activities and the use of social and mobile media for job search and career networking purposes. Responses to the 2011 survey, coupled with a comparison of year-over-year social media survey responses, show that healthcare clinicians are shifting away from traditional job search channels and activities in favor of social media to help further their careers.

RESULTS SUMMARY

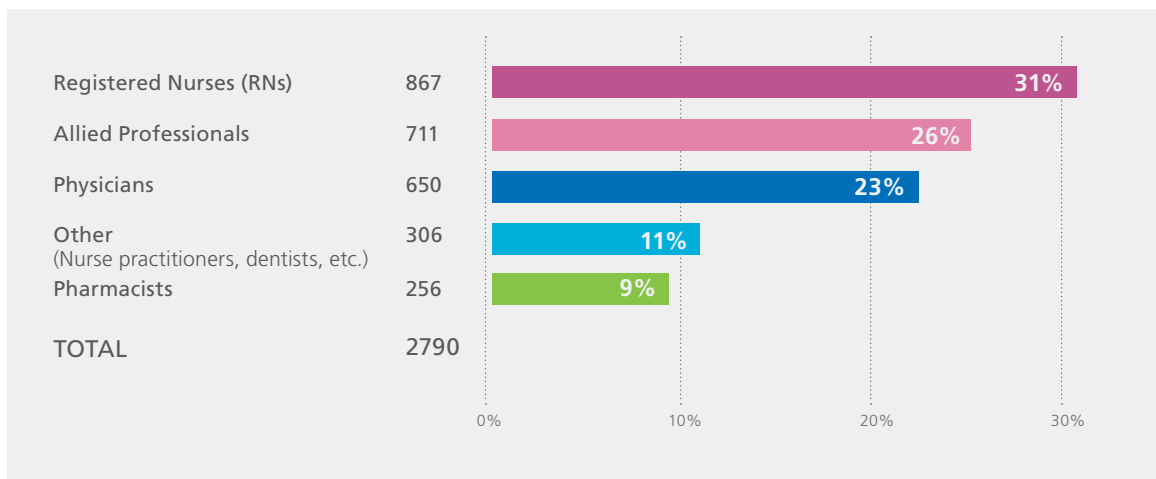
AMN Healthcare's Annual Social Media Survey gives insights into healthcare professionals' job searching activities and the use of social and mobile media for job searching and career networking purposes.

This second annual *Social Media Survey* was conducted in 2011. The survey is focused on the use of social media, mobile devices and online resources for the purpose of professional networking and job searching.

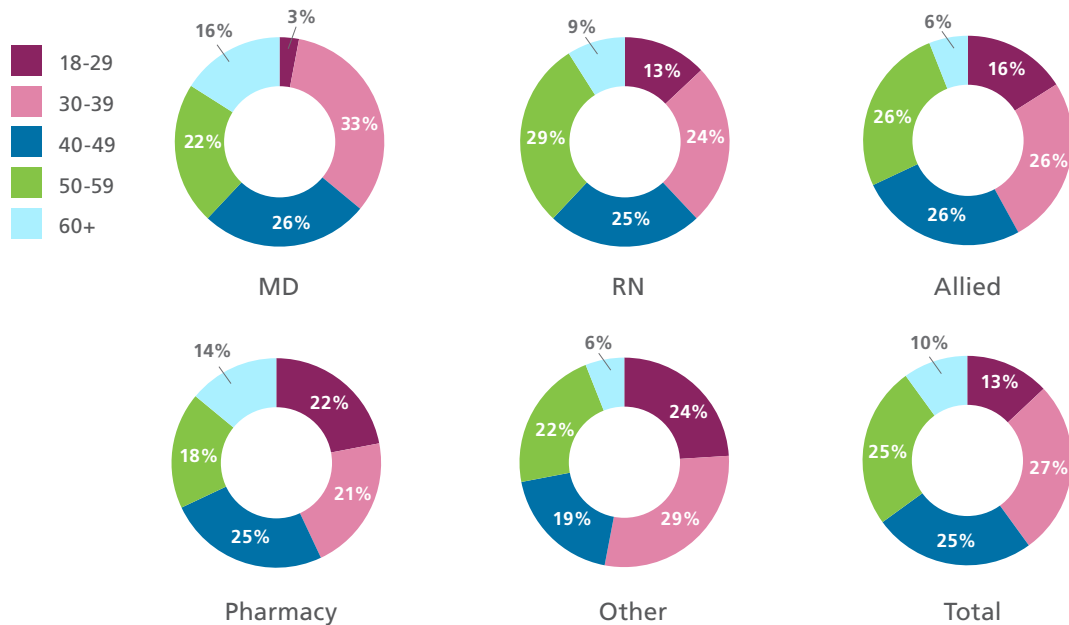
Responses to this most recent survey exhibit a growing trend in usage of social media to help further the career of healthcare clinicians, along with a further shift away from some traditional job search channels/activities.

