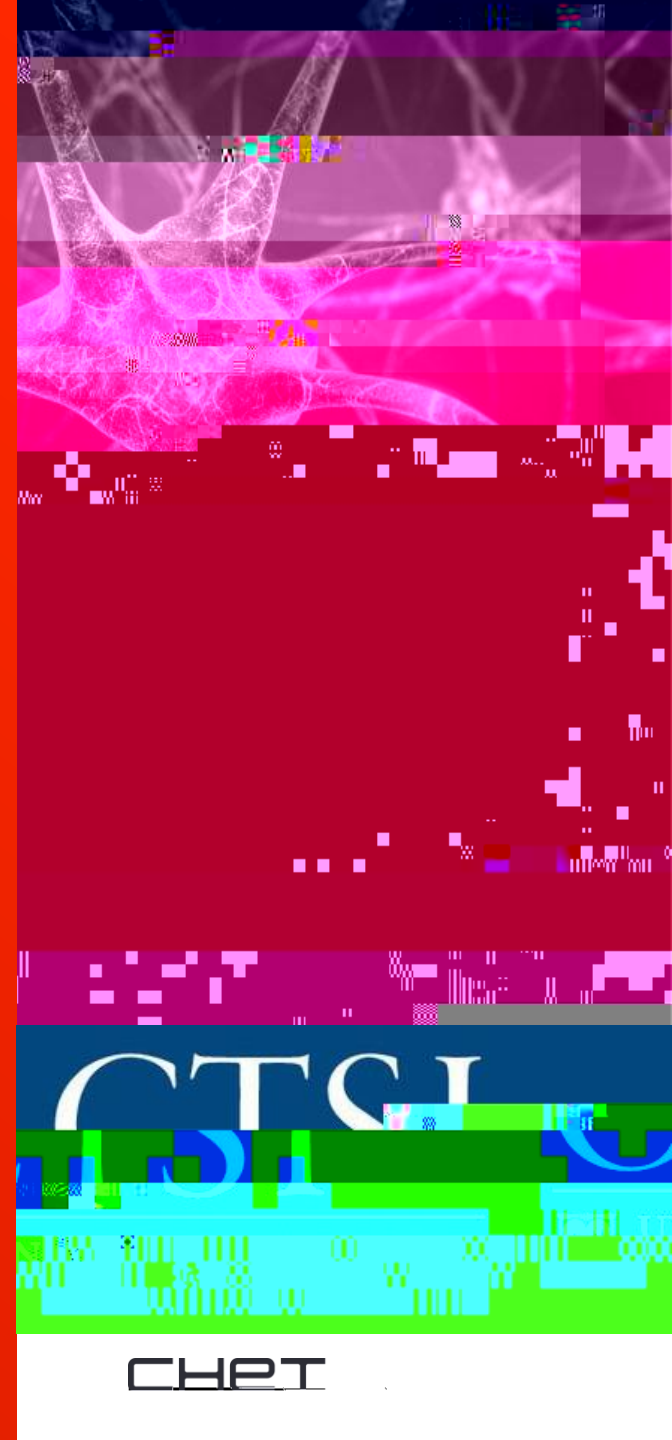


RECRUITMENT AND RETENTION



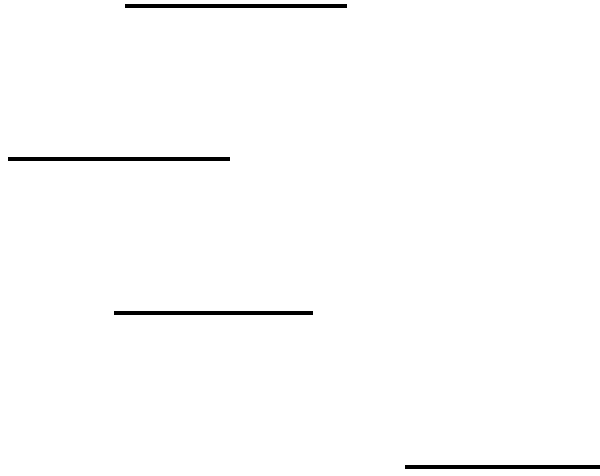
OUTLINE

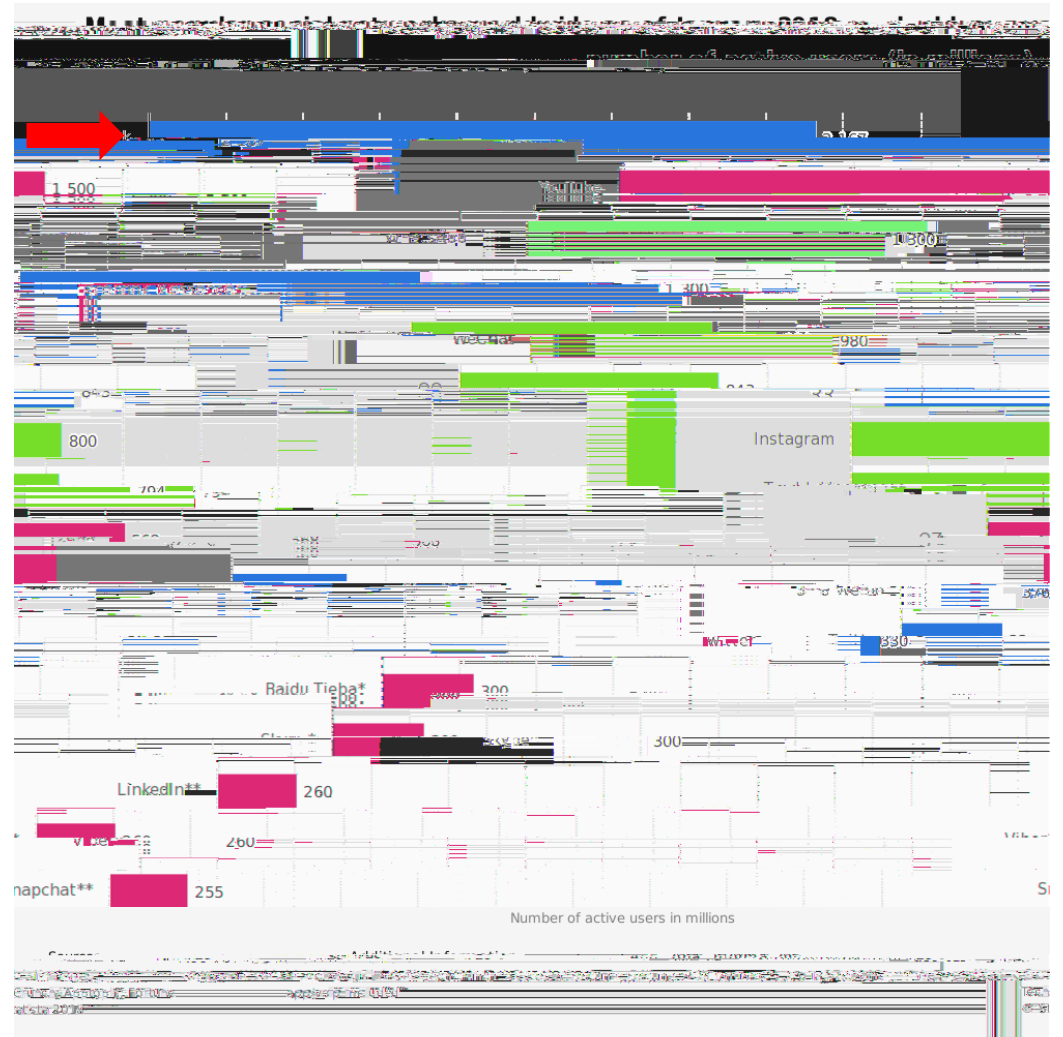
- Social media recruitment
- Traditional outreach - best practices
- Retention strategies

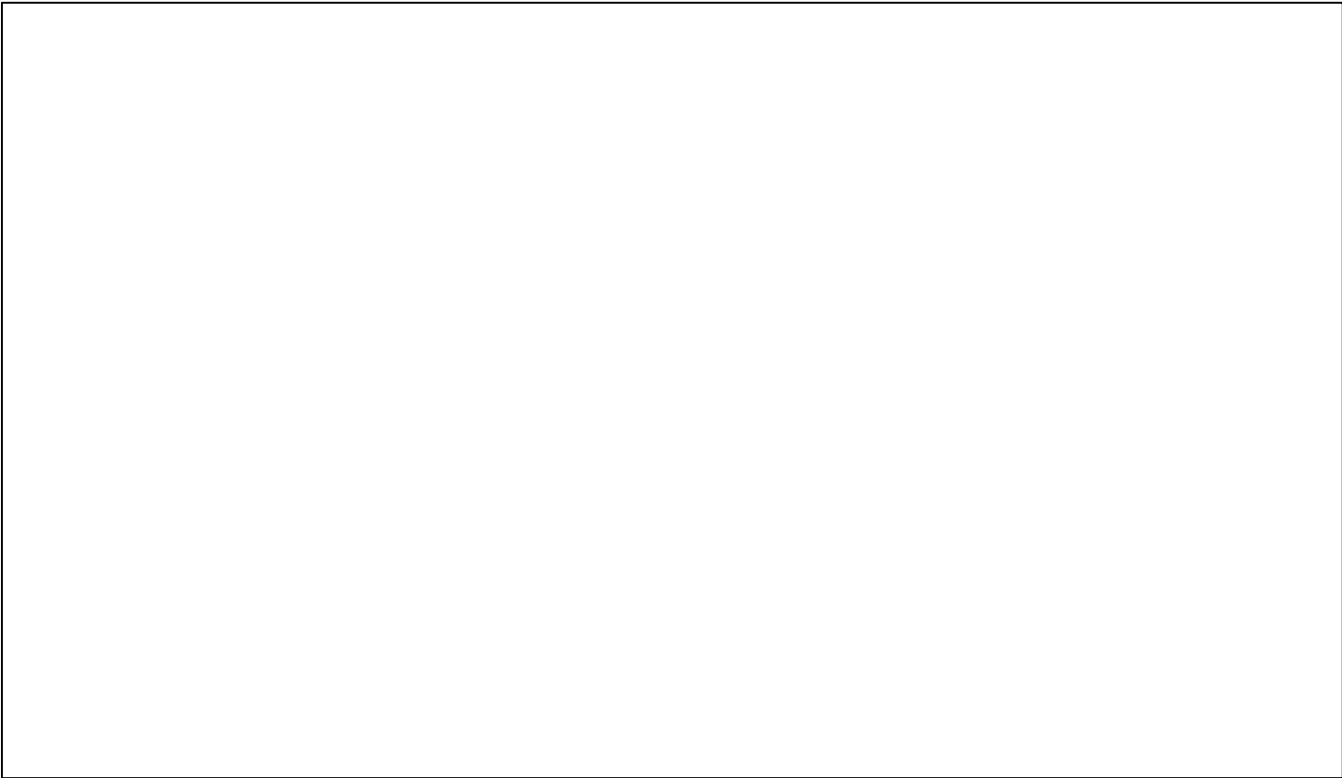
OUTLINE

- Social media recruitment
- Traditional outreach - best practices
- Retention strategies

