

# 3RNET

## Marketing Updates

2023 3RNET ANNUAL CONFERENCE





# 3 R N E T

The Nation's Most Trusted Resource for Health Professionals  
Seeking Careers in Rural and Underserved Communities.



**Nationwide.**

+



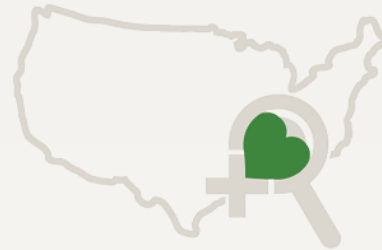
**Job Search.**

+



**Healthcare.**

+



**Heart.**

Powered by (YOU!) the National Rural Recruitment and Retention Network since 1995.

# 3RNET Stores for Apparel & Promo Items

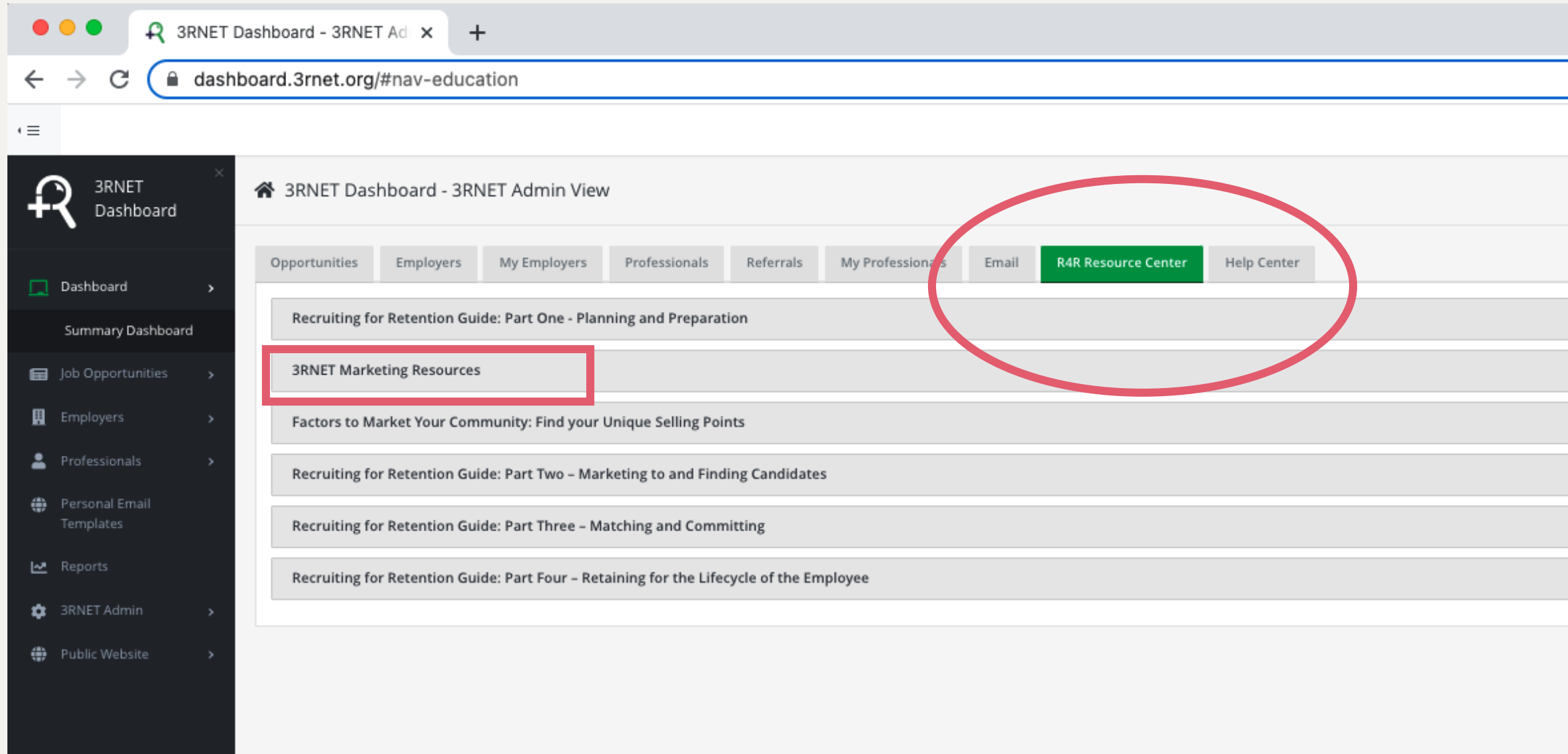
- 3RNET Corporate Apparel
  - <https://stores.inksoft.com/3rnet/shop/home>
  - *30% off through the end of October!*
- 3RNET Promotional Items – FREE and AT COST!
  - <https://services.3rnet.org/order-3rnet-promo-items.html>

