

6 Ways To Expand Your CHW Recruiting Efforts



Tap into Social Media

Utilize social media platforms such as LinkedIn, Twitter, and Facebook to share job postings and engage with potential candidates. Consider using paid advertising on these platforms to target specific groups of candidates.



Attend Job Fairs and Networking Events

Attend local job fairs and networking events to meet potential candidates and promote your job openings.



Encourage Employee Referrals

Encourage your employees to refer qualified candidates for job openings. Consider offering incentives for successful referrals.



Partnership with academic institutions

Partner with local schools and universities to build relationships with students and recent graduates. Attend career fairs and host information sessions to promote your job openings.



Consider hiring remote workers

Expand your recruiting efforts by considering candidates who work remotely. This can help you access a wider pool of qualified candidates who are not limited by geographic location.



Use job boards and recruitment websites

Post your job openings on job boards and recruitment websites to reach a wider audience of potential candidates. Reach out to a variety of sources, such as DEI organizations, minority job boards, and professional associations that represent diverse groups.

