



Using Social Media to Support Broad Representation in the Workforce

Many talented individuals, especially those from communities with the greatest health needs, never consider a career in public health—not because they’re not interested, but because they’ve never seen it up close. They don’t know what the work entails, who is responsible for it, or how to get started. That’s why social media is more than just a platform for posting jobs; it’s a way to inspire, inform, and connect. With the right approach, your posts can spark curiosity, build awareness, and help people see a future for themselves in public health.

In this guide, you’ll find tips on which platforms are best for reaching different audiences, content guidelines, and sample posts you can adapt to share your story.

I. Platforms to Use

Platform	Why it Works	Target Audience
 LinkedIn	Professional networking, job sharing, highlighting team values, and career pathways	Mid-career professionals, recent grads
 Instagram	Visual storytelling, behind-the-scenes content, reels & stories	Younger audiences (Gen Z, Millennials)
 Twitter / X	Public health thought leadership, real-time updates	Academics, professionals, advocates
 Facebook	Community engagement, events, and long-form storytelling	Broader age range, local communities
 TikTok	Creative, engaging short videos; trending content	Gen Z, early-career candidates

Bonus: Consider using **YouTube** for staff testimonials and **Reddit** for niche recruitment via career-focused subreddits (e.g., r/publichealth, r/blackladies, r/LGBTQjobs).

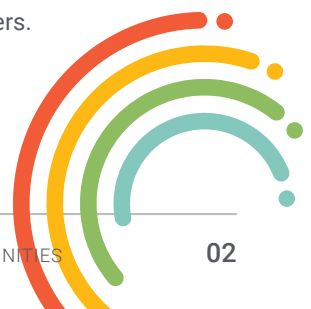
II. Content Guidelines

REPRESENTATIVE IMAGERY

- Use photos and videos that reflect people of different ages, abilities, body types, and backgrounds. Avoid overly corporate stock images—use real faces and places whenever possible.
- Avoid tokenism—show people in meaningful roles and authentic settings.
- Feature multilingual and ASL-accessible content when possible.
- Include real employees sharing personal stories and experiences.

MESSAGING TIPS

- Highlight commitment to equal opportunity, fair access, and community engagement through policies, programs, and workplace culture.
- Use welcoming, jargon-free language that engages.
- Emphasize flexible work arrangements and mentorship opportunities.
- Share success stories that demonstrate employees from diverse backgrounds advancing their careers.



III. Content Ideas & Themes

- **Employee Spotlights:** Highlight current public health professionals and students from different backgrounds to share their career journeys.
- **“Day in the Life” Videos:** Showcase roles in real-world settings to clarify public health jobs or host a “Why I Choose Public Health” video challenge.
- **Recruitment Campaigns:** Share job openings with messaging tailored to reach communities with limited access to employment opportunities.
- **Public Health Impact:** Demonstrate how the work enhances health outcomes for high-need populations.

IV. Best Practices for Reaching a Variety of Audiences

- **Partner with Community Organizations:** Collaborate with groups that serve specific populations to enhance their services and support.
- **Use Targeted Ads:** Geo-targeted or interest-based ads help reach specific communities.
- **Engage in Dialogue:** Respond to comments, host live Q&As, and encourage two-way communication.
- **Leverage Hashtags:** Emphasize fair access and broad representation, for example:
#PublicHealthCareers, #RepresentationInHealth, #FairAccessInHealth
- Pair these with role-specific sector hashtags, e.g.,
#PublicHealthJobs, #HealthCareers, #WorkWithPurpose
- **Feature Language Access:** Use captions, multilingual posts, and plain-language content.
- **Engage in Cross-Promotion:** Partner with colleges, universities, and organizations to reach under-resourced or high-need communities .

V. Retention-Focused Content

Use social media to reinforce internal culture and employee satisfaction:

- **Celebrate Employee Achievements:** Promotions, Certifications, and Awards.
- **Showcase Variety of Programs:** Mentorships, peer groups, mental health resources.
- **Highlight Workplace Culture:** Community events, team and leadership engagement, flexible work policies.
- **Employee Testimonials:** Why they stay, what they love, and how they’ve grown.



VI. Social Media Track for Small Organizations

Not every organization has a communications team, paid advertising budget, or advanced design software. The good news is that impactful social media outreach can still happen with limited staff, time, and resources. Start small, stay consistent, and focus on authentic community connection.