*We cannot market nationally without you!*

*Thank you for all you do!*



# Your 3RNET Dashboard Resources



The screenshot displays the 3RNET Dashboard Admin View in a web browser. The browser's address bar shows the URL `dashboard.3rnet.org/#nav-education`. The dashboard features a dark sidebar on the left with a menu containing items like Dashboard, Summary Dashboard, Job Opportunities, Employers, Professionals, Personal Email Templates, Reports, 3RNET Admin, and Public Website. The main content area has a header with the title "3RNET Dashboard - 3RNET Admin View" and a row of navigation tabs: Opportunities, Employers, My Employers, Professionals, Referrals, My Professionals, Email, R4R Resource Center, and Help Center. The "R4R Resource Center" tab is highlighted in green and circled in red. Below the tabs, a list of resources is shown, with "3RNET Marketing Resources" highlighted by a red rectangle. Other resources include "Recruiting for Retention Guide: Part One - Planning and Preparation", "Factors to Market Your Community: Find your Unique Selling Points", "Recruiting for Retention Guide: Part Two - Marketing to and Finding Candidates", "Recruiting for Retention Guide: Part Three - Matching and Committing", and "Recruiting for Retention Guide: Part Four - Retaining for the Lifecycle of the Employee".

3RNET Dashboard - 3RNET Admin View

Opportunities Employers My Employers Professionals Referrals My Professionals Email **R4R Resource Center** Help Center

Recruiting for Retention Guide: Part One - Planning and Preparation

**3RNET Marketing Resources**

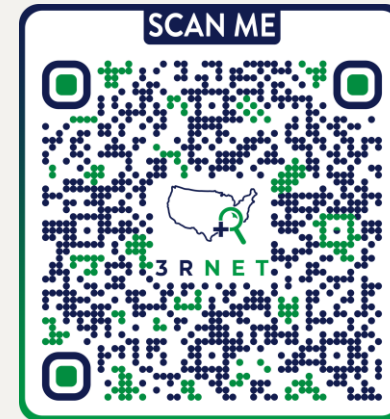
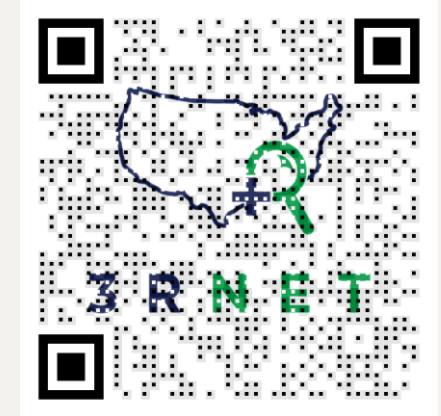
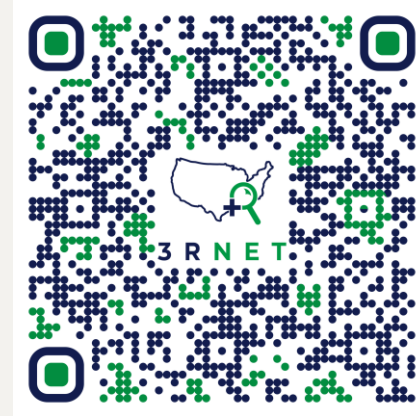
Factors to Market Your Community: Find your Unique Selling Points

Recruiting for Retention Guide: Part Two - Marketing to and Finding Candidates

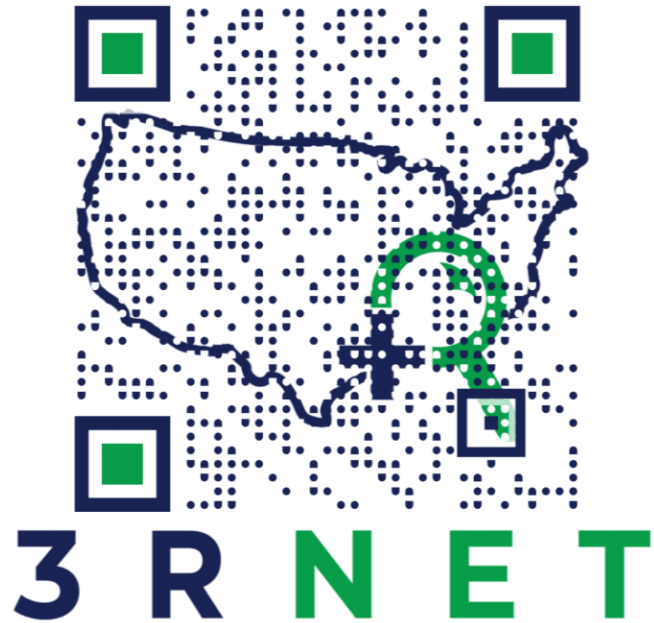
Recruiting for Retention Guide: Part Three - Matching and Committing

Recruiting for Retention Guide: Part Four - Retaining for the Lifecycle of the Employee

# New Resources!



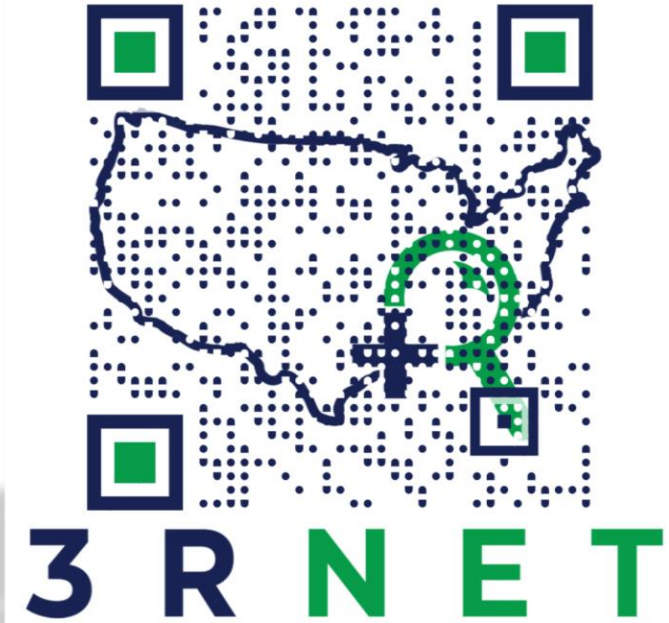
Scan to register on  
3RNET.org  
& start your free nationwide  
job search now!



3RNET is the Nation's Most Trusted Resource for Health  
Professionals Seeking Careers in Rural & Underserved Communities.



