



# 2010 Social Media Survey of Healthcare Professionals

The Use of Social Media and Other Online Resources for Professional Networking and Job Searching

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*According to the AMN Healthcare Survey, 37% of all clinicians surveyed reported using social media for professional networking.*

# INTRODUCTION

As recently as 2003, when MySpace was founded, and social media became more prevalent as a communications tool, many people had never heard of the term “social media,” and those who had likely could not have guessed what impact it would have on the future of communications. Now, in 2010, this phenomenon has changed the way people interact with each other and keep up with information. More people are opting to go online and post messages to friends, colleagues and clients via their Facebook page, Twitter from their mobile devices, upload a blog, or share a link to their favorite YouTube video or Web cast.

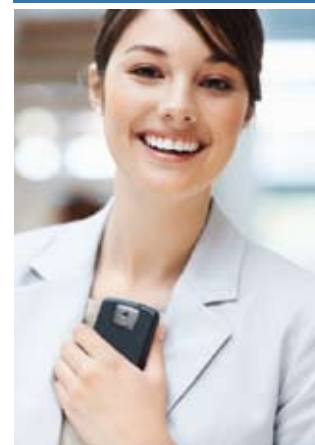
As more and more hospitals and healthcare agencies are jumping on the social media bandwagon to engage with the growing audience, so too are the clinical professionals that they employ. And these clinicians, like many professionals, are using them for more than just social purposes. Physicians, nurses, allied health professionals and pharmacists are now turning to their computers and smart phones to network with professional colleagues, track down job leads and apply for new positions.

But which social media sites are used most by healthcare professionals? How often are they using them? And how effective are social networks and other online tools at connecting clinicians with new job opportunities? AMN Healthcare set out to find the answer to these and other related questions through its

Within the healthcare industry, social media usage is growing on several fronts: a wide variety of patient communities and advocacy groups are springing up; healthcare agencies from the Centers for Disease Control and Prevention (CDC) to The Joint Commission are using social media to share important health information; a number of hospitals, clinics and larger medical practices have adopted social media as part of their communications strategy; and specialized networks for clinician groups are becoming increasingly popular.

This survey was designed to provide healthcare employers and leaders in the field with a snapshot of how individual healthcare professionals including physicians, registered nurses, allied health professionals and pharmacy professionals are currently using social media and other online applications for professional networking, job hunting and other career development activities.

The survey data is presented as totals and broken out by clinical specialties. Industry leaders can use the results to gauge the effectiveness of various social media networks and related applications as they develop future plans for recruiting, advertising and general communications.



## RESULTS SUMMARY

TOTAL INVITATIONS EMAILED.....59986  
 COMPLETED SURVEYS.....1,248  
 RESPONSE RATE.....2.08 %

### RESPONDENT TYPES

Physicians	98	8%
Registered Nurses (RNs)	374	30%
Allied Professionals	427	34%
Pharmacists	294	24%
Other (Nurse practitioners, dentists, etc.)	55	4%
<b>TOTAL</b>	<b>1,248</b>	<b>100%</b>

### RESPONDENTS BY AGE

	Total	MD	RN	Allied	Pharmacy
18 – 29	16%	4%	22%	15%	12%
30 – 39	25%	50%	21%	26%	19%
40 – 49	24%	24%	22%	26%	23%
50 – 59	27%	17%	29%	26%	30%
60+	8%	4%	5%	6%	16%

### RESPONDENTS BY EMPLOYMENT STATUS

	Total	MD	RN	Allied	Pharmacy
Employed	86%	91%	93%	82%	83%
Not employed	14%	9%	7%	18%	17%

## RESULTS SUMMARY

### RESPONDENTS BY EMPLOYMENT SETTING

	Total	MD	RN	Allied	Pharmacy
Hospital	57%	40%	84%	56%	30%
Outpatient clinic	10%	16%	4%	13%	11%
Private practice	6%	25%	1%	3%	7%
Doctor's office	1%	1%	1%	1%	0%
Specialty clinic	2%	1%	1%	3%	2%
Government	2%	3%	1%	2%	3%
Home health	4%	0%	2%	7%	2%
Research	1%	1%	0%	0%	2%
Academia	3%	7%	0%	2%	4%
Other	15%	5%	5%	11%	39%

*AMN surveyed healthcare professionals across multiple disciplines to assess their use of social media and mobile devices for job searching and career networking.*





