

Priority Workforce Job Portal

Social Media Toolkit



Goal

The goal of this social media campaign is to increase awareness about the Hospital Association of Southern California (HASC)'s Workforce Priority Workforce Job Portal. HASC understands that recent conditions have altered the workforce landscape and further underscores the need for health care professionals. That is why HASC created a job portal — to ensure hospitals in Southern California fill workforce shortages essential to continuing the fight against COVID-19. Below are sample materials to use with your networks to promote this campaign. Please feel free to adjust the copy to better suit your particular group or brand.

How Can You Help?

As a member and/or partner of HASC and the overarching health care community, you play a crucial role in providing helpful resources that will help build the health care workforce that will continue the fight against the virus. We will take care of the content; all you need to do is share it with your communities via your social media platforms.

Other Ways to Support:

- Follow HASC's social media accounts ([Twitter](#), [Facebook](#), [LinkedIn](#)) and reshare content directly from our accounts onto yours.
- Share the Priority Workforce Job Portal link with your networks: <https://bit.ly/PriorityWorkforceJobPortal>.
- Share our campaign images on all your social media platforms. [\[CLICK HERE\]](#) to access images.

Sample Social Media Content:

- HEALTH WORKERS NEEDED: Apply for current job openings available for immediate hire. #COVID19 <https://bit.ly/PriorityWorkforceJobPortal>



[Link to Facebook High Resolution Image 1](#)

[Link to Twitter High Resolution Image 1](#)

- Make a difference and help #FlattenTheCurve. Apply to become a health care worker in [@SoCalHospitals'](#) member hospitals. #COVID19 <https://bit.ly/PriorityWorkforceJobPortal>



[Link to Facebook High Resolution Image 2](#)

[Link to Twitter High Resolution Image 2](#)

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- Hospitals in Southern California need support responding to the #COVID19 pandemic. Apply for current job openings. <https://bit.ly/PriorityWorkforceJobPortal>



[Link to Facebook High Resolution Image 3](#)
[Link to Twitter High Resolution Image 3](#)

- Calling all #RNs, retired #nurses, and allied health personnel; HASC created its Priority Workforce Job Portal to fill high-need #healthcare positions due to #COVID19. Apply now! <https://bit.ly/PriorityWorkforceJobPortal>



[Link to Facebook High Resolution Image 4](#)
[Link to Twitter High Resolution Image 4](#)

Link to Toolkit Graphics: [\[CLICK HERE\]](#)

- HASC created the Priority Workforce Job Portal and is partnering with Health Workforce Initiative to fill high-need positions due to COVID-19. RNs, retired nurses, and allied health personnel are needed. Apply now! <https://bit.ly/PriorityWorkforceJobPortal> [REPEAT Image 4]

Other Important Notes:

- The job portal is updated daily.
- The social media campaign will run as long as the COVID-19 pandemic is active. All health workers are encouraged to apply.

How to Submit a Posting to the Priority Workforce Job Portal:

If you are a HASC member and would like to post job opportunities available in your respective hospital, at **no charge**, [\[CLICK HERE\]](#).

Contact

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The Priority Workforce Job Portal is a HASC initiative in partnership with:

