



PENNSYLVANIA HOMECARE ASSOCIATION

Recruitment Checklist

Is your organization leveraging these strategies to attract new talent and enhance your workforce? Please refer to the following list for ideas on how to optimize your recruitment initiatives and maximize your candidate pipelines.

E-Recruitment	Social Media	Pennsylvania-based
<ul style="list-style-type: none"> <input type="checkbox"/> Indeed <input type="checkbox"/> SimplyHired <input type="checkbox"/> Glassdoor <input type="checkbox"/> myCNAjobs <input type="checkbox"/> ZipRecruiter <input type="checkbox"/> Monster <input type="checkbox"/> Careerbuilder <input type="checkbox"/> Google Jobs <input type="checkbox"/> Professional Diversity Network <input type="checkbox"/> Workplace Diversity <input type="checkbox"/> snagajob <input type="checkbox"/> National Association Home Care & Hospice <input type="checkbox"/> next jobs 	<ul style="list-style-type: none"> <input type="checkbox"/> LinkedIn <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Threads <input type="checkbox"/> X (Twitter) <input type="checkbox"/> TikTok <input type="checkbox"/> YouTube <input type="checkbox"/> Reddit <input type="checkbox"/> Snapchat <input type="checkbox"/> Pinterest <input type="checkbox"/> Tumblr <input type="checkbox"/> Vimeo <input type="checkbox"/> Nextdoor 	<ul style="list-style-type: none"> <input type="checkbox"/> PHA Job Board <input type="checkbox"/> PA CareerLink <input type="checkbox"/> PA Workforce Development Boards <input type="checkbox"/> Newspapers & radio <input type="checkbox"/> Local TV <input type="checkbox"/> Job Fairs <input type="checkbox"/> PA Regional Refugee Social Service Providers <input type="checkbox"/> Keystone Job Corps <input type="checkbox"/> Geofencing Ads <input type="checkbox"/> PA based associations: Social Work, Student Nurses, PA Nurses, Physical Therapy, more

Students & Learners	Grassroots	Miscellaneous
<ul style="list-style-type: none"> <input type="checkbox"/> Colleges & Universities (Handshake, College Central, Symplicity) <input type="checkbox"/> Community Colleges <input type="checkbox"/> High Schools (Vocational, public, private, charter) <input type="checkbox"/> GED Programs <input type="checkbox"/> Career Fairs <input type="checkbox"/> Training programs: RN, LPN, CNA, HHA, MA, More <input type="checkbox"/> BareFoot Student <input type="checkbox"/> Host webinars or informational sessions about your roles, resume building & industry <input type="checkbox"/> Alumni outreach 	<ul style="list-style-type: none"> <input type="checkbox"/> Employee referral & discount programs <input type="checkbox"/> Bulletin Boards (coffee shops, laundromats, grocery stores) <input type="checkbox"/> Local newsletters & bulletins <input type="checkbox"/> Faith & church communities <input type="checkbox"/> Community engagement (advisory boards, chamber of commerce) <input type="checkbox"/> Volunteering <input type="checkbox"/> Libraries <input type="checkbox"/> Recruitment Collateral (flyers, yard signs, brochures, car magnets) 	<ul style="list-style-type: none"> <input type="checkbox"/> Company job board <input type="checkbox"/> Applicant Tracking Systems <input type="checkbox"/> Boomerangs - contact past employees <input type="checkbox"/> Purchase licensure lists for direct mailers <input type="checkbox"/> Evergreen requisitions <input type="checkbox"/> Boolean searches <input type="checkbox"/> Subscribe to job alerts widget <input type="checkbox"/> Drafting & submitting op-eds <input type="checkbox"/> Creating career pathways <input type="checkbox"/> Testimonials & online reviews <input type="checkbox"/> Leverage AI & Automation

Need help? Contact Becky Jacobs, PHA Workforce Development Director, at rjacobs@pahomecare.org.