

# How to Use Online Recruitment Platforms Effectively for LNA Training Candidates

Updated April 14, 2026





## Session 1: Overview and Practical Recruiting Tactics

For all attendees. This section covers where applicants are looking, recruitment advertising best practices, channel priorities, costs, and practical tracking for small facilities.



## About Us

Marketing Partners, Inc. is a Burlington-based, boutique firm providing strategy, research, design, and integrated marketing communication services to mission-driven organizations, nonprofits, and government programs with a Vermont connection for more than 30 years. Over the decades, we've developed a deep bench of experience helping our clients use communication effectively to attract and retain the talent they need as the landscape for employee recruitment has shifted from traditional methods to digital-first.

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# Today You'll Learn:

- Where your ideal applicants are looking—and how to make it easier for them to find your organization.
  - What to include in your job listings to stand out.
  - Best practices for making job information easy to understand and actionable, including compliance with relevant Vermont laws for job listings.
  - How to (affordably) target local jobseekers with online ads and track the impact.
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# Where Are Applicants Looking?

& How to Meet Them There.

# Where Are Applicants Looking?

Survey results indicate Online and Referrals as the top source of new LNAs†

44% of surveys reported finding their job online, Indeed and Zip Recruiter were cited most frequently.

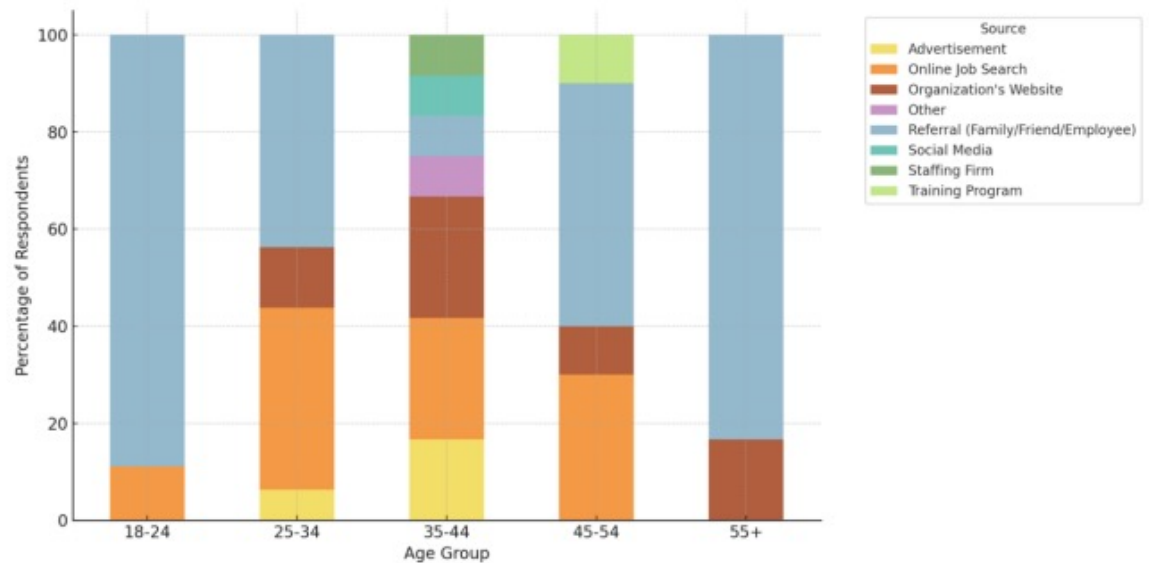


Figure 16: Recruitment source for high-quality LNAs as a percentage.

† in SNFs

\*Source: VHCA High-Quality LNA Study, April 10, 2025

# Where Are Applicants Looking?

Survey results indicate Online and Referrals as the top source of new LNAs

35.7% who found their job online are under the age of 30 – Nearly everyone is looking online.

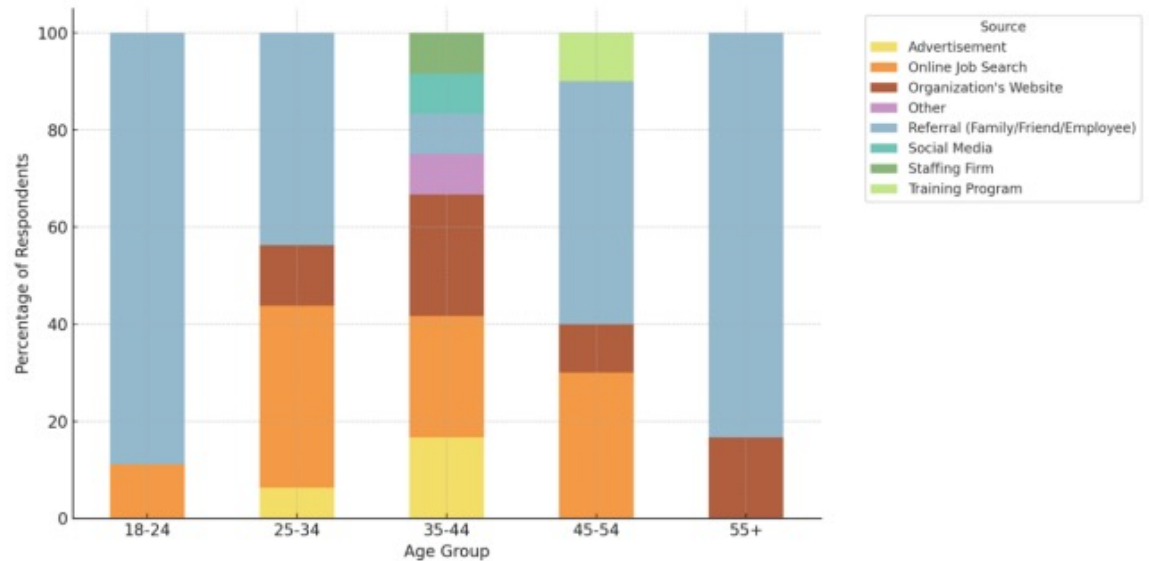


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# Where Are Applicants Looking?

Survey results indicate Online and Referrals as the top source of new LNAs

Direct website connections as the *first* step in job identification were only cited 6 times.

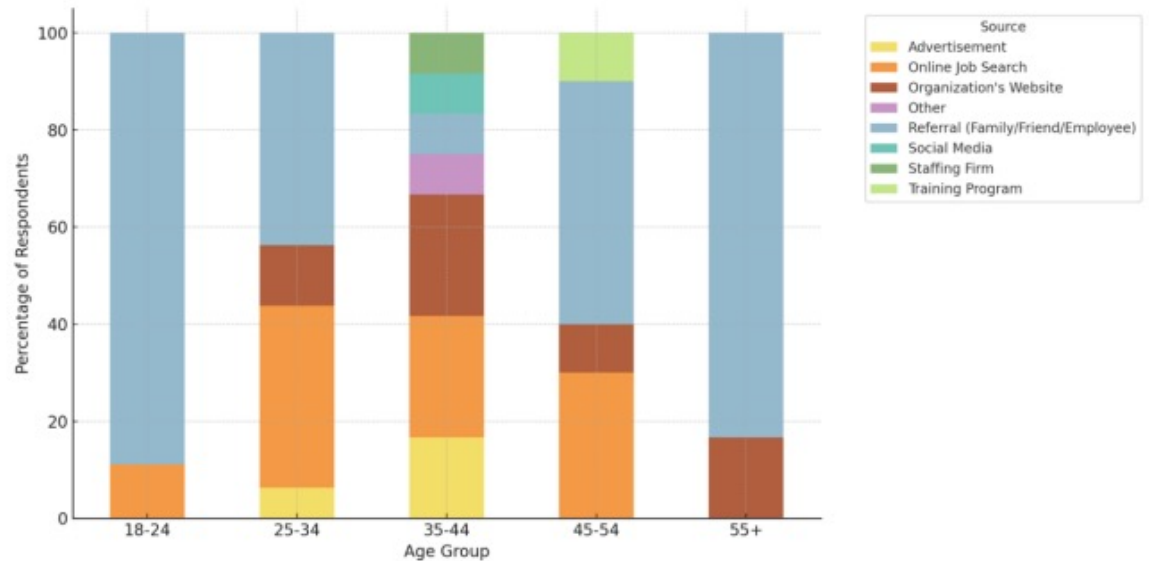


Figure 16: Recruitment source for high-quality LNAs as a percentage.