Total surveyed	70,347
Completed surveys	2,790
Response rate	3.96%

RESPONDENT TYPES



RESPONDENTS BY AGE



RESPONDENTS BY EMPLOYEE SETTING

	Combined	MD	RN	Allied	Pharmacy	Other
Hospital	53%	31%	78%	52%	25%	55%
Outpatient clinic	14%	22%	5%	14%	13%	18%
Private practice	7%	19%	1%	3%	5%	7%
Doctor's office	2%	5%	1%	2%	1%	3%
Specialty clinic	2%	2%	1%	2%	4%	2%
Government	2%	4%	1%	2%	2%	2%
Home health	3%	0%	3%	5%	1%	8%
Research	0%	0%	0%	0%	1%	2%
Academia	2%	5%	1%	1%	2%	2%
Other	15%	12%	9%	19%	46%	1%
	100%	100%	100%	100%	100%	100%



KEY SURVEY FINDINGS

- **Overall number of clinicians seeking employment declines** – In 2011, 35% of clinicians surveyed were currently seeking employment; 9% of current job seekers had been looking for more than a year. These numbers have improved since the 2010 survey, in which 38% of clinicians surveyed noted they were seeking employment and 12% were looking for more than a year. The only exception was for pharmacists, with 8% more respondents seeking a job than in 2010.
- **Shorter job search for nurses than other clinicians** – As with 2010 findings, nurses continue to have a shorter job search than other clinicians, although it took them longer to find a job in 2011 than in 2010. Nurses said they were averaging 4.5 months to find a job in 2011, compared with 5.5 months for allied professionals, 5.7 months for physicians and 8.8 months for pharmacists.
- **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.



"48% of healthcare professionals surveyed use social media for networking, up from 37% in 2010."

- **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%).
- **Efficacy of social media for job seekers** – Of those who used social media for job searching, 11% said it resulted in a job interview, 9% said it led to a job offer, and 6% found a new job through their use of social media. Although 6% is still low, only 3% of respondents credited social media for securing a job in 2010.
- **Facebook is top site for healthcare professionals, followed by LinkedIn** – 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.
- **On-the-job use of social media sites** – Participants were asked about their use of social media for work-related purposes. The top reason respondents cited was to access healthcare-related education (54%), followed by sharing of research or articles with colleagues (33%), and to communicate with employers (18%). Only 8% said they use social media at work to connect with patients. Another 10% cited other social media uses at work.
- **Use of mobile devices for healthcare-related content or jobs on the rise** – 2011 survey participants were asked about their use of mobile devices, mobile job alerts, and the type and frequency of content consumed via mobile devices. In 2011, 32% of clinicians reported using mobile devices for accessing healthcare-related content or jobs, compared with just 12% in 2010. Clinicians' use of mobile devices to access healthcare-related applications is also on the rise, increasing to 30% of respondents in the latest survey, up from 13% in 2010.

TRENDS AND OBSERVATIONS

GENERAL JOB SEARCH TRENDS

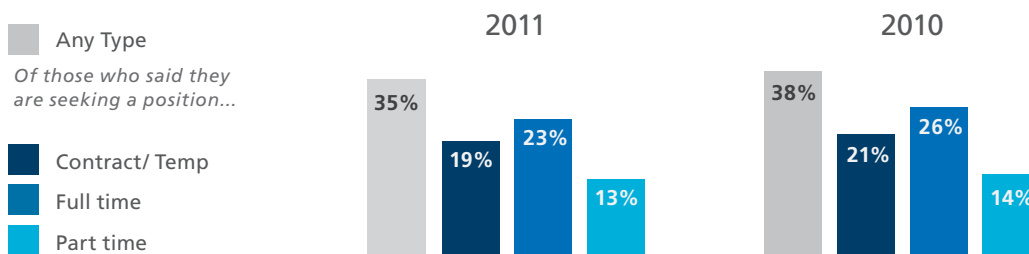
Results from *AMN Healthcare's 2011 Social Media Survey* show that healthcare professionals are using social media more often for both professional networking and job searching — nearly half of all respondents now use social media for professional networking. Although clinicians are more likely to use social media sites for professional networking, 10% more clinicians reported using it for their job search than in 2010. More than half of survey respondents use social media for work-related purposes, primarily for accessing healthcare-related education.

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. Physicians reported an even higher contact by recruiters: 76% in 2011, compared to 49% in 2010. Although interviews and offers from social networks and mobile alerts have yielded minimal results, their numbers are growing.