## KEY FINDINGS OF THE SURVEY

- 38% of the clinicians surveyed are currently seeking employment, and 12% of current job seekers have been looking for more than a year.
  - Nurses have had a significantly shorter job search than their fellow professionals, averaging 3.0 months, compared to 6.7 months for physicians, 6.9 months for allied professionals, and 9.1 months for pharmacists.
  - 37% of all clinicians reported using social media for professional networking; nurses had the highest use among healthcare workers at 41%.
  - 64% of the clinicians would choose Facebook, the clear favorite, if they could choose only one social networking site.
  - 21% of clinicians have used at least one social media site in their job search. Allied health professionals (23%) and nurses (22%) were the most frequent users, followed by pharmacists (18%) and physicians (15%).
  - 10% of healthcare professionals are using mobile job alerts; only 3% of clinicians have received an interview from these leads, 2% received a job offer and 1% secured a new job.
  - Physicians were by far the heaviest users of mobile devices for professional reasons among their medical colleagues: 37% used healthcare-related mobile applications and 17% used mobile devices for healthcare-related content or jobs. Allied healthcare workers were the most infrequent users, with just 4% using healthcare-related mobile applications and 9% accessing healthcare content from mobile devices.
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## TRENDS AND OBSERVATIONS

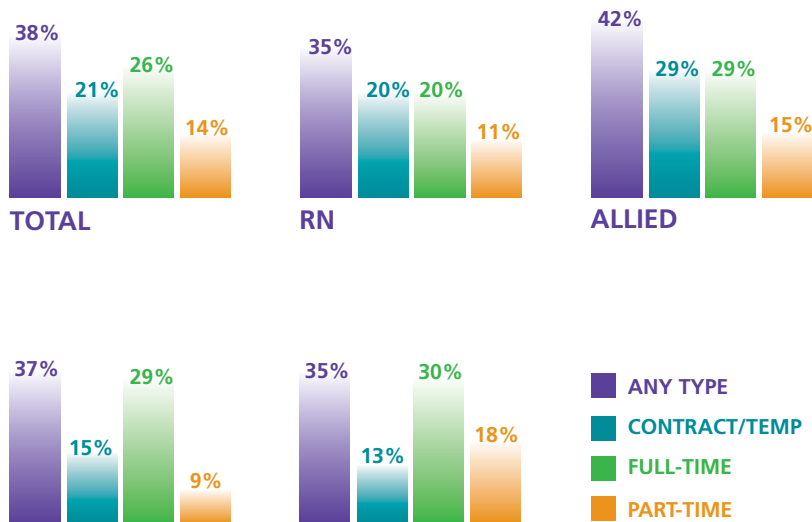
AMN Healthcare's 2010 Social Media Survey of Healthcare Professionals reflects how professional networking and job hunting methods have changed in the Internet Age, specifically in regards to social media.

Responses to the survey indicate that a majority of healthcare workers are currently using online methods to find new jobs and connect with their colleagues, and most have actively looked for work sometime over the past two years. Second only to referrals and direct contacts, job seekers have relied heavily on online search engines and job boards, reaping fairly good results. Social networking sites are used for professional networking three times as often as they are for actual job hunting, and healthcare workers have some clear favorites. To date, leads from social networks and mobile job alerts have had only minimal success when it comes to actually helping job seekers obtain interviews, job offers and jobs.

### General Job Search Trends

Approximately six out of every 10 clinicians who were surveyed (62% average) have actively searched for a new job in the last two years, and 38% are currently seeking new employment. Since 86% of the respondents are already employed, that indicates that nearly 25% of working clinicians are looking to make a change. Twenty-six percent (26%) of the job seekers are looking for a full-time position, 21% are seeking contract or temporary work, and 14% are seeking part-time (note that respondents could be seeking more than one type of work).

