



NURSING IS HERE.


Nurse Recruitment Campaign

FUNDED BY Tobacco Region Revitalization Commission
AND Southern Virginia Higher Education Center

SOUTHERN VIRGINIA
HIGHER EDUCATION CENTER
AREA HEALTH EDUCATION CENTER 

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COMMUNITY COLLEGE

Welcome

This campaign guide has been created for use by the members of the Southern Virginia Higher Education Center Area Health Education Center's (SVHEC AHEC) 2017/2018 Nurse Recruitment Campaign funded by the Tobacco Region Revitalization Commission.

The more engaged and active the Area Health Education Center partners and larger community become, the more effective this campaign will be. It is designed to engage the public, source authentic materials, tell the compelling story of nursing in our community and elicit community engagement.

The Southern Virginia Higher Education Center will be taking the lead on this campaign, including hosting a landing page, initiating a social media campaign and coordinating advertising. Partners are encouraged to participate in these efforts by creating their own campaign materials as outlined in this guide and sharing primary campaign materials created by SVHEC.

Sincerely,

Ilsa Loeser

Letterpress
Communications

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Goals

The Nurse Recruitment Campaign goals are to increase:

- Awareness of opportunities for education and jobs/hiring
- Number of applicants to nursing programs
- Nursing program enrollments by 43%
- Nursing program completions by 25%
- Registrations via landing page, event attendance, etc.

The campaign's target audience includes primary, secondary, and tertiary levels...

Primary

25-35 Years Old

- From Southern Virginia or have strong ties to locate/live in the area
- Employed but looking for more fulfillment, advancement and job security*
- Underrepresented groups in nursing – males, minorities, etc.

*First job might be in nursing at a lower level

Secondary

- High school/middle schoolers, especially high performing local students who have not considered the community college option
- Influencers on primary audience – peers, parents, other family, role models, career coaches/guidance/counselors

Tertiary

- Foster youth (UMFS and Great Expectations)
- Veterans



Campaign Strategy

The campaign strategy includes several elements:
the hero, the tone, the message, the stories, and the call to action.

The Hero

Our target audience is the hero of our story, our campaign. Our goal is to help audience members envision themselves as nurses or to progress in their nursing careers. The campaign provides a fresh look at nursing in our communities while offering guidance and support to “Take The Next Step” in the nursing journey.

While all partners will be featured as a place to work or be educated, the primary focus will be on telling local stories that our target audience will find relatable and authentic.

Our Tone

Our tone is:

- Authentic
- Empowering
- Celebratory

We will use images that show:

- Local scenery/
Southside Virginia
- Smiling/authentic faces
- Daylight/blue sky



Messaging

Our campaign message includes the ideas that nursing is both local and rewarding:

Nursing is:

- Local
- Diverse
- Fulfilling

Rewarding

- Life changing/Inspiring
- Leadership/respected role as part of medical team with shared decision making
- Making a difference/Compassion (“I want to help”)

Opportunities

- Continued education opportunities here in Southern VA
- Demand for nurses means many employment opportunities
- Advancement opportunities in the field
- Opportunities to work in different settings (hospital, doctor’s offices, schools, etc.)
- Varied roles

Stories: Meet The Nurses

As part of the campaign, we are telling the stories of local nurses or those who are pursuing education in the field. (These stories are similar to those told in the Johnson & Johnson campaign). The stories:

- Emphasize the life changing aspect of nursing, for the nurse and patients
- Focus on an “ah ha” moment
- Are compelling
- Are from a diverse population (Age, Gender, Race, Location, Level of Achievement)
- Fulfilling

Call to Action: Take the Next Step

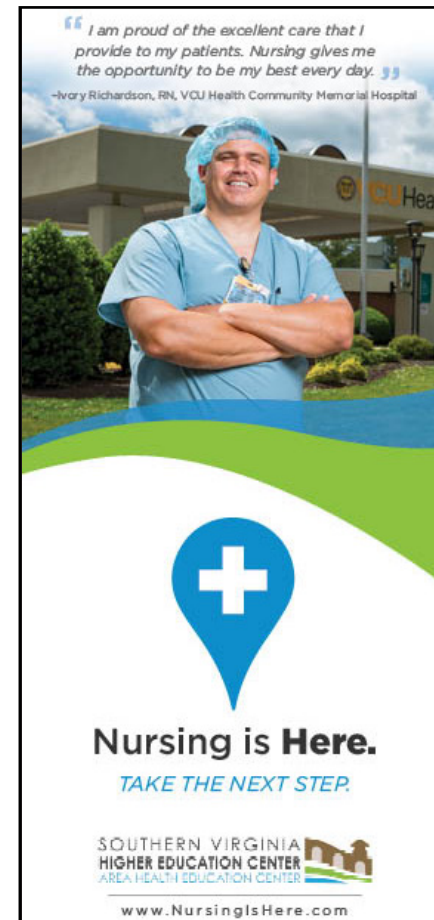
The campaign’s call to action is to get people to take the next step on their nursing journey. This call to action encourages the target audience to:

- Let us guide you, help you, empower you
- Visit www.nursingishere.com
- Register: Take The Next Step

Collateral

The customizable collateral for the campaign includes:

- Campaign Logo
- Brochure Cover/Rack Card
- Flyers
- Billboard
- Banner
- Newspaper Ads
- Campaign Guidelines



Social Media

The social media aspect of the Nurse Recruitment Campaign includes a focus on particular channels and goals as well as ideas and recommendations for posts and contests.

Channels

The social media channels for sharing campaign ideas and images are:

- The Nursing in Southern Virginia Facebook Page
- The Nursing in Southern Virginia Instagram Account
- Partner Channels

Goals

The goals of the social media aspect of the campaign are to:

- Drive traffic to www.nursingishere.com
- Get people to use the **#nursingishere** tagline
- Share stories
- Elicit user-generated content

Types of Posts/Campaigns

The social media aspect of the campaign includes the following:

- Sharing of stories via designed picture posts, quotes, etc.
- Candid photos of nursing education
- Contests (described below)
- Share information on specific job and education opportunities
- Share user-generated posts using **#nursingishere**
- Test Facebook Location Frame (location-based “frame” for uploaded Facebook images)

Contests

The social media aspect of the Nurse Recruitment Campaign will include the following contests:

1. Nursing Is Here:

Task: Nurses share a picture of their shoes at work and why they love what they do.

Prize: Gift Card (McCollum-Ferrell Shoe Store, etc.)

2. Nursing Kudos:

Task: Give a short story of why you'd commend someone as an exceptional nurse in Southern VA.

Prize: Weekend retreat/getaway

3. Location Pin Contests:

Task:

- Nurses comment below with your nursing location
- Nurses comment below with where you went to school
- Name a fabulous nurse in the comment below
- Comment below if you knew you wanted to be a nurse when you grew up

Prize: To Be Determined

4. Recruit-A-Nurse:

Task: Do you know someone who would make a fabulous nurse? Tag them below.

Prize: To Be Determined

Advertising

A social media ad campaign has been launched via Facebook and Instagram (@nursingishere). Advertising for the campaign will be targeted using location, age and interests. Results and CTR (click through rate) will be tracked and ads adjusted accordingly.

AHEC Outreach/Engagement

Outreach efforts that will complement the Nurse Recruitment Campaign conducted by Southern Virginia Higher Education Center Area Health Education Center include:

- Nursing Overview Information Sessions throughout the region, to be held in healthcare settings
- Opportunities to experience healthcare at varying levels--camps/field trips; part-time work/externships during college; summer experiences
- Updates/literature/support for guidance counselors/advisors at both the high school and college levels
- Continue presentations to middle and high school audiences

Partner With The Campaign

To help you partner with the campaign, we have provided guidelines and a list of opportunities below.

Guidelines

- Always feature www.nursingishere.com
- Use the official “Nursing is Here” logo
- Add your logo and colors to the stripe
- On social media, use the #nursingishere tagline

Use language and imagery that is:

- Authentic
- Empowering
- Celebratory

Use the provided materials:

- Campaign Logo
- Social Media template psd files
- Print Materials—Brochure, Flyers, Billboards, Rack Card, etc.

You can access collateral files at a Google Drive location that will be provided.



Opportunities

- Feature your organization and staff! Create a story for the landing page that features one of your nurses. The story should include photos and written content that focuses on the “ah-ha” moment of why/when the featured person decided to become a nurse OR why they love nursing in the community.
- Loan one of your billboards or ad spaces to the campaign. Your logo will be prominently featured.
- Create your own ad using the guidelines above.
- Share campaign materials on social media and highlight crowdsourced contests!
- Host a Campaign Launch event and/or Nursing Information Sessions (coordinate with Southern Virginia Higher Education Center Area Health Education Center staff).