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# Where Are Applicants Looking?

Survey results indicate Online and Referrals as the top source of new LNAs

**Referrals from friends and family were the #1 source of finding a job, and the organization website often serves as a second step after the initial referral.**

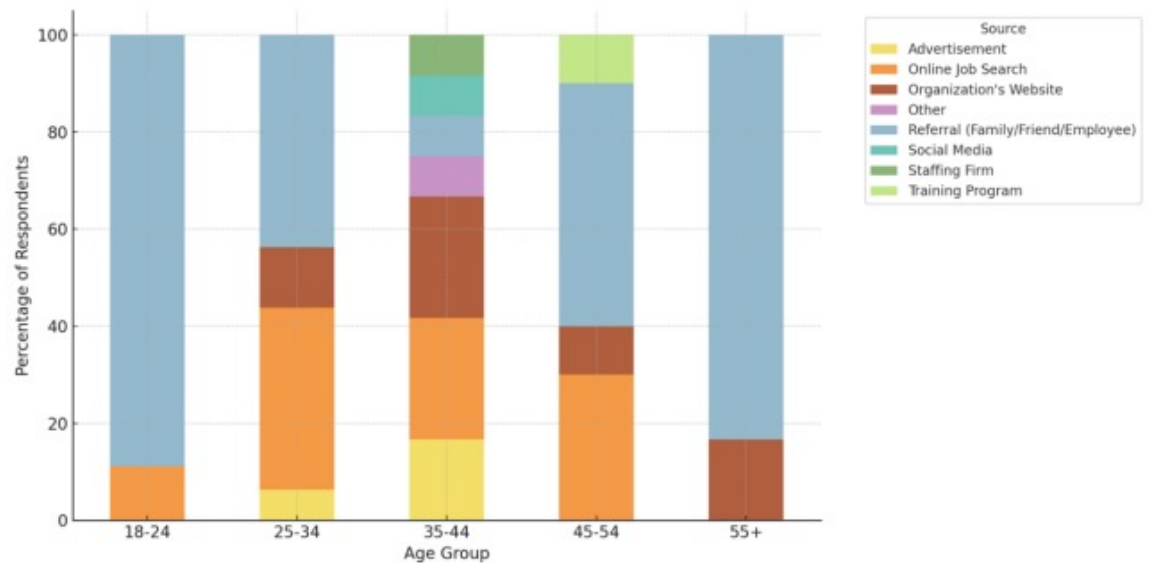


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# 2026 Vermont recruiting snapshot

2026 update

*Public labor-market and workforce context to strengthen the opening talk track*

- Vermont projects roughly 496 annual job openings for nursing assistants through 2032, with statewide employment projected to grow from 2,967 to 3,409.
- The Vermont median wage shown for nursing assistants is \$20.97/hour in 2024, so wage range, differentials, and paid training should be easy to find in the ad.
- VHCA and Vermont workforce partners continue to position LNA hiring and retention as a system-level priority because this role affects care capacity and hospital discharge flow.
- For recruiting copy, lead with paid training, shift details, location, schedule, and the fastest next step to apply.

## Key numbers to mention

496 annual openings  
\$20.97 median hourly wage  
2,967 → 3,409 projected jobs

## Messaging implication

Candidates compare roles quickly.  
Make the first screen answer:  
pay, schedule, training, and  
how to apply from a phone.

## Low Unemployment

Vermont's Unemployment Rate  
Remained at 2.7% in January

# How to meet them there: Effective Channels

- Your own website. This is the foundation of your recruitment.
  - Encourage referrals from friends and family.
  - Use free job listings where available, starting with Google Jobs by using structured data markup.
  - Share on social media
  - Paid channels
    - General job listing services
    - Social media
    - Healthcare specific services
    - Online local paper (if available)
-

## How to meet them there: Job listing best practices

Your objective is to attract and then motivate to act.