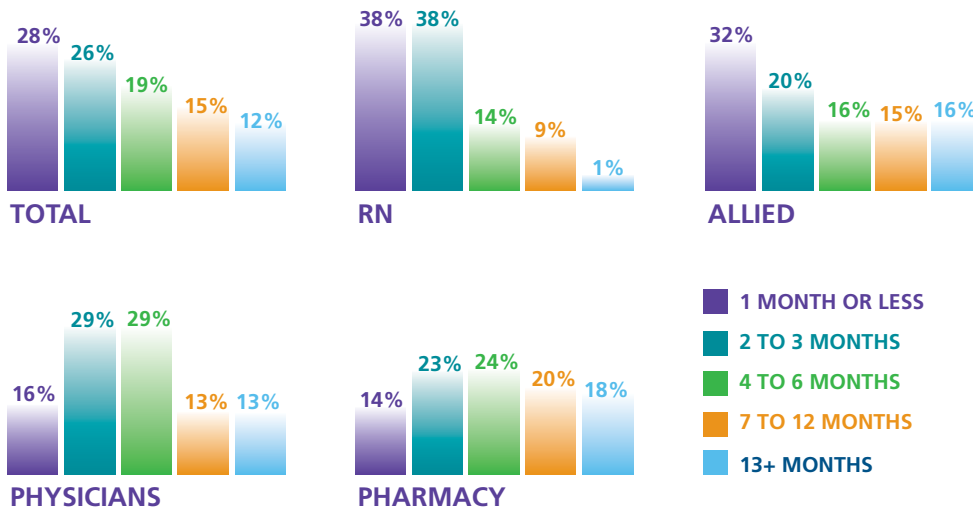
### ARE YOU CURRENTLY SEEKING EMPLOYMENT?



Registered nurses appear to be finding jobs quicker than their medical colleagues. In fact, an RN's average job search of three months was less than half of that for physicians and allied professionals, and only a third as long as the average pharmacist job search, which was reported at just over nine months. While the overall percent of healthcare job seekers who have been seeking a new position for more than a year was 12%, only 1% of nurses have been looking for that long.