Q. Are You Currently Seeking Employment?

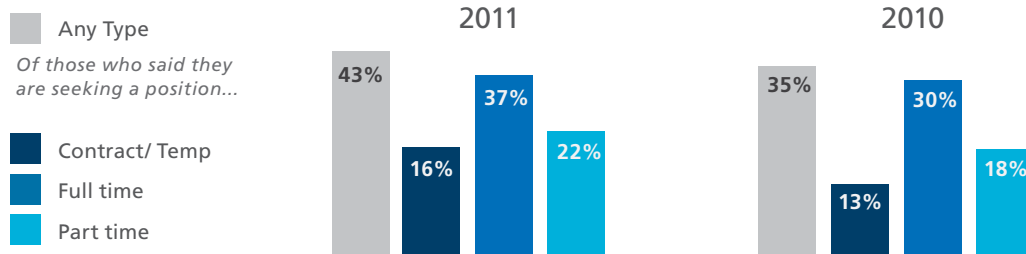
In 2011, the number of healthcare professionals seeking employment declined from the previous year in all groups except pharmacists: In this latest survey, 35% of respondents noted they were looking for employment (contract, full-time and part-time), compared with 38% in 2010. Pharmacists led those seeking employment at 43%, followed by allied professionals (39%), RNs (31%) and physicians (28%).

TOTAL SURVEY RESPONDENTS



The number of clinicians seeking employment overall fell from 2010 as exhibited in the previous chart; however, pharmacists revealed an increase in their employment search in 2011, compared to 2010 (see below).

PHARMACIST RESPONDENTS

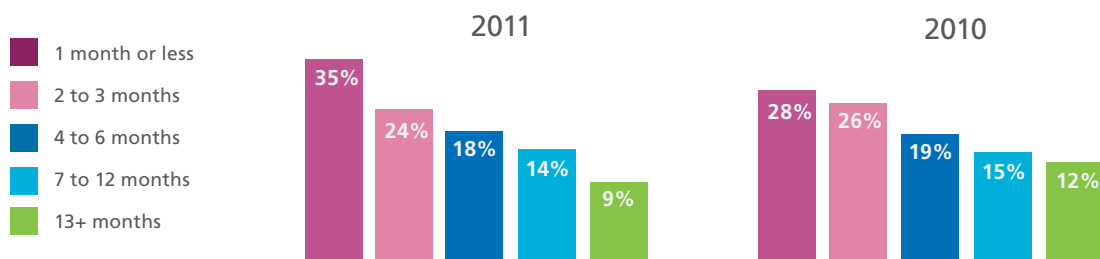


Q. How Long Have You Been Seeking a Position?

When asked how long healthcare professionals have been seeking a new position, nurses, on average, were seeking a position for 4.5 months, allied professionals for 5.5 months, physicians for 5.7 months and pharmacists for 8.8 months.

Although nurses continue to find jobs sooner than other healthcare professionals, the length of time it took to find a job increased from 3 months in 2010 to 4.5 months in 2011. In this latest survey, allied professionals and physicians spent approximately a month less time finding a job in 2011 than in 2010, while pharmacists only saw a slight improvement (8.8 months in 2011, down from 9.1 months in 2010).

TOTAL FOR ALL HEALTHCARE PROFESSIONALS SURVEYED



Q. Which Job Search Methods Have You Used in the Past Two Years?

Among those who said they are seeking jobs, the most common job search method used over the past two years was *referrals* (70%), even though this source declined from 2010 (77%); followed by *direct contact* (64%), *search engines* (60%), and *online job boards* (57%), showing a slight increase from 2010. One method that showed significant rise year over year is *recruiter found me* (54%); the 2010 survey respondents listed *recruiter found me* 46% of the time. Data by WANTED Analytics™, a company tracking online job ads, cited an increased demand for recruiters year over year; companies and staffing firms are hiring recruitment talent.⁵ Further, *Newspaper ads* (24%) continued to show significant decline from 2010 (30%), *career fairs* (11%) showed a slight increase year over year, followed by *walk-ins/open house* (8%) and other (7%).

Physicians

Significant changes in job search methods for physicians from 2010 to 2011 include a 10 percentage point decline in use of *search engines* and a 27% change in *recruiter found me* (76% in 2011, compared with 49% in 2010). Although their use of *referrals* declined year over year (80% in 2010), physicians were the highest users of *referrals* among clinicians (77%).

Nurses

For RNs, notable changes year over year include a decline in *referrals* by 13% (65% in 2011, compared with 78% in 2010) and an increased use of *search engines* (60% in 2011, compared with 56% in 2010). As with physicians, RNs showed a significant increase in *recruiter found me* (42% in 2011, compared with 28% in 2010).