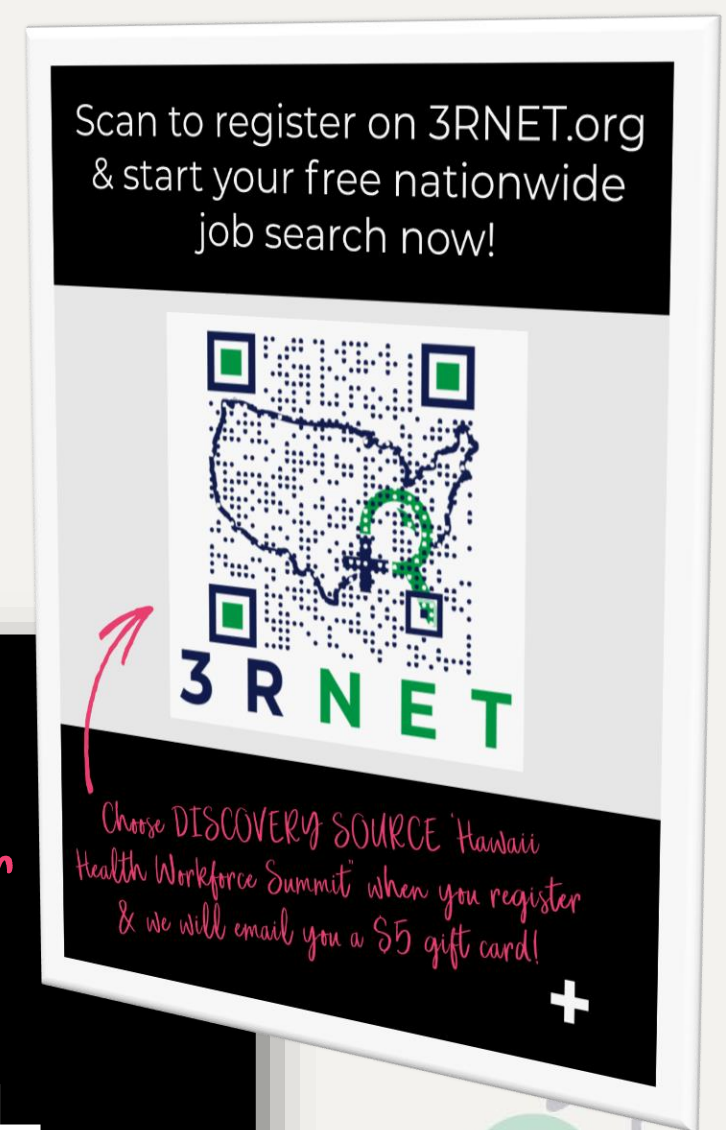
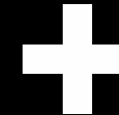
Scan to register on  
3RNET.org  
& start your free nationwide  
job search now!







Choose DISCOVERY SOURCE 'Hawaii Health Workforce Summit' when you register & we will email you a \$5 gift card!





Beulah, North Dakota found their forever physician. Let us find yours.

### 3RNET Network Coordinators

Our Network Coordinators are here to support your job search. They can answer state-specific questions: community-related, loan repayment programs, Health Professional Shortage Areas (HPSAs), the J-1 Visa Waiver program, and more. Network Coordinators live and work where you're looking for a job -- like Stacy, our North Dakota Network Coordinator, who connected Dr. Ruffo with Coal Country Community Health Center.



Stacy Kusler, North Dakota  
3RNET Network Coordinator  
connected Dr. Ruffo and  
Jocelyn Bertsch.

### Rural & Underserved Employers Nationwide

3RNET has thousands of jobs posted by safety net employers all over the United States. Browse jobs, create a free profile, save your favorites and see full details about jobs that could be your first, next, or forever opportunity -- for free.



Jocelyn Bertsch, In-House  
Recruiter at Coal Country  
Community Health Center in  
Beulah, North Dakota found  
Dr. Ruffo through 3RNET.

### Register & Start Your Free Job Search Now on 3RNET.org

Wherever you are in your career, we are here to help. Whether you are searching for your first, next, or forever opportunity, you'll find it at 3RNET.org.