## HOW LONG HAVE YOU BEEN SEEKING A NEW POSITION?

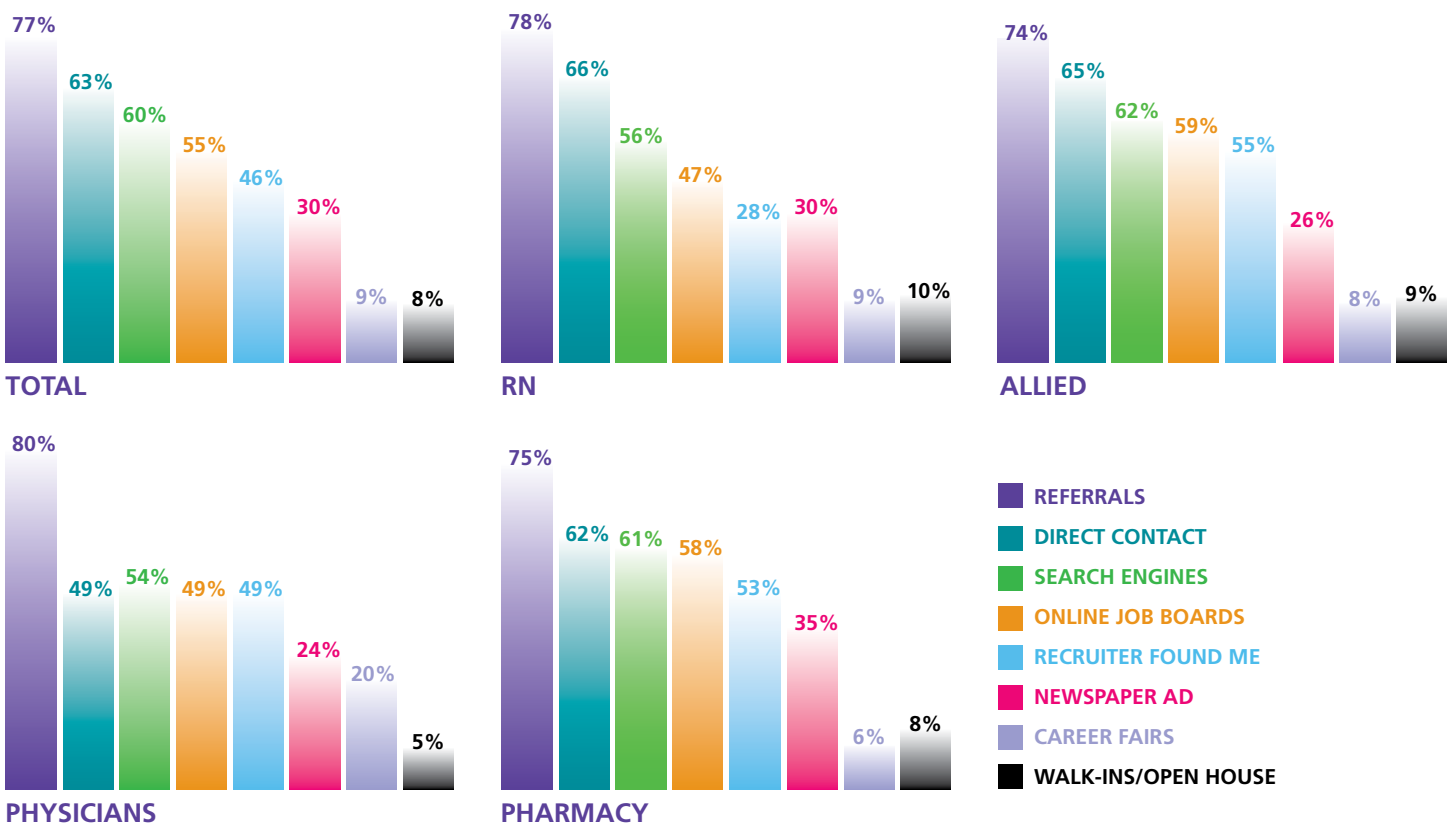


## An Evolution in Job Search Methods

Job search methods have clearly changed in recent years. Over the past two years, twice as many healthcare professionals report seeking new employment via online search engines (60%) compared to browsing the “Help Wanted” ads in the newspaper (30%); online job boards, used by 55%, are also widely used. In fact, online methods lagged behind only personal referrals (77%) and direct contact (63%) as the most-often used methods for finding employment. Other job search methods included recruiters finding the job seeker (46%), career fairs (9%) and walk-ins/open houses (8%).

Nurses were much less likely to be contacted by a recruiter than other job seekers; just 28% were contacted compared to 55% of allied health professionals, 50% of pharmacists and 49% of physicians.

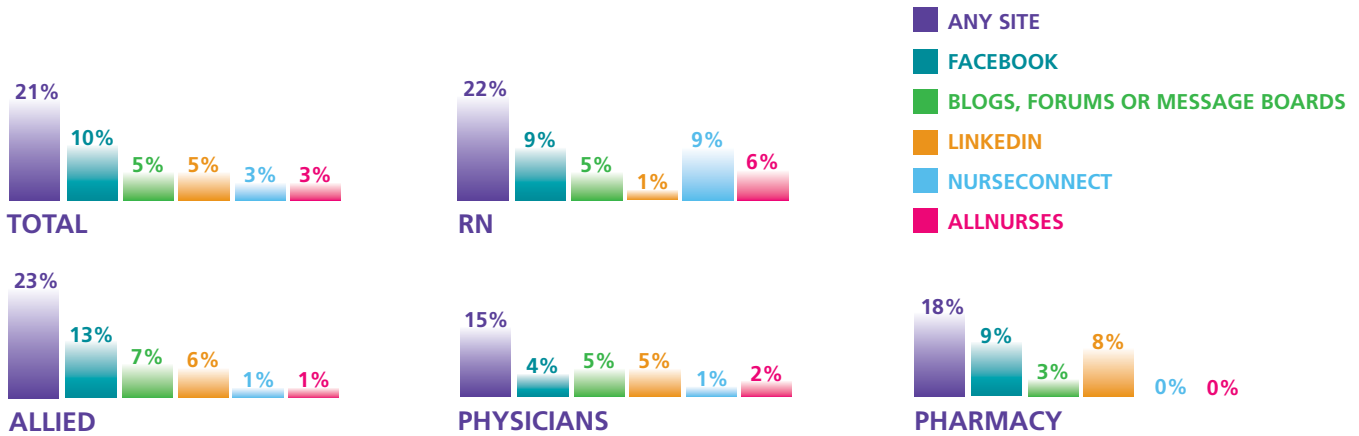
## WHICH JOB SEARCH METHODS HAVE YOU USED IN THE PAST TWO YEARS?



## Social Media as a Job Search Tool

In the group of healthcare providers, approximately one out of five (21%) have used at least one social media site for their job search. Allied health professionals (23%) and nurses (22%) have used these sites the most, followed by pharmacists (18%) and physicians (15%).

### HAVE YOU USED ANY SOCIAL MEDIA IN YOUR JOB SEARCH?

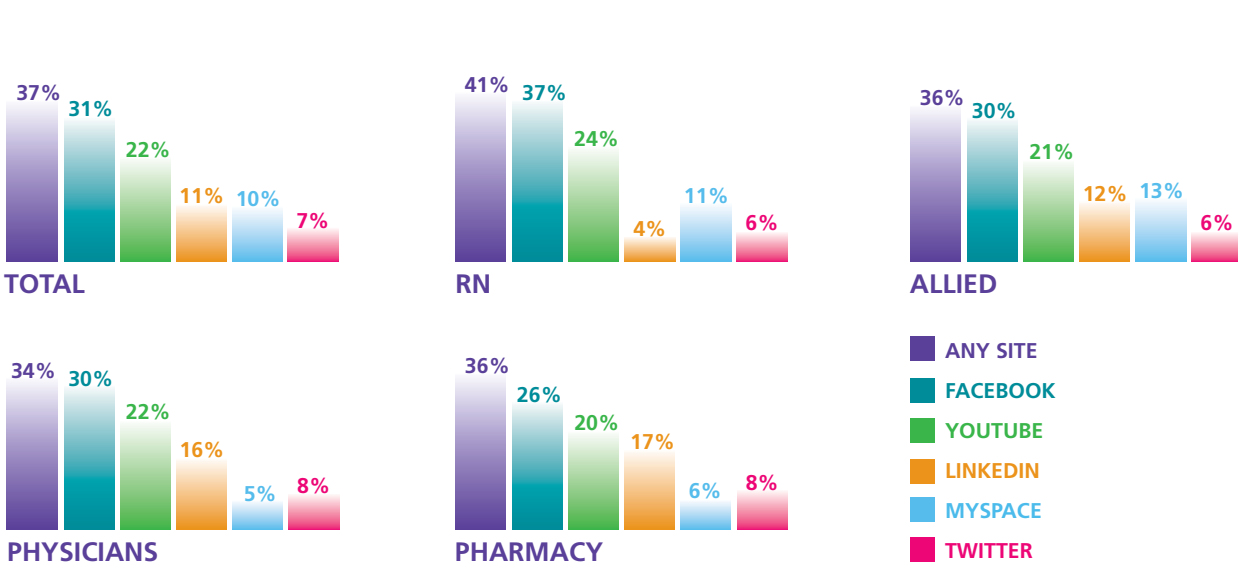


The results from using social media sites in job searches have thus far been modest, with just 6% of the healthcare professionals receiving a job interview, 5% receiving a job offer and 3% getting a new job through this channel.

## Professional Networking via Social Networking Platforms

When it came to professional networking, 37% of the healthcare professionals reported that they have used online social media for this purpose, with their top sites being Facebook, YouTube, LinkedIn, MySpace and Twitter, in descending order. Nurses had the highest use of social media for professional networking among healthcare workers at 41%.

### HAVE YOU USED ONLINE SOCIAL MEDIA FOR PROFESSIONAL NETWORKING?



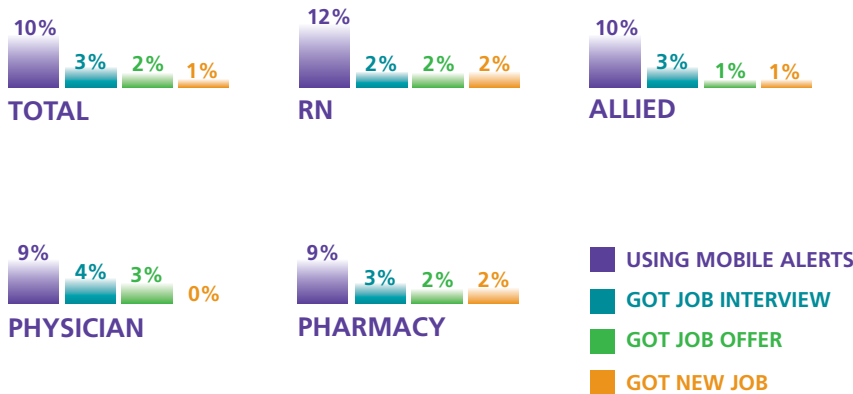
When asked which social media site they would pick if they could only choose one, Facebook was the resounding favorite—picked by 64% of social media users overall. Pharmacists were the least enthusiastic about Facebook, but still chose it 50% of the time. The networking sites that were the runners up to Facebook varied based on clinical discipline: physicians (9%) and allied health professionals (10%) chose LinkedIn; nurses chose NurseConnect (14%); pharmacists chose MedicalMingle (20%).

# MOBILE

## Mobile Job Alerts Showing Slow Adoption, May Have Future Potential

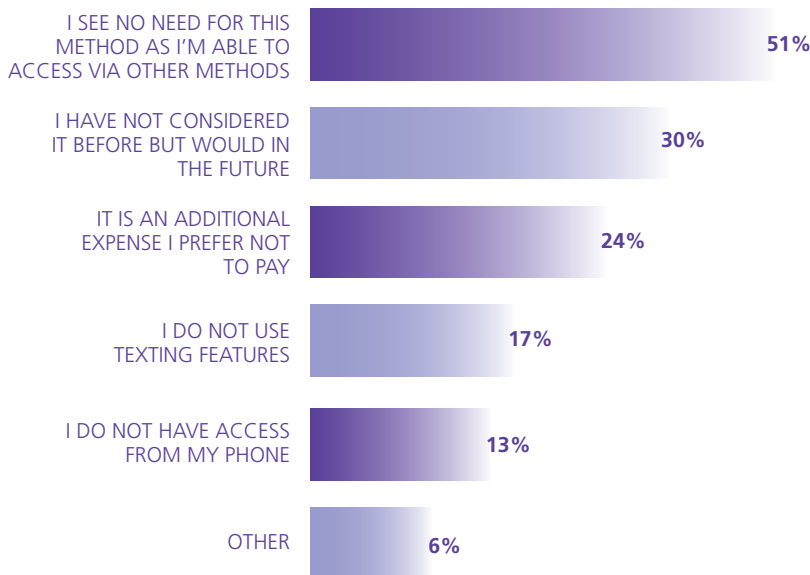
Job alerts sent as text messages to wireless mobile devices are currently used infrequently and have resulted in few job leads for healthcare professionals, according to the survey results. Just 10% of those surveyed are using mobile job alerts, with 3% getting an interview, 2% getting a job offer, and only 1% getting a new job from these leads.

### ARE YOU USING MOBILE JOB ALERTS AND WHAT WERE THE RESULTS?



When non-users were asked why they were not using mobile job alerts, the top reason was that they did not see a need because of other job seeking methods (51%); 30% had not considered it before but would in the future. Others said that it was an expense they preferred not to pay.

### WHY ARE YOU NOT USING MOBILE JOB ALERTS?



## TRENDS AND OBSERVATIONS

### Use of Mobile Devices for Job-related Purposes

Physicians were the heaviest users of mobile devices for work-related purposes among the professionals surveyed: 37% used healthcare-related mobile applications and 17% used mobile devices for healthcare-related content or jobs. Allied health professionals were the most infrequent users of mobile devices for work, with just 4% using healthcare-related mobile applications and 9% accessing healthcare-related content from mobile devices.

## QUESTIONS ASKED AND RESPONSES RECEIVED

### 1) Are you currently seeking employment?

Any type.....38%  
 Contract/Temporary.....21%  
 Full-time.....26%  
 Part-time.....14%

	All	MD	RN	Allied	Pharmacy
Any type	38%	37%	35%	42%	38%
Contract/Temporary Work	21%	15%	20%	29%	13%
Full-time position	26%	29%	20%	29%	30%
Part-time position	14%	9%	11%	15%	18%

### 2) How long have you been seeking a new position? (Among job seekers)

1 month or less.....28%  
 2 to 3 months.....26%  
 4 to 6 months.....19%  
 7 to 12 months.....15%  
 13+ months.....12%  
 Mean (Average).....6.2 months

	Total	MD	RN	Allied	Pharmacy
1 month or less	28%	16%	38%	32%	14%
2 to 3 months	26%	29%	38%	20%	23%
4 to 6 months	19%	29%	14%	16%	24%
7 to 12 months	15%	13%	9%	15%	20%
13+ months	12%	13%	1%	16%	18%
Mean (average)	6.2	6.6	3.0	6.7	9.1

### 3) Have you actively looked for a job in past two years?

Yes.....62%  
 No.....38%

	Total	MD	RN	Allied	Pharmacy
Yes	62%	66%	61%	75%	43%
No	38%	34%	39%	25%	57%

### 4) Which job search methods have you used in the past two years?

Referrals.....77%  
 Direct contact.....63%  
 Search engines.....60%  
 Online job boards.....55%  
 Recruiter found me.....46%  
 Newspaper ads.....30%  
 Career fairs.....9%  
 Walk-ins/Open house.....8%  
 Other.....8%

	Total	MD	RN	Allied	Pharmacy
Referrals	77%	80%	78%	74%	75%
Direct Contact	63%	49%	66%	65%	62%
Search Engines	60%	54%	56%	62%	61%
Online Job Boards	55%	49%	47%	59%	58%
Recruiter found me	46%	49%	28%	55%	53%
Newspaper Ads	30%	24%	30%	26%	35%
Career Fairs	9%	20%	9%	8%	6%
Walk-ins/Open House	8%	5%	10%	9%	8%
Other	8%	12%	5%	9%	9%

## 5) What were your results for each job search method?

	Interview	Job Offer	New Job
Referrals.....	59%	45%	38%
Direct contact.....	50%	35%	26%
Search engines.....	36%	27%	16%
Online job boards.....	32%	19%	11%
Recruiter found me.....	30%	17%	8%
Newspaper ads.....	15%	8%	4%
Career fairs.....	6%	5%	3%
Walk-ins/Open house.....	5%	4%	2%
Other.....	7%	5%	4%

### INTERVIEWS

	All	MD	RN	Allied	Pharmacy
Referrals	59%	76%	60%	54%	56%
Direct Contact	50%	37%	53%	52%	48%
Recruiter found me	36%	39%	24%	43%	38%
Online Job Boards	32%	29%	24%	34%	33%
Search Engines	30%	27%	26%	35%	27%
Newspaper Ads	15%	10%	11%	15%	19%
Other	7%	10%	5%	9%	6%
Walk-ins/Open House	6%	7%	7%	4%	9%
Career Fairs	5%	12%	3%	5%	6%

### NEW JOBS

	All Cases	MD	RN	Allied	Pharmacy
Referrals	38%	54%	40%	34%	35%
Direct Contact	26%	7%	36%	27%	20%
Recruiter found me	16%	12%	11%	24%	10%
Online Job Boards	11%	12%	10%	12%	6%
Search Engines	8%	5%	7%	11%	5%
Newspaper Ads	4%	2%	3%	5%	5%
Other	4%	2%	1%	5%	5%
Walk-ins/Open House	3%	2%	3%	1%	5%
Career Fairs	2%	2%	3%	2%	3%

(Results continued on page 13)

## 5) WHAT WERE YOUR RESULTS FOR EACH JOB SEARCH METHOD? *(continued)*

JOB OFFERS					
	All	MD	RN	Allied	Pharmacy
Referrals	45%	59%	45%	41%	44%
Direct Contact	35%	17%	41%	38%	28%
Recruiter found me	27%	32%	19%	34%	23%
Online Job Boards	19%	15%	16%	21%	16%
Search Engines	17%	20%	15%	18%	14%
Newspaper Ads	8%	10%	7%	6%	9%
Other	5%	5%	2%	7%	5%
Walk-ins/Open House	5%	7%	6%	3%	6%
Career Fairs	4%	7%	3%	3%	4%

## 6) Have you used online social media for professional networking?

Any site .....37%  
 Facebook.....31%  
 YouTube.....22%  
 LinkedIn.....11%  
 MySpace.....10%  
 Twitter.....7%

	Total	MD	RN	Allied	Pharmacy
Any site	37%	34%	41%	36%	36%
Facebook	31%	30%	37%	30%	26%
YouTube	22%	22%	24%	21%	20%
LinkedIn	11%	16%	4%	12%	17%
MySpace	10%	5%	11%	13%	6%
Twitter	7%	8%	6%	6%	8%

**7) If you could choose only one social media site, which would you choose?  
(Among social media users)**

Facebook.....64%  
 LinkedIn.....9%  
 NurseConnect.....6%  
 MedicalMingle.....5%  
 YouTube.....5%

	Total	MD	RN	Allied	Pharmacy
Facebook	64%	64%	69%	69%	50%
LinkedIn	9%	9%	1%	10%	20%
Other	6%	6%	4%	6%	8%
NurseConnect	6%	0%	14%	1%	0%
MedicalMingle	5%	3%	1%	6%	9%
YouTube	5%	0%	3%	5%	10%
AllNurses	2%	0%	7%	0%	0%
Twitter	1%	3%	1%	0%	3%
Sermo	1%	15%	0%	0%	0%
MySpace	1%	0%	0%	2%	1%

## 8) Have you used any social media in your job search?

Any site.....	21%
Facebook.....	10%
Blogs, forums or message boards.....	5%
LinkedIn.....	5%
NurseConnect.....	3%
AllNurses.....	3%

	Total	MD	RN	Allied	Pharmacy
Yes (any site)	21%	15%	22%	23%	18%
No	79%	85%	78%	77%	82%
<b>If yes, which sites?</b>					
Facebook	10%	4%	9%	13%	9%
Blogs, Forums or message boards	5%	5%	5%	7%	3%
LinkedIn	5%	5%	1%	6%	8%
NurseConnect	3%	1%	9%	1%	0%
AllNurses	3%	2%	6%	1%	0%
MedScape PhysicianConnect	2%	4%	1%	2%	2%
NursingLink	2%	1%	5%	1%	0%
Twitter	2%	2%	1%	2%	2%
Sermo	0%	1%	0%	0%	0%

