

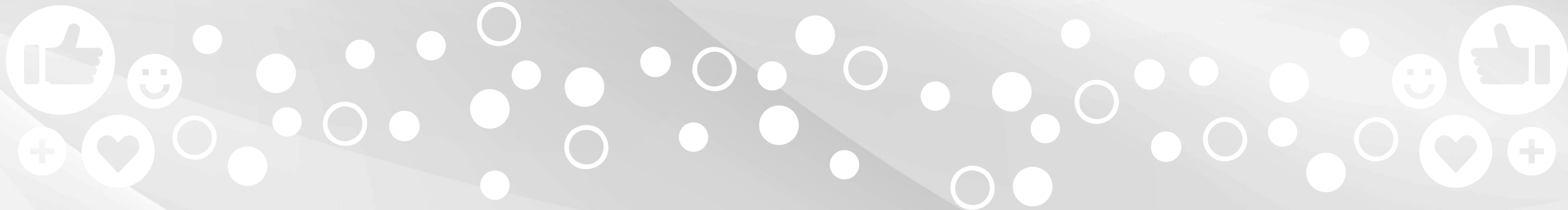


NDERS GROUP



The Complete Guide to Social Media for Healthcare Travelers

Adventures Begin With Anders



Interested in starting or elevating your social media journey?

Social media is a huge part of our social culture. If you are not yet on social media, there are plenty of benefits for a healthcare traveler to join. Whether you are planning to document your travel journey, have photos sitting in your gallery that you would like to share, or are searching to network and meet new people, social media can help you accomplish just that.

We'll cover all you need to know about social media, how to set up your accounts, tips on developing your content, and share the most efficient way to network.

Make sure to follow us on social media to join our community!



Why Use Social Media?

Social media has become an integral part of our social culture, and as a traveling healthcare professional, you may find social media to be a useful tool. During your travel assignment, you're typically away from home for long periods of time. Social media can help you stay connected. As of 2023, 43.1% of social media users claim to use their accounts to connect with friends and family. Use these platforms to update your loved ones while you are away!

Traveling also comes with a plethora of opportunities to explore new cities, meet new people, and work in new environments. With all these new experiences, it's no wonder many travelers will choose to document them all on social media! Share with your followers all the exciting things you get to do all while working, and display your photography skills with the new scenic background you get to call home for 13 weeks.

No matter your reason for using social media, there are plenty of ways to improve your social profile and the content you decide to upload.



Choosing The Right Platforms

There are multiple social media platforms that are available for you! Some of them may be used for leisure and entertainment whilst others serve a more professional approach.

Here's a breakdown of some of the more widely known social platforms:

Instagram is a photo and video sharing social platform. Upload media in different forms to your friends, family, and followers, add a quirky caption, and reach a larger audience using relevant hashtags.

Facebook is a network that makes it easy for you to connect with others. Share your life updates with friends and family, upload photos and videos, join networking groups, or buy and sell on the marketplace.

Twitter is a social site that connects people through shared thoughts in limited text characters. You can explore news and events, follow accounts you enjoy hearing from, share your own opinions, and connect with friends.

LinkedIn is a professional employment-focused social platform. Find jobs, connect with other professionals in your field, share your work, and more.

TikTok is a short form mobile video social platform. You can create, watch, or share videos that range from 3 seconds to 10 minutes.

***Consider using platforms like LinkedIn, Twitter, and Facebook Groups to connect with other professionals in the healthcare industry, and platforms like Instagram, Facebook, and TikTok to share your experiences with friends, family, and followers.



Building Your Profile

Although it is great to have fun on social media, remember that your profiles are an extension of you and your professional persona. Make sure that your profiles are clean of offensive or divisive content, even on your personal accounts that are not typically used for professional settings. What you publicize, stays publicized on the internet and inappropriate content may come back to haunt you.

Keep your profiles well-organized and include all relevant information about your skills and experience. Ensure your personality shines as well. You want to seem professional AND human to appear credible to your followers. LinkedIn and Facebook profiles are a great place to highlight your profession and accomplishments. Platforms like Instagram, Twitter, and TikTok are where you can be quirky and express yourself more freely.

John Smith:

Traveling MRI Tech and mountain guy that loves hiking and camping while dedicating my time to my patients. Follow my journey traveling around the country as a healthcare pro!



Use a neat, professional picture of yourself for your profile photos.

Your bio or description should showcase you and your personality in a few words.



Developing Your Content

Traveling is an exciting and rewarding career. The opportunity to travel to your top desired locations come with many amazing experiences and beautiful scenic pictures that you may want to share. Social media is the perfect way to share your experiences with others. Use your profiles to share photos, stories, and insights about your travel and your work! Here are some things to consider to create quality content for your social media accounts.



100k views
First day on our travel assignment with Anders Group! #travelnurse
View all 1205 comments
1 DAYS AGO

1. **Choose a specific topic or niche to focus your content on.** As you post continuous content with a repeating theme, you can establish yourself as an expert within that area and attract followers who are also interested in that topic.
2. **Research and get to know your audience.** Discover what they are interested in or what questions they may pose. This can help you create content that resonates with them and keeps them engaged.
3. **Authenticity is key when it comes to social media.** Be authentic and true to yourself by sharing content that reflects your personality and values. Credibility is key when you are sharing information to others!



