

# #ExperienceTanner Marketing Recruitment Campaign

Company: Tanner Health System

Industry: Health Care

Video: <https://youtu.be/9uuRkEzqUK4>

Launch Date: May 16, 2022

## #ExperienceTanner Marketing Recruitment Campaign

### *Introduction:*

Human Resources and Marketing Strategy and Planning started a new recruitment and retention program in January of 2022 to help increase team member retention and improve recruitment efforts across the system.

Marketing was approached by Human Resources in November of 2021, asking for assistance with promotion of jobs and recruitment efforts that included job boards, social media campaigns, target marketing to potential candidates, creating print materials for job fairs, etc. Human Resources and Marketing partnered together in December of 2021 and moved the strategy method to a data-driven, strategic approach to promotion for all open positions. The campaign created, was #ExperienceTanner, that spotlighted all Tanner employees and their testimonials focusing on why they chose Tanner.

Marketing continues to work closely with the Talent Acquisition team to relay information with the campaign, while strategizing other ways to help fill jobs quickly.

### *Problem/Goal:*

The goal of the campaign is to attract those who want to work in healthcare, utilize data-driven strategies to support recruitment efforts, ensure good candidate experiences, and target qualified candidates that fit each job. The challenges being faced were a lack of qualified candidates and content to engage the right candidates, while building a strong employer brand.

The #ExperienceTanner campaign has portrayed why healthcare, why this community, and why this team means so much to so many. We also highlight the importance of diversity, equity and inclusion by including all races, ethnicities, job families and experience levels system wide. Providing great care, we need a great team. And to offer our community a great team, every person on that team is treated with compassion, dignity, and respect. Everyone deserves to work in an environment in which they can be themselves and this is something we really want people to notice when they come to Tanner. By creating a campaign with our own employees, we hope people will hear their stories and want to be a part of our team.

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## *Solution:*

Marketing recruitment has advertised and promoted open positions across the health system, encompassing all positions and departments including physician recruiting. The integrated recruitment campaign leveraged our marketing expertise and included a new website (in development), videos, social media, campus banners, virtual hiring events, job fair displays and collateral, job site integration and more. These tactics also include Tanner Careers, LinkedIn, ZipRecruiter, CareerBuilder and Indeed job boards, social media, paid search, and Eloqua email marketing. A robust video series on social media is flighted out for the year and showcases our own team members describing their #TannerExperience. This campaign also included Glassdoor Display and Google Ad Words for specific hard-to-fill requisitions.

## *Results:*

The priority of the campaign was to decrease the number of open positions across the health system, but we also wanted to apply employee engagement and brand-building for Tanner Careers. Before our efforts began in December, there were 350+ positions open. In October, we are below 250.

At the start of the campaign and other recruitment efforts, the application numbers were low (1,900 applications in February). From February – September we've had 26k+ applications, an average of 2,500+ per month. We have hired approximately 700 employees since April, an increase of 30% since the campaign launched. We've seen a huge transformation on our social media platforms as well. Our Facebook page has reached over 386k+ people since the campaign launched, Instagram has reached 43k+, and we've gained 150+ new friends on both platforms.

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## Number Of Applications by Job Source, Feb – Sep 2022

Job Source	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Grand Total
Indeed.com	538	623	907	2668	2541	2915	3455	2178	15825
Company Website	664	744	532	530	653	576	111	85	3895
Jibe						206	1034	941	2181
Current Employee	193	2	130	127	172	162	178	151	1115
Indeed	138	219	169	99	133	95	25	14	892
Referral	116	120	95	109	107	84	16	11	658
Other	47	42	52	52	46	104	29	6	378
Google	50	72	43	60	63	47	9	5	349
Zip Recruiter	71	71	43	51	67	1			304
LinkedIn	34	21	27	13	34	30	10		169
ZipRecruiter			35	24	23	25	26	19	152
Job Fair	8	30	11	15	27	1			92
Social Media	15	20	10	1	19	17	1	5	88
Glass Door	7	11	4	2	2	2		1	29
Employee Referral		1	2	4	1	2	3		13
CareerBuilder Talent Network							2	1	3
<b>Grand Total</b>	<b>1881</b>	<b>1976</b>	<b>2060</b>	<b>3755</b>	<b>3888</b>	<b>4267</b>	<b>4899</b>	<b>3417</b>	<b>26143</b>

**Total number of applications from Feb – Sep: 26,143**

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## Sample of Campaign Creative:



"I've always wanted to serve. I know, here, I can impact my community. That's important to me."

**Tiffani Ramsey**  
Performance Improvement  
Specialist | Quality

**Apply today!**  
[Careers.Tanner.org](https://careers.tanner.org)

 **TANNER**  
HEALTH SYSTEM  
#ExperienceTanner

Detailed description: This advertisement features a woman with long dark hair, wearing a black blazer and tan pants, smiling. The background is light gray with a green geometric shape on the right. The text is positioned to the right of the woman. At the bottom, there is a green banner with white text and the Tanner Health System logo and hashtag.



"I see people come off life support and take the breath they've been working toward. I see C-section babies thrive. I see miracles."

**Lee Fletcher, RRT**  
Clinical Coordinator  
Cardiopulmonary

**Apply today!**  
[Careers.Tanner.org](https://careers.tanner.org)

 **TANNER**  
HEALTH SYSTEM  
#ExperienceTanner

Detailed description: This advertisement features a man with a beard, wearing gray scrubs, with his arms crossed. The background is light gray with a blue geometric shape on the right. The text is positioned to the right of the man. At the bottom, there is a blue banner with white text and the Tanner Health System logo and hashtag.



"I believe in Tanner. Everything here is about helping people."

**Julie Bailey**  
Coordinator  
Get Healthy, Live Well

**Apply today!**  
[Careers.Tanner.org](https://careers.tanner.org)

 **TANNER**  
HEALTH SYSTEM  
#ExperienceTanner

Detailed description: This advertisement features a woman with gray hair, wearing a black and white patterned top. The background is light gray with a pink geometric shape on the left. The text is positioned to the right of the woman. At the bottom, there is a pink banner with white text and the Tanner Health System logo and hashtag.



"I was a nuclear engineer on a submarine in the Navy. But this is the best job I've ever had."

**Roberto "Gonzo" Gonzalez, RN**  
Cardiac Progressive Care Unit  
Tanner Medical Center/Carrollton

**Apply today!**  
[Careers.Tanner.org](https://careers.tanner.org)

 **TANNER**  
HEALTH SYSTEM  
#ExperienceTanner

Detailed description: This advertisement features a man with dark hair, wearing teal scrubs, with his arms crossed. The background is light gray with a red geometric shape on the right. The text is positioned to the right of the man. At the bottom, there is a red banner with white text and the Tanner Health System logo and hashtag.