RECRUITING STAFF PARTICIPATION

Invite young professionals in your hospital or organization to watch the sample TikTok videos for the “Happy in Health Care” campaign, and ask them to make a video of their own to share on their platforms and spread the word about considering a career in health care.

Email Example - send to young professionals working in your hospital:

Are you a TikTok enthusiast who loves your job? We need your help! Openings in the health care field are on the rise and becoming more critical than ever. Our hospital is joining hospitals statewide to in a campaign to influence and inspire students to consider a career in health care.

If you are interested in making a TikTok video that shares the great things about your job and encourages others to join the field, we want to talk to you. Watch these sample videos for examples of our #HappyInHealthCare campaign, and talk to us if you’d like to be part of our recruitment efforts and have some fun at the same time!

CREATING NEW CONTENT

How to create the “Questions I Get Asked” video:

1. You will use your personal TikTok account to create this video. Open your account and search for “Questions I Get Asked” in the Discovery section (magnifying glass icon).
2. Open one of the videos, then click on the song next to the music icon to open the template.
3. Select “Use this sound” at the bottom of the screen.
4. Record your video.
5. When you have the recorded version you like, select the red check mark to continue.
6. Use the “Text” button at the bottom to add your questions bubbles. To adjust the timing of the text, click on the text bubble you’ve created, select “Edit” and drag the clip to the chosen length.
7. Include the branded hashtag #HappyInHealthCare
8. Once the video is complete, click “Next” to post!

The music for the video is The Magic Bomb (“Questions I Get Asked”) by Hoàng Read.

**Examples of “Questions I Get Asked about My Job” … but feel free to add your own questions and/or answers:**

“What do you love about working in health care?”
- Helping people
- Making a difference

“What’s the coolest part of your job?”
- Patient relationships
- Seeing patients get better
- Co-workers that become your family

(sarcasm/humor) “Best part about working with patients?”
- Dealing with their family members
- When they self-diagnose after a 10-min Internet search
- When they think they’re starring in “Grey’s Anatomy”

“What surprised you about your job?”
- How many times patients can pee in 12 hours
- I learned I can sleep almost anywhere
- I walk about 50,000 steps a day

(sarcasm/humor) “What do you do with grouchy patients?”
- Tell them I get paid to poke people with sharp objects
- My best stand-up routine
- Sing my best shower tunes

“Do you ever get tired of coffee and ramen?”
- NEVER 😊
- Only when I accidently put them together

**TAP INTO YOUR HIGH SCHOOL AND COLLEGE STUDENT CONNECTIONS**

Do you have any high school or college student volunteers? How about staff members with high school or colleges students? Invite these young people to watch the sample TikTok video for the “Happy in
Health Care” campaign, and ask them to make a video of their own to share on their platforms and spread the word about considering a career in health care.

**How to create the Student Health Care Careers video:**

1. You will use your personal TikTok account to create this video. Open your account and search for a song you’d like to use. We recommend “I saw the sign” by quinn.io. Please make sure the music you choose is a clean version.
2. Open one of the videos, then click on the song next to the music icon to open the template.
3. Select “Use this sound” at the bottom of the screen.
4. Record your video.
5. When you have the recorded version you like, select the red check mark to continue.
6. Use the “Text” button at the bottom to add your questions bubbles. To adjust the timing of the text, click on the text bubble you’ve created, select “Edit” and drag the clip to the chosen length.
7. Include the branded hashtag #HappyInHealthCare
8. Once the video is done, click “Next” to post!

**SHARING ACROSS SOCIAL PLATFORMS (FACEBOOK/INSTAGRAM)**

How to share TikTok videos:

1. Ask the person to share their video with you. They can do this by clicking on the ellipses (three dots) on the righthand side. Then select “Save video” and send the video via text message or email.
2. Save the video to your computer or mobile phone.
3. Open Facebook or Instagram and create a new post. Select “Add video” and choose the video you saved.
4. Use the content below to create your social post. Link to the landing page HappyInHealthCare.org or HappyInHealthCare.com.

**Example of Social Post - Young Professionals:**

We’re sharing why we’re #HappyInHealthCare and why you will be, too! Learn more about the amazing people and opportunities in the growing health care profession! [Bitly link to landing page in the copy and share the video.]

**Example of Social Post - Students:**

I am considering a career in health care ... there are so many options ... what are you considering? ... you might be #HappyInHealthCare. Learn more about the amazing people and opportunities in the growing health care profession! [Bitly link to landing page in the copy and share the video.]