Developing Your Content

4. **Post content consistently.** Posting regularly helps keep your audience engaged and interested in your content. If you go long periods of time without posting, your followers will forget about you and move on to the next account.
5. **Use hashtags to increase the visibility of your content and attract new followers.** Researching and using relevant hashtags help your content reach a broader audience.
6. **Engage with your audience by responding to comments and messages.** This can help build your online relationships and keep your audience coming back for more.
7. **Lastly, Use high quality visuals.** Visuals are essential on social media, and using high-quality images or videos to capture your audience's attention can make your content stand out from the rest.

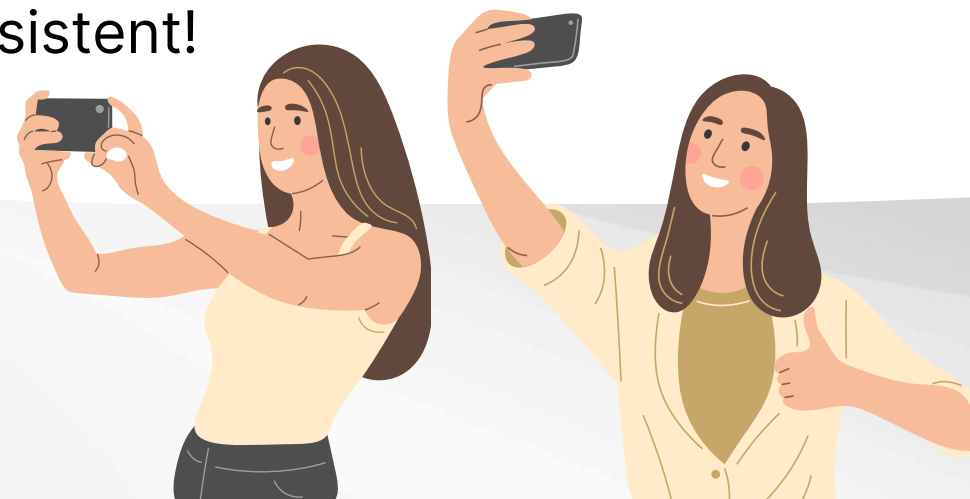


Tips For Taking Quality Pictures

You don't need a fancy camera to take quality pictures during your travel assignments.

The best camera in the entire world is the one that is with you, your phone.

1. **Keep your camera lens clean.** Make sure the lens of your phone's camera is clear of any streaks or smudges before you start taking pictures. Use a microfiber cloth to wipe.
2. **Check your lighting.** Natural light is often the best option for taking great pictures. Try taking pictures outside during the day or near a window.
3. **Hold your phone steady to avoid blurry pictures.** When holding your phone you can snap a picture by pressing on the volume button. When propping your phone up or using a tripod, you can use a timer or Bluetooth clicker.
4. **Use the rule of thirds.** Your phone camera provides the option to add grid lines when taking a photo. Rather than centering your pictures, place the subject in the left or right third of the image, leaving two thirds of the photo open. This helps create a balanced and visually pleasing composition.
5. **Adjust exposure and focus.** Tap on the screen to allow your phone camera to focus on the subject and to adjust the exposure to ensure the lighting is correct.
6. **Use editing apps.** There are plenty of apps available that can help you enhance your pictures. Discover your editing style and make sure to stay consistent!



Being Mindful of Patient Privacy



When posting on social media, you need to be especially mindful about what you are posting. Healthcare professionals have a legal and ethical obligation to protect patient privacy and need to be aware of HIPAA guidelines as violating them can result in legal and professional consequences.

You may have plenty of stories to share throughout your travel assignments such as interesting health cases, crazy patients, or gory accidents; however, it is very important for you to remember that patient privacy extends beyond the physical workplace. Posting about a patient's medical condition even with seemingly harmless intentions can still be a HIPAA violation. Social media is a public forum and once you publish a post, it is very difficult to control who sees or shares it. Sharing any information that could potentially identify a patient is a breach of patient confidentiality. This includes sharing names, medical conditions, location, pictures taken in the patient's room, and more. When you are posting, it is always best to err on the side of caution and avoid posting anything patient related on social media.



Networking

Social media is a great way to find instant connections with other travelers, healthcare professionals, and travel recruiters/agencies. There are various ways for you to network online.

Join online healthcare communities. Look out for groups and forums on platforms like LinkedIn and Facebook where you can connect with others in your field and learn from their experiences. Share your own insights and discover how to navigate the travel career together. Showcase your expertise as well. Use your accounts to share articles, research, or post your own content to demonstrate your knowledge and skills to others.

Engage with recruiters and staffing agencies on social media. They will also be involved in online traveler groups and forums offering jobs. Find and connect with them to show your interest in various healthcare travel opportunities.



ARE YOU READY TO START YOUR SOCIAL MEDIA JOURNEY?

If you are interested in finding a travel assignment, or want to be featured on our social media get in touch with a recruiter today!

(877) 343-1607



apply@andersgroup.org

Follow us on social media and join our community!



www.AndersGroup.org