## 9) What were your results from using social media in your job search?

Job interview.....	6%
Job offer.....	5%
New job.....	3%

	All	MD	RN	Allied	Pharmacy
Job interview	6%	5%	6%	8%	3%
Job offer	5%	4%	5%	5%	3%
New job	3%	1%	4%	4%	2%

## 10) Are you using mobile job (text) alerts, and what were the results?

Using mobile alerts.....10%  
 Got job interview.....3%  
 Got job offer.....2%  
 Got new job.....1%

	All	MD	RN	Allied	Pharmacy
Using mobile alerts	10%	9%	12%	10%	9%
Job interview	3%	4%	2%	3%	3%
Job offer	2%	3%	2%	1%	2%
New job	1%	0%	2%	1%	2%

## 11) How frequently do you receive mobile job alerts? (Among users)

Daily.....35%  
 Weekly.....21%  
 Monthly.....8%  
 Randomly.....35%

	All	MD	RN	Allied	Pharmacy
Daily	35%	56%	33%	29%	44%
Weekly	21%	11%	24%	26%	12%
Monthly	8%	0%	11%	10%	4%
Randomly	35%	33%	33%	36%	40%

## 12) How long have you subscribed to mobile job alerts?

1 month or less.....28%  
 1 to 6 months.....28%  
 6 months or more.....43%

	All	MD	RN	Allied	Pharmacy
1 month or less	28%	11%	24%	29%	36%
1 to 6 months	28%	33%	35%	24%	24%
6 months or more	43%	56%	41%	48%	40%

### 13) Why are you not using mobile job alerts? (Among non-users)

I see no need for this method as I'm able to access via other methods..... 51%  
 I have not considered it before but would in the future.....30%  
 It is an additional expense I prefer not to pay..... 24%  
 I do not use texting features..... 17%  
 I do not have access from my phone.....13%  
 Other.....6%

	All	MD	RN	Allied	Pharmacy
I see no need for this method as I'm able to access via other methods	51%	53%	53%	54%	43%
I have not considered it before but would in the future	30%	27%	30%	29%	33%
It is an additional expense I prefer not to pay	24%	21%	26%	26%	22%
I do not use texting features	17%	13%	13%	19%	21%
I do not have access from my phone	13%	13%	12%	11%	16%
Other	6%	7%	5%	6%	6%

### 14) If you used mobile job alerts in the future, how frequently would you receive them? (Among non-users)

Daily.....16%  
 Weekly.....28%  
 Monthly.....12%  
 Randomly.....43%

	All	MD	RN	Allied	Pharmacy
Daily	16%	11%	12%	17%	20%
Weekly	28%	30%	30%	25%	31%
Monthly	12%	17%	12%	12%	12%
Randomly	43%	42%	46%	46%	37%

## 15) Do you access health care web sites using a mobile device or use health care applications on your mobile phone?

Use mobile device for healthcare-related content or jobs.....12%  
 Use healthcare-related mobile applications.....13%

	All	MD	RN	Allied	Pharmacy
Use mobile device for healthcare-related content or jobs	12%	17%	12%	9%	14%
Use healthcare-related mobile applications	13%	37%	11%	4%	19%

### CONCLUSION

AMN Healthcare's *2010 Social Media Survey of Healthcare Professionals* suggests that traditional methods of recruitment are being superseded by today's online tools, especially search engines and online job boards, which are used by more than half of clinical job seekers.

At the same time, social networking sites are experiencing tremendous growth, and have become the new frontier in professional networking and career development for physicians, nurses, allied health professionals and pharmacists. Job candidates are spending more time online and experimenting with media sites for job searches, but have thus far found minimal success in securing interviews, job offers and positions.

### ABOUT AMN HEALTHCARE

AMN Healthcare is the nation's largest provider of comprehensive healthcare staffing and workforce solutions. As the leading provider of travel nurse, per diem (local) nurse, allied and locum tenens (temporary physician) staffing and physician permanent placement services, AMN Healthcare recruits and places healthcare professionals on assignments of variable lengths and in permanent positions with clients throughout the United States. AMN Healthcare is also the nation's largest provider of healthcare managed services programs and recruitment process outsourcing solutions. Settings we staff include acute-care hospitals, government facilities, community health centers and clinics, physician practice groups, and a host of other healthcare settings. AMN Healthcare also provides home healthcare services in select regions. For more information, visit [www.amnhealthcare.com](http://www.amnhealthcare.com).



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