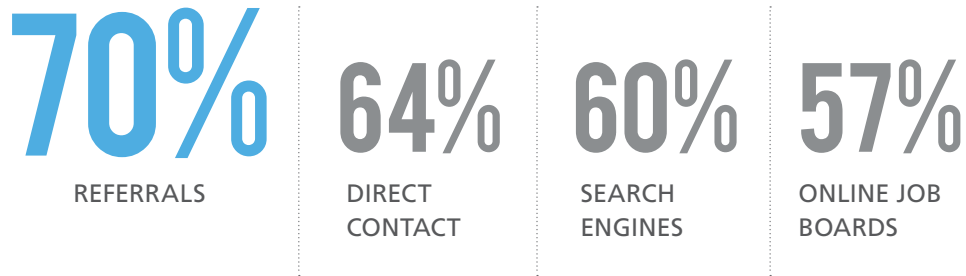
Allied

Allied professionals showed a 5% decline both in use of *referral* methods and *newspaper ads* year over year, but showed increases in nearly all other job search methods.

Pharmacists

Pharmacists, unlike their clinical peers, had a slight decline in *recruiter found me*; respondents cited 49% in 2011, down from 53% in 2010. Many of the other job search methods used by pharmacists showed an increase.

TOP JOB SEARCH METHODS USED IN 2011



"RECRUITER FOUND ME" METHOD INCREASED IN 2011



Q. What Were Your Results for Each Job Search Method (Resulting in a New Job)?

Similar to the previous survey, the top three methods that respondents credit with finding a new job are *referrals*, *direct contact* and *recruiter found me*. Although the survey exhibited that *referral* methods are the preferred source by clinicians, use of *referrals* resulting in a new job declined (31% in 2011, compared with 38% in 2010), particularly with physicians and nurses. *Recruiter found me* improved for all disciplines, with the greatest gain seen by physicians (27% in 2011, compared with just 12% in 2010). Clinicians' success with *search engines* also improved slightly for all disciplines. Although success with *job boards* (11%) remained the same overall, doctors and nurses reported slightly less success with this method than did allied and pharmacists.



"31% of clinicians cited use of social media when searching for jobs, compared with 21% in '10."

SOCIAL MEDIA AS A JOB SEARCH TOOL

Q. Have You Used Any Social Media in Your Job Search?

Nearly one in three clinicians surveyed in 2011 (31%) said they use social media sites for job searching, which is a significant increase from the one in five (21%) who said they used social media as a job tool in 2010.

In 2011, allied professionals continued to be the most frequent users of social media sites for job searching (36%), followed by RNs (33%), pharmacists (29%) and physicians (23%).

USE OF SOCIAL MEDIA FOR JOB SEARCHING INCREASES

2011



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

2010



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

RESULTS OF SOCIAL MEDIA USED FOR JOB SEARCH

Although some respondents secured interviews using social media, the number of those obtaining a job as a result of using social media remains modest, even though numbers have doubled from the prior year's results.

Job search through social media resulting in a job interview increased to 11% in 2011, compared with 6% in 2010; job offers from use of social media also increased to 9% in 2011, compared with 5% in 2010 and ultimately 6% of clinicians surveyed received a job through social media in 2011, compared with 3% in 2010. The numbers were highest among allied professionals (8%) and RNs (7%).

PROFESSIONAL NETWORKING VIA SOCIAL NETWORKING PLATFORMS

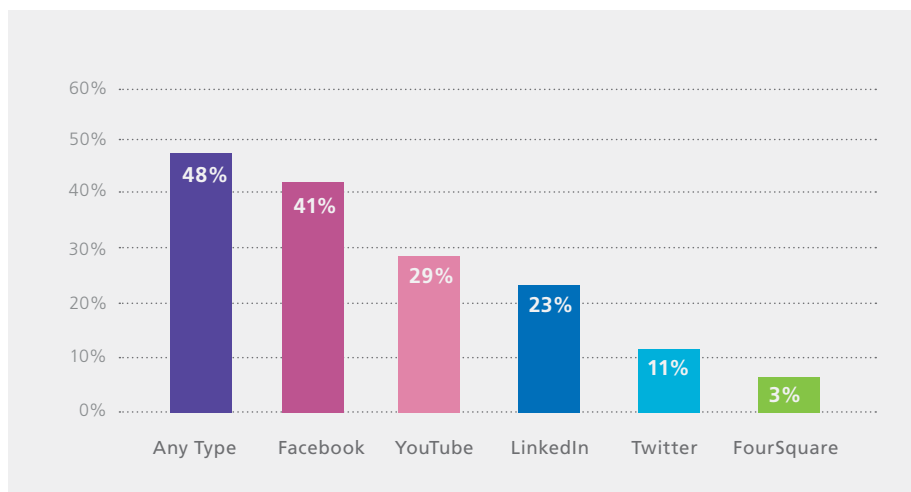
Q. Have You Used Online Social Media for Professional Networking?

Healthcare professionals have continued to use social networking platforms to further their professional networking activities. In fact, usage changed by 11% year over year (where 48% used social media for professional networking in 2011, compared with 37% in 2010).