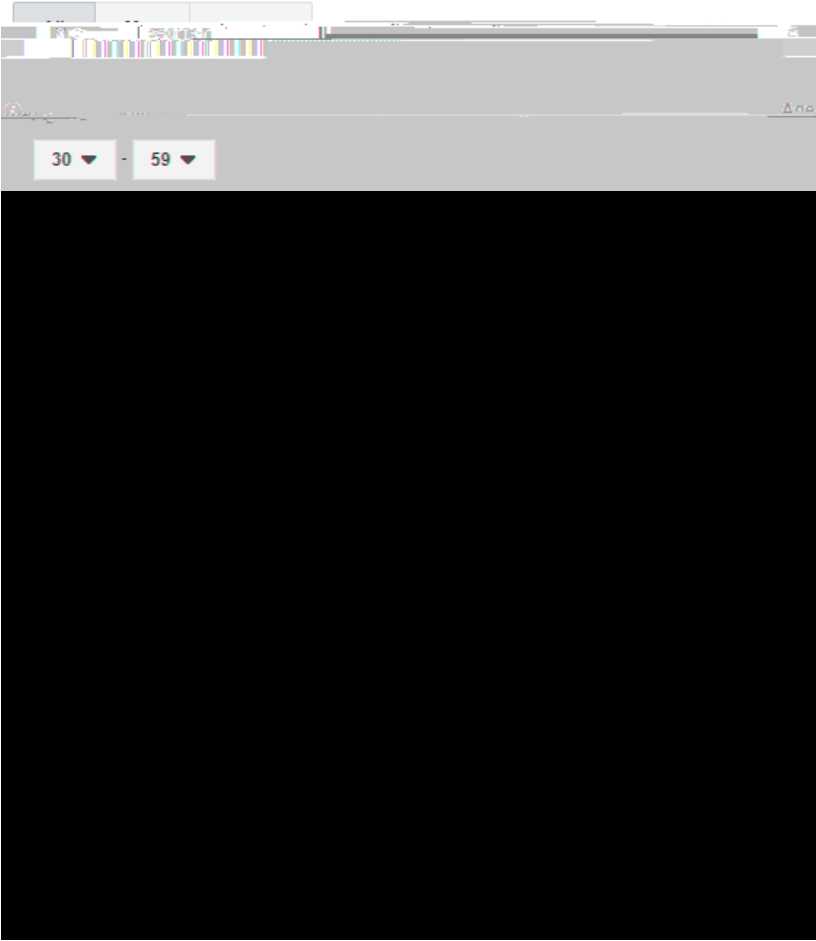








Gender ⓘ



30 ▼

59 ▼

Detailed Targeting ⓘ

Michael J. Fox

Parkinson's Disease Foundation

Premium credit cards

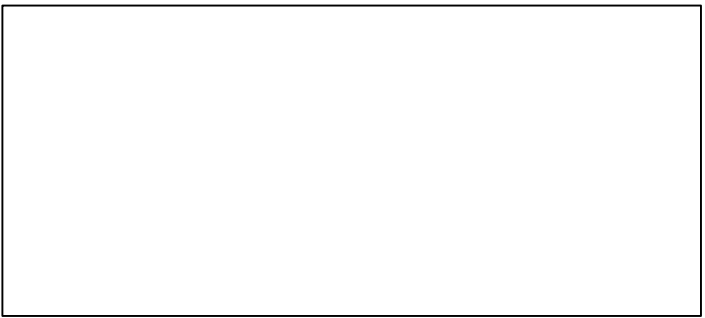
Premium brand groceries

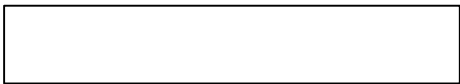
Browse Add demographics, interests or behaviors

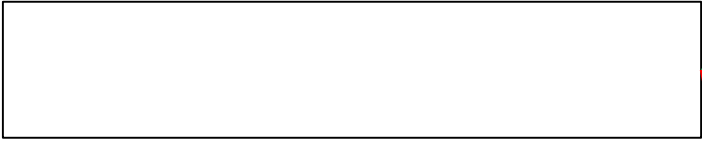
Your audience selection is **too specific** for your ads to be shown. Try

Size: 4,000 people ⓘ

Specific Broad ← Potential Audience Size

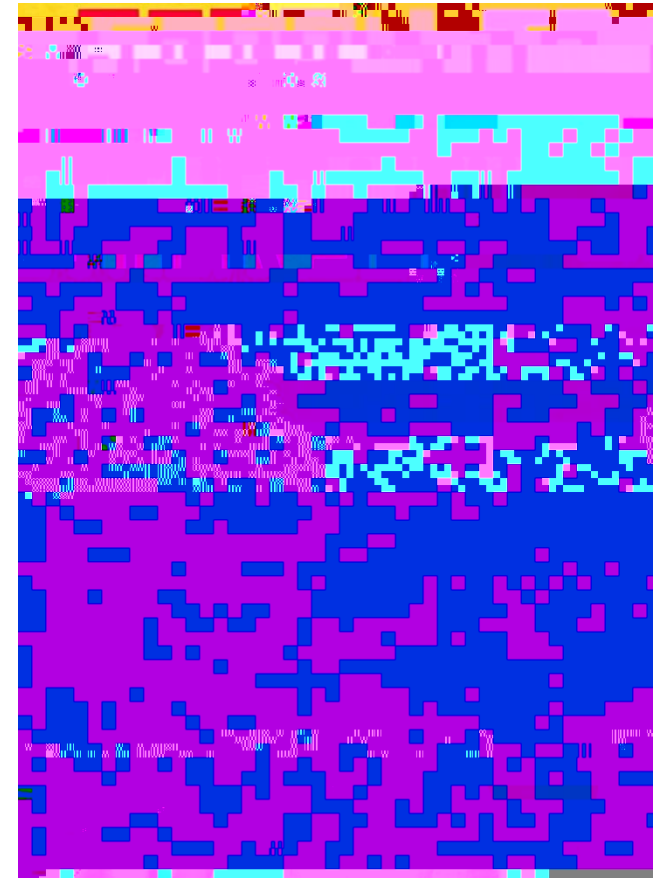


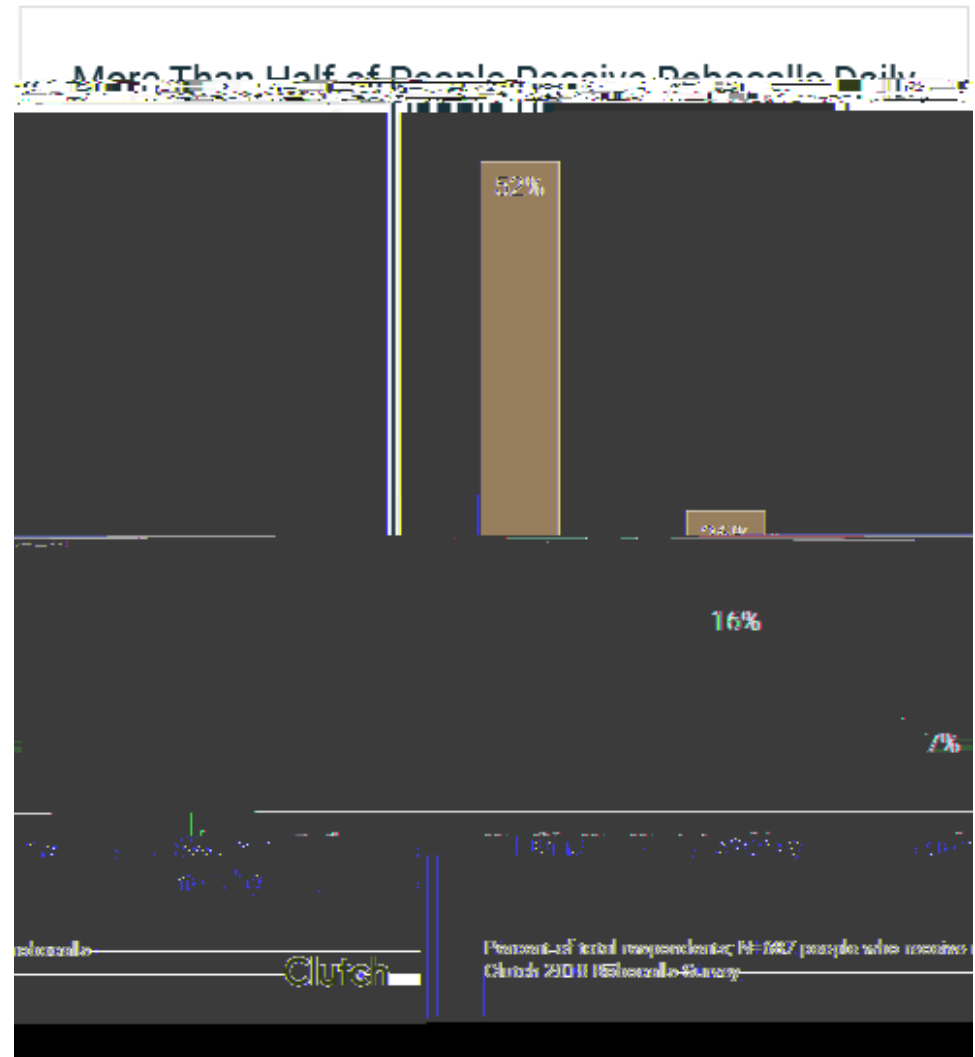
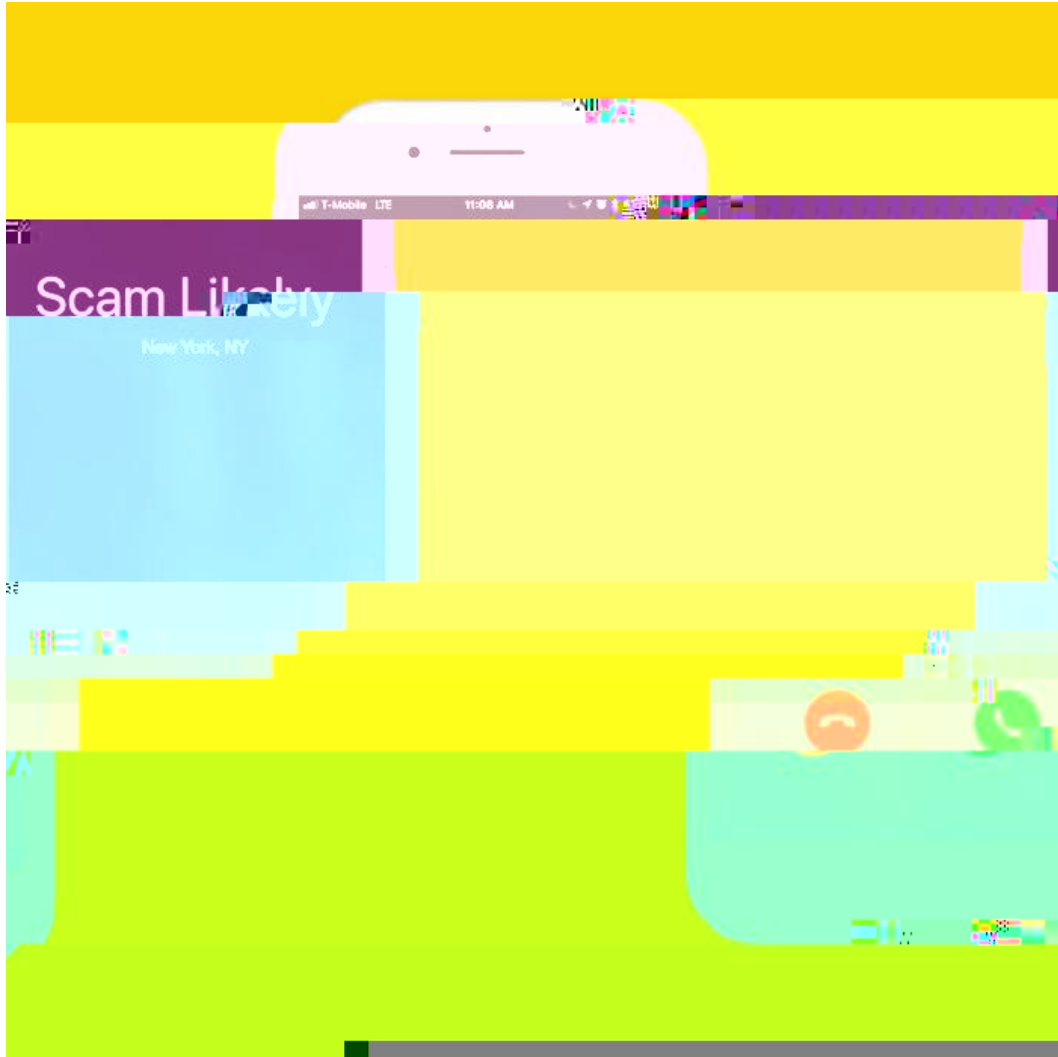




