



Physician & Provider
RECRUITMENT PROFESSIONALS WEEK

APRIL 24 - 30

ENGAGEMENT TOOLKIT



INTRODUCTION

AAPPR is excited to celebrate you during Physician and Provider Recruitment Professionals Week on April 24-30, 2022! This special week recognizes those professionals who are directly involved in or who influence recruitment, onboarding and retention for a health system, hospital, network, specialty hospital, specialty practice group or physicians' group.

This year is the first time this special week is happening, and we hope you help us in celebrating and making it even bigger for years to come! In this inaugural year help us celebrate and show how we're all making a difference in our communities and organizations. One candidate at a time, we're transforming health care in our communities.

Use the toolkit and the resources provided to celebrate with us!



[View the Press Release](#)



SHARE YOUR STORY

In celebration of recruitment professionals, we want to showcase you! AAPPR wants to know what makes being a recruitment professional so meaningful! Your answers could be featured on our campaign page or even on social media!

You can participate in the quick survey and only share responses to the questions you feel apply.

EVERYONE HAS A STORY TO SHARE

Tell your favorite memory or experience as a recruitment professional or share what you believe recruitment professionals bring to health care.



[Submit a Story](#)

NOMINATE A COLLEAGUE

Do you know a recruitment, onboarding or retention professional who goes above and beyond or has inspired you in your career? AAPPR wants to hear about it!

Share a short story or a note of gratitude about this person. Your note could be shared on our social media platforms during recognition week and that lucky recruitment professional will receive a special gift from AAPPR!

[Recognize a recruitment professional](#)



SOCIAL MEDIA

Almost everyone we know has a social media account, whether it be for social or business use. There is no denying that social media plays a prominent role in our lives today, providing us with updates, keeping us connected with others, and promoting events, products and services.

The #PhysicianProviderRecruitmentProfessionalWeek hashtag will be an ideal way for us to highlight our members, corporate contributors and programs. Following some of the suggestions below will help us amplify the message of AAPPR, elevate the recruitment profession, and encourage others to support, join or influence the professional organization.

LIKE, RETWEET, AND SHARE

Educate and engage your own follower base by sharing what makes recruitment professionals and AAPPR members unique. Like, retweet and share AAPPR social media posts where we're highlighting specific members or promoting our latest programs. Add to the post by sharing your own experiences, how you know the member that was featured or if you've participated in the program or event we're talking about.

USE THE HASHTAGS!

#PPRPW #AAPPR #PhysicianProviderRecruitmentProfessionalWeek #RecognitionWeek

FOLLOW AAPPR ON EVERY SOCIAL CHANNEL!



SHOW YOUR PHYSICIAN OR PROVIDER RECRUITMENT PRIDE

Show your pride as a physician or provider recruitment professional by creating a framed profile photo for your social media accounts. We've created three unique frames to highlight you. Click on the links below to open the frame templates in Canva and upload your own photo into the frame. Then add the photo to your profile.

Instructions on How to Use Our Frame Templates in Canva



Use as Profile Frame



Use as Profile Frame



Use as Profile Frame

SOCIAL MEDIA

Download and share these graphics on your social media.

LOGOS



Color Logo



White Logo



Black Logo

FACEBOOK/INSTAGRAM



Social Post A



Social Post B



Social Post C



Social Post D

LINKEDIN/TWITTER



Social Post A



Social Post B



Social Post C



Social Post D