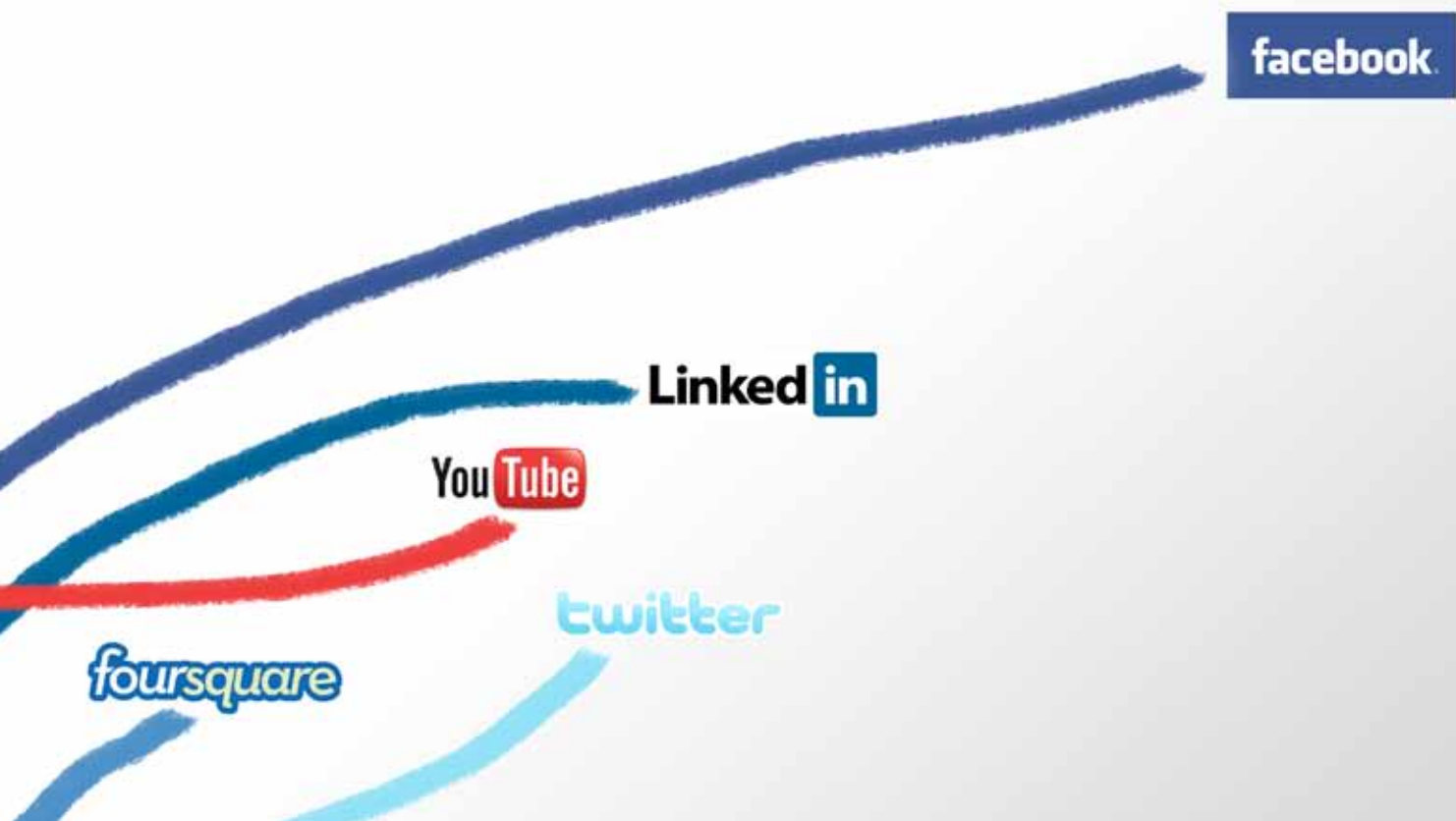
Not surprisingly, Facebook retained top honors among RNs, allied professionals, physicians and pharmacists for professional networking purposes. RNs use it 44% of the time, allied professionals 43% of the time, and physicians and pharmacists each citing use 34% of the time for this purpose.

The next most commonly used site for professional networking for physicians, RNs and allied professionals is YouTube, while pharmacists chose LinkedIn as their second choice (with YouTube as their third choice). LinkedIn was the third most popular site for professional networking among physicians, RNs and allied professionals.

SOCIAL MEDIA FOR PROFESSIONAL NETWORKING



As the chart above exhibits, almost half of all healthcare professionals are using social media for professional networking (48% in 2011, compared with 37% in 2010). Facebook was cited as the most-widely used platform. Respondents provided more than one response, when applicable.



Q. If You Could Choose Only One General Social Media Site, Which Would You Choose?

Facebook was the top choice for healthcare professionals when asked which site they would choose if they could use only one general social media site. On average, it was the top choice 74% of the time, compared to 64% in 2010.