SIMPLE STARTING STRATEGIES

- **Choose 1–2 platforms instead of trying to manage all channels**
 - Facebook for community engagement
 - Instagram for visuals and short stories
 - LinkedIn for job postings and professional networking
- **Post 1–2 times per week consistently rather than posting daily**
- **Use free or low-cost tools such as:**
 - Canva (graphics/templates)
 - CapCut or Canva Video (short videos)
 - Sprout Social (post scheduling)

LOW-EFFORT CONTENT IDEAS

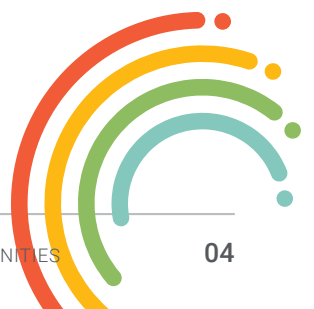
You do not need professional photography or expensive campaigns to connect with audiences. A simple camera or smartphone can capture images and videos.

POST IDEAS

- **Staff spotlight** using a phone photo and a short quote
- “Why I work in public health” written **testimonials**
- Share **community events** or outreach activities
- **Repost partner organization** content
- Highlight **open positions** with plain-language captions
- Celebrate **employee milestones or achievements**

TIPS FOR SMALL TEAMS

- Create one **reusable branded template** for all job posts
- Build a **monthly content calendar** with at 4–6 posts to grow your social media presence.
- **Assign one staff member or intern** to spend 30 minutes weekly scheduling posts
- **Repurpose** the same content across platforms
- Use **free captioning tools** for accessibility



COMMUNITY-BASED OUTREACH

Under-resourced organizations often have strong community trust. Lean into that strength.

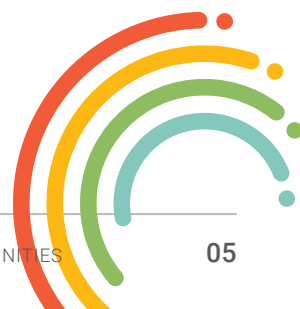
- **Partner with local colleges, libraries, and community organizations** for cross-promotion
 - **Ask employees and ambassadors to share posts** through personal networks
 - **Use simple, welcoming language** instead of formal institutional messaging
 - **Highlight local impact and community stories** over polished branding
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CONTENT MATTERS

Authenticity is often more effective than highly produced content. A short video filmed on a phone or a simple employee story can still inspire future public health professionals and increase awareness of career pathways.

QUICK-START 30-DAY PLAN

Week	Goal
Week 1	Choose platforms and create branded template
Week 2	Post one employee spotlight and one job opening
Week 3	Share a community impact story or event
Week 4	Repost partner content and review engagement



Social Media Post Mockups & Examples by Category

CLICK TO ACCESS GRAPHICS

1. EMPLOYEE SPOTLIGHT (RETENTION + RECRUITMENT)



Visual:

Professional headshot or candid photo of an employee in action



Caption:

Meet Dr. James Carter, a dedicated physician committed to improving patient care and mentoring the next generation of healthcare professionals. 'For me, healthcare is about building trust, listening to communities, and making sure every patient feels seen and supported.' From leading with compassion to inspiring future public health leaders, professionals like Dr. Carter are making a lasting impact every day. We're proud to celebrate the people creating healthier, stronger communities.

[#PublicHealthCareers](#) [#HealthcareLeadership](#) [#CommunityHealth](#)



Creative Tips:

- Use quote overlays on photos.
- Include their role, background, and advice to others.
- Consider video spotlights or Instagram Reels.

2. "DAY IN THE LIFE" REEL (CAREER EXPLORATION)



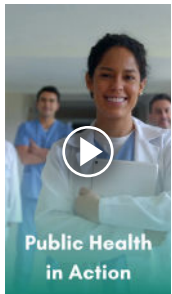
Visual:

Instagram Reel/TikTok featuring short clips of a Public Health Worker's Day



Audio:

Upbeat music or voiceover narration



Caption:

Ever wondered what a day in public health looks like?

- 🚗 Mobile clinic visits
- 💬 Outreach in the community
- 🧠 Health education sessions

Follow Maya, a Community Health Officer, through her day!

[#PublicHealthCareers](#) [#HealthImpact](#) [#FieldWorkFriday](#)



Creative Tips:

- Keep it under 60 seconds.
- Use text overlays to explain scenes.
- Make it feel authentic, not scripted.

3. JOB ANNOUNCEMENT WITH NEUTRAL MESSAGING



Visual:

Bold graphic with the job title and a photo with people from different backgrounds (e.g., a variety of socio-economic groups, body types, and ages)



Caption:

🌟 We're hiring! Be part of a team where your ideas and experience matter.

- ✅ Supportive workplace
- ✅ Leadership that values all voices
- ✅ Flexibility to help you grow

👤 Position: Public Health Analyst

📍 Location: Remote or DC-based

Apply today [\[link\]](#)

[#NowHiring](#) [#PublicHealthJobs](#) [#WorkWithPurpose](#)



Creative Tips:

- Use branded templates for consistency.
- Add alternate text for accessibility.
- Tag relevant partner organizations.