- Captivating headlines – focus on the benefit to the applicant. [example: LNA trainee-paid training]
  - What makes working at your skilled nursing facility (SNF) different or attractive?
  - Easy to read: Use short descriptions and bullets.
  - Create new listings to keep it fresh for search. Don't just update an old listing.
-

## How to meet them there: Legal requirements

- Must include a wage or salary range, including other differentials not in the wage [Effective July 1, 2025, Vermont's Act 155 requires employers with five or more employees to disclose in their written advertisements for Vermont job the compensation (or range of compensation)].
  - Remember your EOE: Employers must provide equal employment opportunities to applicants without regard to race, color, religion, gender, age, national origin, or disabilities in compliance with federal and state laws. (Vermont law often provides broader protections than federal law.)
-

# How to meet them there: Removing barriers

Make it easy for potential candidates to act.

- Requiring cover letters and resumes can be a barrier for people who don't know how to prepare a resume, or don't have experience to include.
  - With prior experience not required for most LNA training programs, removing this barrier will expand your potential employee pool to include those who might otherwise have filtered themselves out.

*Getting people in the door for interviews is important for jobs that don't require previous work experience or a college degree.*

\*Source: [Indeed](#)

- If you have benefits, resources, or other information on pain-points for employees that you help with — for example, is there public transportation nearby, do you provide help finding childcare or housing — include those somewhere in your job listing so applicants know you understand and are helping to address barriers to employment.
-

# Sample Website Submission Form

## I want to apply

Name \*

Address \*

Email Address \*

Telephone \*

I am a U.S. citizen or resident with a valid work permit

**Submit**

Reply to potential applicants with an email inviting them to call for an interview or complete a full application form.

Consider adding Captcha, Akismet or other methods to reduce spam and bots submissions.

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# How to Use Popular Online Platforms

Both Paid and Free

# Top Online Job Listing Platforms to Consider

## Free Platforms

- Your own website [new job, new page, avoid stale content]
- A free Google Jobs listing using structured data markup
  - Jobs code on your web page will list your post on Google jobs and AI search: <https://search.google.com/test/rich-results>
  - Google [search console](#) to expedite indexing your page for Google Jobs.
- [VermontJobLink.com](https://www.vermontjoblink.com) free listing

## Paid Platforms

- Indeed (free and paid listings) start with an account. Your job may already be listed from the Google Jobs code. <https://www.indeed.com/hire/resources/howtohub/how-to-post-a-job-on-indeed>
  - ZipRecruiter – start with a free 4-day trial account if you don't have one. <https://www.ziprecruiter.com/how-it-works>
-

# Sample Job Description on your website: Attraction

## Licensed Nursing Assistant (LNA) Trainees – Paid Training Provided!

Start Your Healthcare Career With Us.

Are you passionate about helping others and looking for a meaningful career in healthcare? We are seeking compassionate and dedicated individuals to join our team as **Licensed Nursing Assistant (LNA) Trainees**. No prior certification required — we provide **paid training** to help you launch your career.

What We Offer:

- **Paid LNA Training Program**
- **\$18/hour base pay**
- **\$2/hour extra for night shifts**
- **Full-time schedule with consistent hours**
- **Health and Dental Insurance**
- **Paid Time Off** after completion of training

(See full listing sample in resources)

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## 2026 channel priorities for small facilities

2026 update

Where to focus first when staffing time and budget are limited

Priority	Why it matters for LNA/CNA recruiting	Budget guidance
1. Careers page + Google Jobs	Best foundation for search visibility, referrals, and consistent messaging.	No media cost; tech time only
2. Vermont JobLink	Free statewide posting plus resume alerts and workforce-system support.	Free
3. Indeed	Still the strongest broad-reach marketplace for frontline healthcare roles.	Free first; sponsor hard-to-fill roles
4. Facebook + employee sharing	Efficient for local awareness, referrals, and reaching passive candidates nearby.	Use small capped boosts if needed
5. LinkedIn / ZipRecruiter	Use selectively for supervisory roles, urgent hiring, or wider distribution.	Variable to higher cost

Recommendation: do not spread a small budget across too many platforms. Build a strong owned page, use free distribution, then sponsor only the roles or shifts that need help.

# Other Free Ways to Promote and Recruit Online

Native social media posts – primarily Facebook and LinkedIn.

- Even if you don't choose to pay to promote, it's important to have the jobs listed on these channels, if your account is active.
- **Encourage employees and others to share the posts** with people who might be interested, or in appropriate groups where it will be appreciated.
- On LinkedIn especially, use popular hashtags relevant to the role, such as:
  - #LNAJobs, #HealthcareJobs, #NursingJobs, #NowHiring, etc.

In general, maintain your social media profiles to build credibility.

- Showcase your facility, the activities, your current employees having fun. It's often the place people first look when they want to see if they can “see themselves” working at your organization.
  - Keep it positive.
-

# Top Online Paid Promotions to Consider

## **Paid Meta and LinkedIn promotion**

- Paying to boost a post ([not the same as paid ads](#)) on your organization's Facebook timeline will help it to reach much more people, and allows you to target specific geographic locations, making sure your budget is spent targeting the right people.
  - [Paid job listings](#) on LinkedIn also allow you to target specific geographic locations and push your posts to the top of search results.
  - General best practices for social media posts will also apply:
    - Be clear, be concise, make sure your key points are communicated early, and use formatting like bullets and emoji's helps to make it easier to read and more attention-grabbing.
-

# Online Employment Marketplaces

- Indeed: Free and paid listings, screening tools
- Zip Recruiter: 4-day trial and then subscription to list jobs
- Others
  - Monster Jobs
  - Glass Door



# Healthcare-Specific Online Job Listing Platforms to Consider

- Apploi workforce management platform
- IntelyCare healthcare staffing platform
- other integrated HR services



# Relative costs for digital recruitment

Your website	Google Rich Text	VTjoblink	Indeed	Facebook boost
\$0, time only	\$0, time only (on your website)	Free	\$0 - \$100+ per listing	\$50+ per post

LinkedIn	Zip Recruiter	Other services - \$\$\$		
Minium \$15/day to boost a job post	Free for 4-day trial, then requires a subscription - starts at \$24/day	IntelyCare – subscription required	Applioi workforce management platform	Other integrated HR services



## 2026 platform cost and fit

2026 update


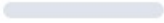


*Use budget signals instead of assuming every site has one flat price*

<b>Channel</b>	<b>2026 cost signal</b>	<b>Best use for small facilities</b>
Own job page + Google Jobs	No media cost; website / vendor time	Required foundation for every opening
Vermont JobLink	Free unlimited employer postings	Post every opening
Indeed	Up to 3 free direct posts/month; sponsorship is budget-based	Primary paid marketplace when volume is needed
Facebook / Meta boost	Flexible capped spend; start small and local	Awareness, referrals, and shift-specific pushes
LinkedIn	Free basic post; promoted posts can become expensive quickly	Supervisory roles or employer-brand support
ZipRecruiter	Free trial / custom plan pricing	Urgent or hard-to-fill campaigns when broader distribution is worth it

*Practical advice: if your page and apply flow are weak, buying more clicks will only amplify the problem.*



# Sample Social Media Posts


    
now • 





Get paid while you train to become a Licensed Nursing Assistant, no experience required!


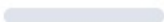


If you are:

- Caring and compassionate.
- Looking for rewarding work.
- Interested in a career in healthcare.

We would love to talk with you about becoming a valuable member of our team! Apply today: [\[INSERT WEBSITE LINK TO JOB LISTING\]](#)






 Like     Comment     Share     Send

    
now • 


Get paid while you're training to start your career in healthcare, no experience required!





Our paid Licensed Nursing Assistant (LNA) training program is designed to:

-  Build a foundation for long-term growth in the field.
-  Gets hands-on experience in a skilled nursing facility.
-  Experience rewarding work that has a positive impact every day.

Whether you're just starting out or making a change in your career path, we'd love to talk to you about becoming a valuable member of our team! Apply today: [\[INSERT JOB LISTING LINK\]](#)

#LNAJobs #HealthcareCareers #NowHiring #NursingJobs



 Like     Comment     Share     Send

# Other ways to promote and recruit online

- How to promote your job posting to friends and neighbors
    - Employees:
      - Announce the openings
      - Do you have a referral bonus?
      - Ask employees to share on social media (share post to employees on LinkedIn).
    - Professional networks and business groups
    - Locally (may require payments)
      - Front Porch Forum
      - Local newspaper online if available
      - Online job fair – local or regional, organized by school district, local nonprofit, or training facility
      - Traditional print: posters with QR code to your website, local print ad
-

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# Tracking the Impact of Online Recruitment

# Tracking Impact:

- On your own website, use Google Analytics or ask your website tech for traffic reports. (See Google Analytics report builder checklist.)
  - Create tracking links, especially for social media and sharing via email [[Google Campaign Link Builder/](#)]  
[https://vermontnursing.org/Ina-training-job/?utm\\_source=facebook&utm\\_medium=online&utm\\_campaign=Ina-training-2026](https://vermontnursing.org/Ina-training-job/?utm_source=facebook&utm_medium=online&utm_campaign=Ina-training-2026)
  - Use a website form with tracking for inquiries, or Contact Relationship Management (CRM) software
  - Paid service reports (Indeed, etc.)
-

## Tracking Impact:



Consider building a funnel with multiple levels:

- How many website users or sessions to your job page?
  - How many inquiries did you get from each platform
  - How many delivered email confirmations?
  - How many interviews completed (and number cancelled or ghosted).
  - Complete, signed applications.
  - Number enrolled/hired.
  - Number completed training.
-

## 2026 tracking KPIs for small HR teams

2026 update

*What to measure if you do not have a full applicant tracking system*

- Track source for every inquiry or application: website, Indeed, JobLink, Facebook, referral, walk-in, other.
- Measure apply starts, completed applications, interview scheduled, interview completed, and no-show / ghost rate.
- Track training start, hire, training completion, and 30-day / 90-day retention by source if possible.
- Use UTM links or a simple “How did you hear about us?” field so channels can be compared in one spreadsheet.
- If you can only track three metrics, track source, completed interviews, and hires / training starts.

### Minimum viable dashboard

Weekly spreadsheet  
One owner  
One source field  
One hiring funnel

### What matters most

Not clicks alone —  
hires and retention.

# Resources

Available at <https://www.marketing-partners.com/vhca-resources>

## Documents

- Sample job description
- Sample Google rich text code
- Indeed job posting checklist
- ZipRecruiter job posting checklist
- Google Analytics report builder check list

## Links

- [Google Campaign Link Builder](#)
  - Jobs code on your web page: <https://search.google.com/test/rich-results>
  - Google [search console](#)
-



## Session 2: Google Jobs Markup Code Implementation Starts 2:00 p.m.

Take a short break and return in a few minutes for the optional technical session on Google Jobs code, implementation, and working with IT or a central office.





# Session 2 – Google Jobs Markup and Implementation

Optional technical segment for attendees who manage website pages or coordinate with IT or a central office.

## Why is this important? SEO and AEO

Rich text is used by more than Google.

Adding rich text (code) to your job listing page allows Google, other search engines, and AI search to index your page faster.

Pages with rich text code are more likely to appear in AI search.

If you are working with IT or a central office to create your job listings, ask them if they are adding rich text code to the job listings.





## Google Jobs Markup: Required Details

The required information for Google Jobs Listings includes:

- hiringOrganization with employer name, and often website/logo
- identifier for an internal job ID
- validThrough so Google knows when the posting expires
- employmentType such as FULL\_TIME or PART\_TIME
- baseSalary with currency, value, and unit
- full address details inside jobLocation
- experience and education requirements when relevant. Google explicitly says recommended properties improve result quality, even when not strictly required.



# Google Jobs 2026 checklist

2026 update

*Simple implementation guidance for facilities, vendors, or central-office web teams*

- Create one dedicated webpage per open job. Put JobPosting markup on the single-job page, not on a search-results or listing page.
- Make sure the visible page matches the markup exactly — especially title, pay range, location, and whether the job is still open.
- Keep the application path visible and accessible without forcing candidates to log in just to read the job details.
- Set validThrough and remove or update expired jobs quickly. For job-posting URLs, Google recommends indexing your page to speed up crawling changes. (Google Search Console)
- Validate in [Rich Results Test](#), then use URL Inspection / request indexing for important new job pages.

## Common mistake

Structured data says one thing, page says another.