Kusler, North Dakota



Stacy Kusler, North Dakota  
3RNET Network Coordinator  
connected Dr. Ruffo and  
Jocelyn Bertsch.



Jocelyn Bertsch, In-House  
Recruiter at Coal Country  
Community Health Center in  
Beulah, North Dakota found  
Dr. Ruffo through 3RNET.





# Social Media Examples

3 R N E T

## LET'S TALK ABOUT DIGITAL BADGES



3 R N E T

## WHAT ARE DIGITAL BADGES?

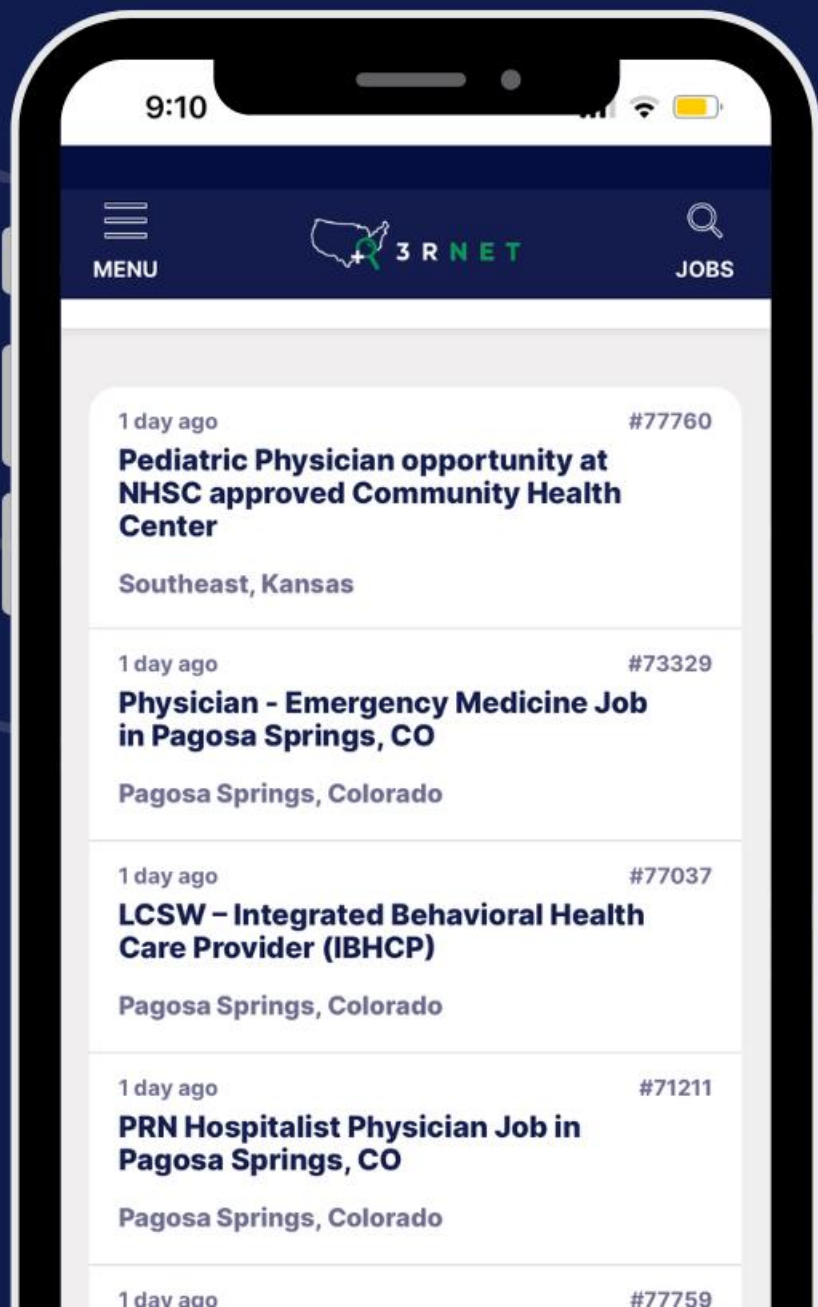
Digital badges are a type of digital credential. They are pictorial, using shapes, colors, banners, icons, and fonts to represent the credential award. Digital badges serve as digital proof of an individual's competences. They offer third-parties [such as potential employers] the ability to easily verify a candidate's abilities and gain a deeper understanding of their held knowledge and skills.