OUTLINE

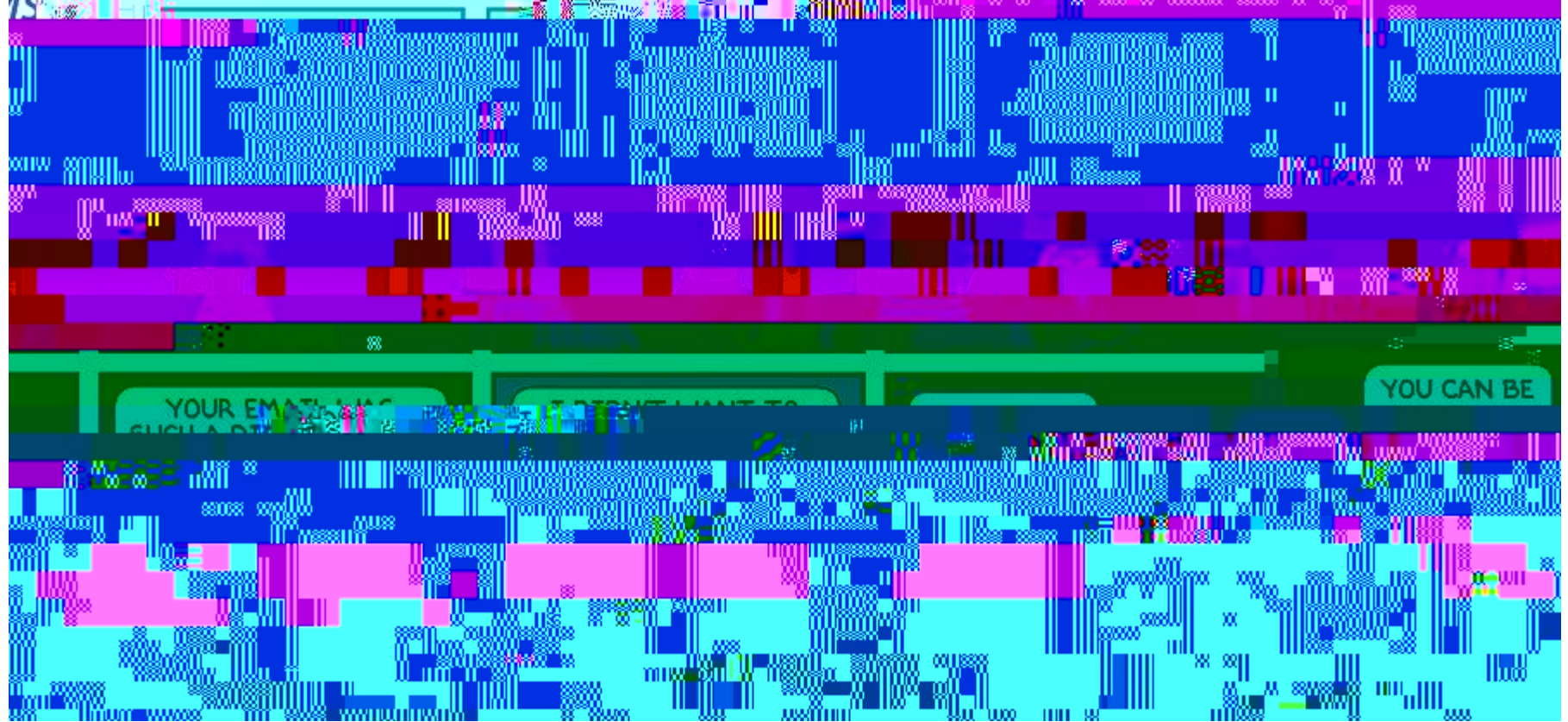
- Social media recruitment
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- Retention strategies





DILB
75

BY SCOTT ADA





OUTLINE

- Social media recruitment
- Traditional outreach - best practices
- Retention strategies



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