- Nurses favored Facebook more than other clinicians (83%), followed by allied professionals (73%), physicians (64%) and pharmacists (62%).
- The second most favored general social media site was LinkedIn, with 18% of those surveyed selecting the professional social media site. In fact, 34% of pharmacists rated it as their top site.
- The 2011 survey asked healthcare professionals to note whether they use FourSquare, along with Facebook, YouTube, LinkedIn and Twitter. FourSquare garnered a very small percentage of use, with an average of only 3% among all respondents.

Q. If You Could Choose Only One Healthcare-focused Social Media Site, Which Would You Choose?

When asked which single healthcare-focused social media site survey participants would choose, MedScape was chosen 49% of the time, but favored less by RNs than other clinicians.

- For RNs, Nurse.com (36%) was the top site, followed by allnurses.com (19%), MedScape (18%) and NurseConnect (14%)
- For allied professionals, the top choice was MedScape (56%), followed by MedicalMingle (28%), Nurse.com (6%) and allnurses.com (3%)
- For physicians, the top choice was MedScape (75%), followed by Sermo (18%), Doximity (3%) and Medical Mingle (2%).
- Pharmacists chose MedScape (82%), followed by MedicalMingle (14%) and allnurses.com (2%).



"32% of clinicians use mobile devices for healthcare content/jobs, compared with 12% in '10."



Mobile Devices

2011 survey participants were asked about their use of mobile devices, mobile job alerts, and the type and frequency of content consumed via mobile devices.

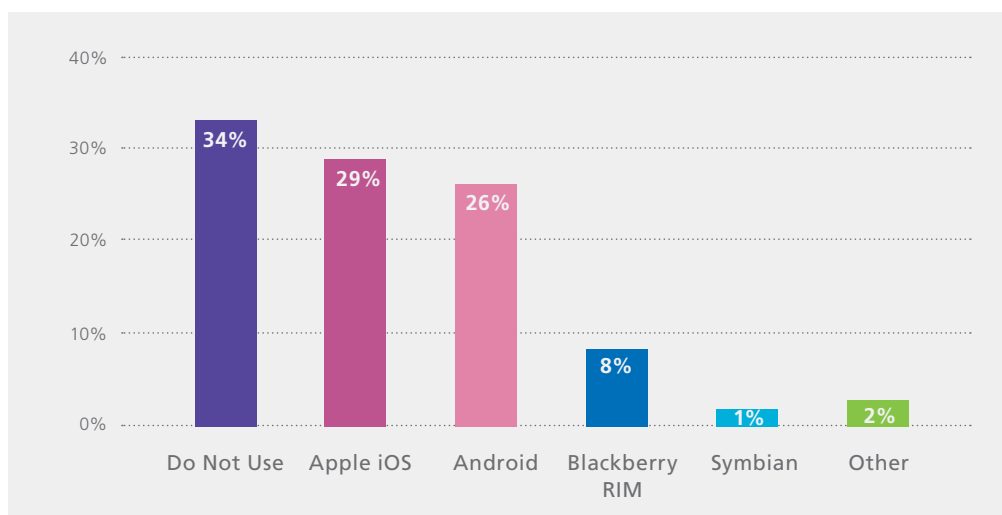
The number of healthcare professionals who are using mobile devices for healthcare-related content or jobs is rising: 32% of clinicians reported using mobile devices for this purpose in 2011, compared with just 12% in 2010. Clinicians' use of mobile devices to access healthcare-related applications is also on the rise, increasing to 30% of respondents in the latest survey, up from 13% in 2010. Although a small number of healthcare professionals are receiving job alerts via their mobile phone, more clinicians (17%) reported using this service than in 2010 (10%) and the number of individuals who secured a job using mobile alerts also rose year over year from 1% in 2010 to 8% in 2011.



Q. Which Type of Smart Phone and Mobile Platform Do You Use, if Any?

Of those surveyed, 34% said they do not use a smart phone. The remaining 66% breaks out as follows: The most prevalent platform/device used is the iOS (Apple) at 29%, followed by Android at 26%, RIM/Blackberry at 8%, other at 2% and Symbian at 1%.