## What to hand your web team

URL of the job page  
pay range and shift differential  
apply URL  
close date / validThrough

## Google Jobs Sample Code for SEO and AEO

```
{
  "@context": "https://schema.org",
  "@type": "JobPosting",
  "title": "Licensed Nursing Assistant (LNA)
Trainee",
  "description": "<p>Full job description
here...</p>",
  "datePosted": "2026-04-14",
  "validThrough": "2026-05-14T23:59",
  "employmentType": "FULL_TIME",
  "identifier": {
    "@type": "PropertyValue",
    "name": "Example Facility",
    "value": "LNA-TRAINEE-2026-01"
  },
  "hiringOrganization": {
    "@type": "Organization",
    "name": "Example Facility",
    "sameAs": "https://www.example.org",
    "logo":
"https://www.example.org/logo.png"
  },
}
```

```
"jobLocation": {
  "@type": "Place",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1 Main Street",
    "addressLocality": "Burlington",
    "addressRegion": "VT",
    "postalCode": "05401",
    "addressCountry": "US"
  }
},
"baseSalary": {
  "@type": "MonetaryAmount",
  "currency": "USD",
  "value": {
    "@type": "QuantitativeValue",
    "minValue": 20,
    "maxValue": 24,
    "unitText": "HOURLY"
  }
}
}
```

## Example of Google Jobs Code for Your Website (Don't worry, we'll post this)

Adding code for Google Rich Text Results will get your job posting on many popular job boards and increase AI search results.

```
"@type": "JobPosting",  
"title": "Licensed Nursing Assistant (LNA) Trainee – Paid Training",  
"description": "<p>Start your healthcare career at Vermont Care Facility! We're hiring  
full-time Licensed Nursing Assistant (LNA) Trainees. No certification required – paid  
training provided. Enjoy $18/hr base pay, $2/hr night shift differential, health and dental  
insurance, and paid time off after training. Immediate start.</p><ul><li>Paid LNA  
Training Program</li><li>$18/hour base pay</li><li>$2/hour extra for night  
shifts</li><li>Full-time schedule</li><li>Health and Dental Insurance</li><li>Paid  
Time Off after training</li></ul><p>Location: 1 Main Street, Burlington, VT  
05401</p><p>Apply today to make a difference!</p>",  
"identifier": {  
  "@type": "PropertyValue",  
  "name": "Vermont Care Facility",  
  "value": "LNA-Trainee-2026"
```

---

# Example of Google Jobs Code for Your Website

Identifying your organization and job posting dates

```
"hiringOrganization": {  
  "@type": "Organization",  
  "name": "Vermont Care Facility",  
  "sameAs": "https://vermontnursing.org",  
  "logo": "https://vermontnursing.org/wp-content/uploads/2018/10/cropped-VermontNursingLogoTrans\_300x100.png"  
  
  "datePosted": "2025-06-12",  
  "validThrough": "2025-07-03T23:59",  
  "jobStartDate": "2025-06-17",
```

---

## Example of Google Jobs Code for Your Website

Code requires the job location

```
"jobLocation": {  
  "@type": "Place",  
  "address": {  
    "@type": "PostalAddress",  
    "streetAddress": "1 Main Street",  
    "addressLocality": "Burlington",  
    "addressRegion": "VT",  
    "postalCode": "05401",  
    "addressCountry": "US"
```

---

## Use AI to Generate Google Jobs Code for Your Website

AI is well known for generating code. You can use AI to generate your Google Jobs Code with your job description.

### **AI Prompt:**

“Act as a hiring manager for a skilled nursing facility. I need the complete Google Jobs schema code in valid JSON-LD for a job posting page. Include all required and recommended fields available from the posting, including title, description, identifier, datePosted, validThrough, employmentType, hiringOrganization, jobLocation, directApply, and url. If applicable, include logo and website information. **Ask me one question at a time until all required details are collected.** Once complete, output only the final code block, ready to paste into the website.”

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## Speed up Indexing with Google Search Console

- If you have Google Search Console linked to your website, you can expedite your job page listing to appear faster by submitting your page address in your search console account and request indexing.
- Pages with Google Rich Text and indexed by Google are also used by other employment services such as Indeed, Monster, and ZipRecruiter. These other services will often provide a limited free listing.



# Resources

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Questions?

**Thank You!**