3 R N E T

## OUR DIGITAL BADGES

- 1 AHEC SCHOLAR
- 2 CRHCP CERTIFIED





OVER  
**10K**  
JOBS ON 3RNET

3 R N E T

3,262  
PLACEMENTS

3 R N E T

3RNET PLUS TOOLS was created based on our organization's CORE VALUES.

PROCESS AND TEAMWORK ARE KEY 

There is no single way to guarantee successful recruitment, but having a process (like we outline in our recruiting for retention guides) gives you a competitive edge!

3RNET Plus Tools can help you execute the tasks that accompany your step-by-step recruitment process!

Powerful. Yet Simple!

# 3 R N E T + T O O L S

## Powerful. Yet Simple.



**CORE BELIEFS**  
**AND 3 R N E T + T O O L S**

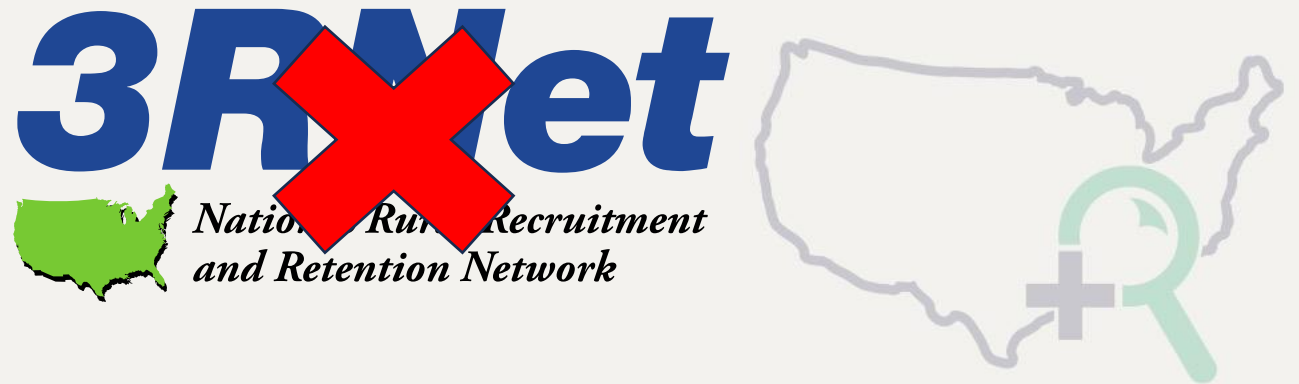






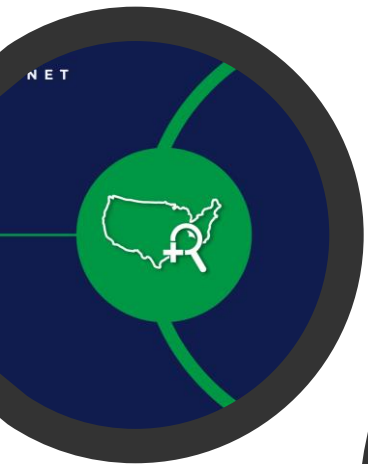
# A few branding reminders

- 3RNET in all caps
  - ~~3Rnet~~
  - ~~3rnet~~
  - ~~3RNet~~ (remember – this is our *previous* capitalization!)



# Coming Soon

Outreach tools for you  
matching our 'Let's Talk  
About Digital Badges' social  
media series.



- All resources on are the dashboard
- ALWAYS email or call if you have questions, need things customized, and more!
- Remember:

*We cannot market without you!*  
*Thank you for all you do!*