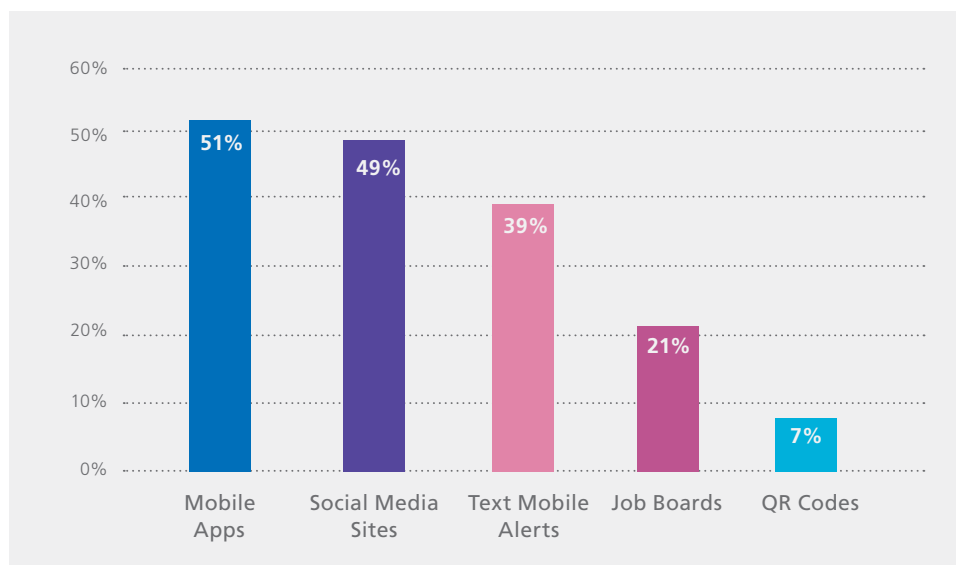
MOST PREVALENT MOBILE PLATFORM



Q. What Type of Content Do You Access via a Mobile Device?

When asked what type of content survey participants access with a mobile phone or tablet, 51% said they use their mobile device to access mobile applications, 49% to access social media sites, 39% to access text mobile job alerts, 21% to access job boards, and 7% use a mobile device to access QR or quick response codes. Respondents provided more than one response, when applicable.

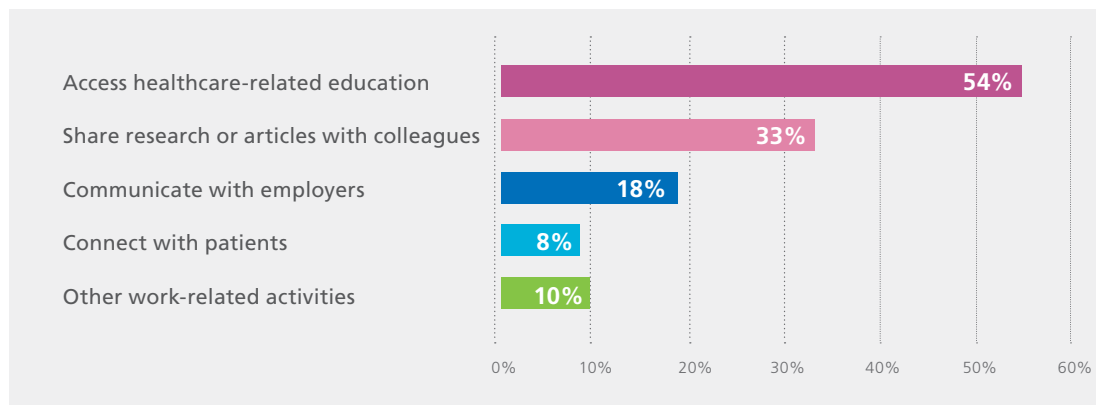
TYPE OF CONTENT ACCESSED



Q. Are You Using Mobile Devices or Tablets to Access Healthcare-related Content, Jobs or Applications?

In 2010, physicians were among the heaviest users of mobile devices for professional reasons and that trend has continued in 2011. 41% of physicians cited use of mobile devices or tablets for healthcare-related content or jobs in 2011, compared to 37% in 2010; and 50% of physicians use mobile devices for healthcare-related mobile/tablet applications in 2011, compared with 37% in 2010—a large jump year-over-year for physicians. Allied professionals continue to be the most infrequent users of mobile devices for healthcare-related content and jobs, although their use increased year-over-year (27% in 2011, compared with 9% in 2010). Allied professionals are also the most infrequent users of healthcare-related mobile/tablet applications compared to other clinicians surveyed (15% in 2011, compared with 13% in 2010).