Suggested Advertising Campaigns And Timeline

Soft Launch: June 2017

- Via Social Media

Full Launch: August 2017

- Paid Print Advertising Launch

Traditional Ad Campaign: Feb/March

- Paid Print Advertising
- Radio Ads
- Billboard(s) (Possibly)
- Press Releases
- Social Media Contests
- Increased Events

Social Media Partner Toolkit

Reminders

- Feature www.nursingishere.com as much as possible.
- Use the official “Nursing is Here” logo and SVHEC-AHEC logo
- Use the #nursingishere tagline

Use language and imagery that is:

- Authentic
- Empowering
- Celebratory

Facebook

1. *“I am proud of the excellent care that I provide to my patients. Nursing gives me the opportunity to be my best every day.”*



2. *Are you looking for a flexible yet challenging career? Nursing Is Here!*



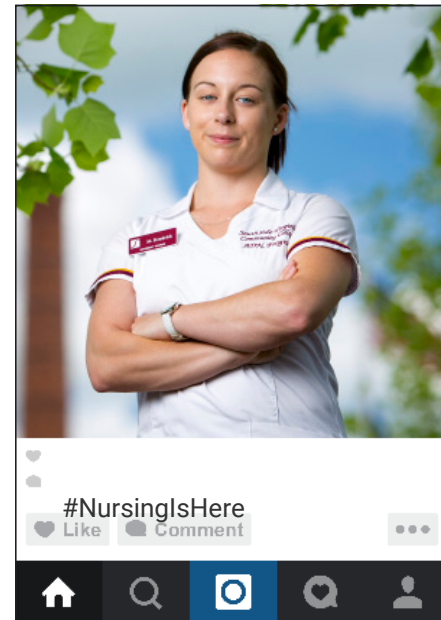
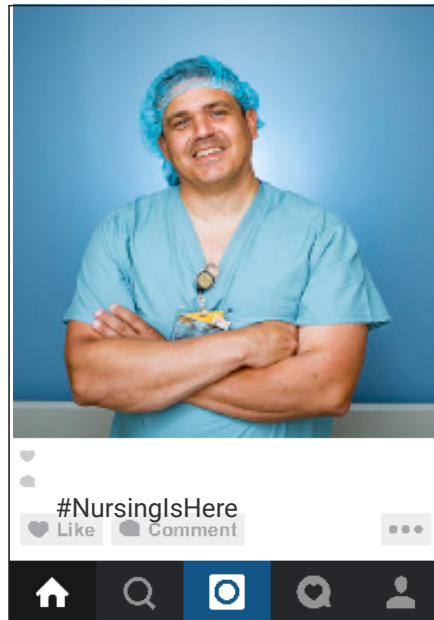
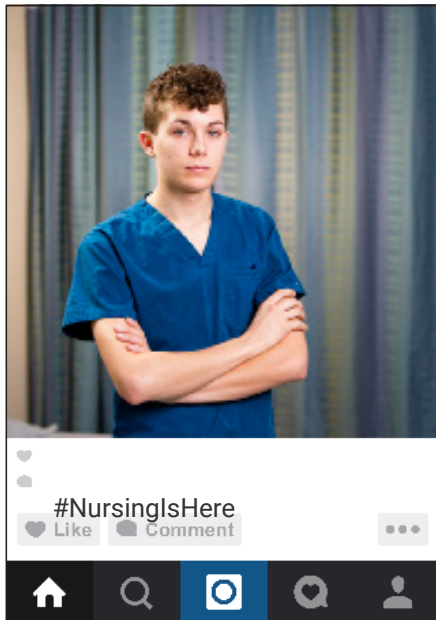
3. Nursing is Here. Take the next step.
www.nursingishere.com

4. *“The door that nobody else will go in at, seems always to swing open widely for me.”*
–Clara Barton
The nursing door is open for you!



Nursing is Here.
TAKE THE NEXT STEP.

Instagram



Other Recommendations

- Offer a like/tag/share contest on your social media and give away a piece of your branded material.
- Share and participate in the official campaign contests on Facebook and Instagram. @nursingishere #nursingishere
- Ask staff or students what the highlight of their week was. Snap a picture and use their answer. Attach logo. (1-2 sentences or less)
- SVCC/DCC/SVHEC-CNE: Take pictures during training. Have students tell where they are in their educational journey. Attach "Nursing Is Here" logo.
- Hospitals: highlight success stories. If you have a client that is happy - engage and ask permission to share the story and snap a photo. If you can capture the nurse/patient relationship that is even better.
- Use "wayback wednesday", throwback thursday" or "flashback friday"
- Get clever nursing quotes from famous nurses such as Florence Nightingale, Clara Barton or even Major Hot Lips Houlahan from MASH. Post a picture and a quote.
- Create a Top 10 list - Write the top 10 reasons to train or work as a nurse at your hospital.



NURSING IS HERE.

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