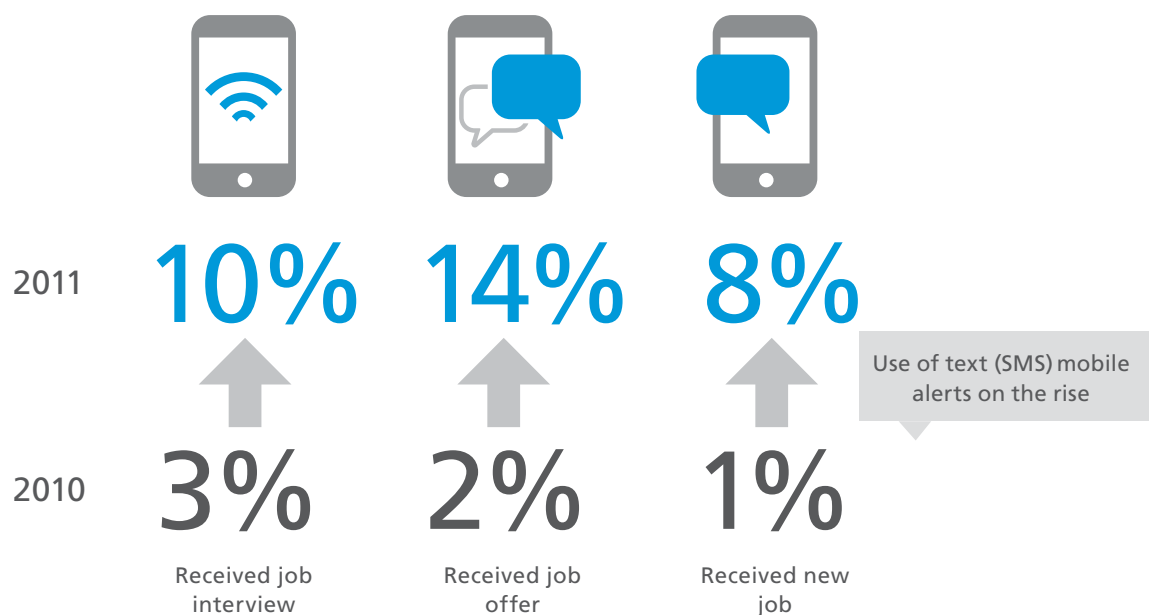
SOCIAL MEDIA FOR NETWORKING



Q. Do You Use Mobile Job Alerts and Did You Receive an Interview, Offer or Job?

One in 10 clinicians of the 17% who are using mobile job alerts in 2011 (up from 10% in 2010), said they received a job interview following use of mobile job alerts. 14% of those received a job offer and 8% of those found a new job through the use of mobile job alerts. This is a significant increase over results in 2010, with only 3% reaching interview, 2% obtaining a job offer, and 1% securing a job after using mobile job alerts.

Nurses show the highest usage at 21%, followed by pharmacists (18%), allied professionals (16%) and physicians (15%). However, allied professionals have shown the greatest success in obtaining a job through mobile job alerts (10%), followed by physicians (9%), RNs (7%) and pharmacists (6%).



Q. Why Are You Not Using Mobile Job Alerts?

Of the respondents not using mobile job alerts, the most prevalent reasons given include:

- Did not see a need for alerts and use other methods (41%)
- Did not consider, but may use in the future (33%)
- Does not have access to the SMS alerts from their phone (15%)
- Did not want to pay the additional expense to receive (15%)
- Do not use the texting features on their phone (9%)
- Other reasons for non-use of mobile job alerts (8%)

Note: More than one response may have been chosen by respondents.

Conclusion

AMN Healthcare's 2011 Social Media Survey of Healthcare Professionals provides an overview of ways in which healthcare professionals use traditional, social and mobile media to seek career opportunities. The survey suggests that the top methods used by healthcare professionals to find jobs remain referral, direct contact or with the assistance of a recruiter (which saw a significant increase year-over-year), and all of these methods involve a personal connection. Social media fosters that personal connection and leverages an individual's social graph to make personal links easier than ever before for networking, content sharing, as well as job searching. This is particularly important for companies interested in social recruiting and for their recruiters, who can access an even larger pool of candidates through social media sites. Healthcare professionals have also shown an increase in their use of mobile devices for accessing healthcare-related content, applications and jobs.

As this report highlights, more organizations are expanding their use of online social media for recruitment purposes and hiring more recruiting staff, which provides opportunities for healthcare professionals to utilize social media more extensively for job searching and networking purposes. As this trend continues, it's likely that social media sites will play a more significant role in filling jobs in the future and could overtake some traditional methods.

Sources:

¹ comScore Media Metrix, March 2007 – October 2011.

² <http://www.bls.gov/news.release/empstat.nr0.htm> (BLS Employment Situation Summary, THE EMPLOYMENT SITUATION — NOVEMBER 2011; <http://www.bls.gov/oco/oco2003.htm>, overview of the 2008 – 2018 projections.

³ KPMG Report, “Going Social: How businesses are making the most of social media, 2011.

⁴ Found in Cache, Social Media Resources for healthcare professionals From Ed Bennett. <http://ebennett.org/>. Data from Oct. 2009, Oct. 2010, Oct. 2011.

⁵ Source: Staffing Industry Analysts, Daily News, February 15, 2012. Wanted: Demand for Recruiters Bounces back. www.staffingindustry.com

About AMN Healthcare

AMN Healthcare is the nation’s innovator in healthcare workforce solutions, including managed services programs, recruitment process outsourcing solutions, recruitment and placement of healthcare professionals into temporary and permanent positions, and consulting services. Clients include acute-care hospitals, government facilities, community health centers and clinics, physician practice groups, and a host of other healthcare settings. AMN achieves unparalleled access to quality healthcare talent through its innovative recruitment strategies and breadth of compelling career-building opportunities offered to healthcare professionals. For more information, visit www.amnhealthcare.com



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