Building an Effective DSPOhio Profile Page
Speakers

• Jeff Davis, OPRA

• Debbie Jenkins, Ohio Health Care Association

• John Silfies, Toward Independence

• Scott Sanders, Park Bench Digital
DSPOhio

• DSPOhio was designed and created to assist you in recruiting DSPs

• DSPOhio consists of paid media marketing to highlight the rewarding nature of the DSP job and drive them to the DSPOhio job site. Nothing else exists like this tailored to the recruitment of DSPs in our system.
How are We Doing?

Through 4/10/18, the campaign delivered over **9,181,559** impressions and generated over 22,215 clicks to the DSPOhio website, resulting in a **0.24%** click-thru, exceeding the industry benchmark of 0.05 in the jobs vertical.
Moving Forward

To make DSPOhio ultimately and continually successful it cannot be a passive exercise on the part of providers. We need your help to build enthusiasm and foster success. Share videos, pictures, testimonials and successes. This will ensure increasing momentum and awareness.

To help foster better communication between the DSPOhio team and providers, we have established a “Basecamp” site for all providers to join.

- [https://3.basecamp.com/3956403/join/2Ay8gkswbh3p](https://3.basecamp.com/3956403/join/2Ay8gkswbh3p)
- Can also access Basecamp by scanning the QR code to the right
- Will need to create a profile with Basecamp before being able to access the discussions
How well do U.S. adults read?

[Graph showing the percentage of U.S. adults who can read at different grade levels.]
Three Ingredients for Shareable Writing

• Novelty- surprising or new ideas or stories
• Identity- the readers can related to the subject or characters
• Fluency- the reader can get through the content quickly without having to think about the words themselves

• Higher reading level doesn’t mean better writing
Keep it Simple

• Simple Measure of Gobbledygook (SMOG) Index and other readability tools

• ReadabilityFormulas.com

• Looks at sentence length, multi-syllabic words and other factors
Target Audience

• Profiles need to be created with your target audience in mind

• Mostly Millennials

• Short Attention Span
  • Bullets, Graphics, Logos, Pictures, Videos
  • No lengthy descriptions

• Social Media Rules
  • Link to your social media accounts (Twitter, Instagram, Facebook)
  • Post on your social media about DSPOhio
Target Audience

• Targeting people who want a rewarding job/career

• Highlight experiences over monetary benefits
  • Share compassionate stories (videos from people served and current DSPs)
  • Pictures with captions that instantly grab a caring person’s attention

• Culture and Values
  • Not just a mission/vision statement, but what does your organization stand for? What values are important in treating clients, families as well as staff?
How to get the most out of DSPOhio

• Get out of it what you put in.

• Respond quickly – job seeker’s advantage

• Update profiles often
  • Get feedback from referrals
  • Use Data Analytics
  • Highlight current bonus/programs

• Share with current staff
Writing A Compelling Description

Your description is the very first thing someone will see that differentiates you from other providers.
Capabilities

Capabilities connects the dots between the person and their future. Started in 1997 by Karen and Bill Blumhorst, a former...

LEARN MORE

☐ Submit my information to this provider.

Toward Independence

TI creates miracles every single day because we strongly believe in building into our DSP’s. We provide extensive training and...

LEARN MORE

☐ Submit my information to this provider.

Choices in Community Living

Choices In Community Living is dedicated to providing services to the individuals we serve. You will be working in group...

LEARN MORE

☐ Submit my information to this provider.
Writing A Compelling Description

IN有效HIVE HOOK
Generic Provider was founded in 1999 and we strive to engage, integrate, progress and cultivate the lives of people with developmental disabilities.

EFFECTIVE HOOK
Are you looking to leave your mark on this world? Do you have the drive to make a real difference in someone’s life? Click here to find out how YOU can make a difference.
Why Work For Us?

• Testimonials, use them!

• Evoke emotion
Why Work For Us?

• Testimonials, use them!

• Evoke emotion

• Stay away from acronyms and terminology
  • Http://dodd.Ohio.Gov/glossary/

• Spellcheck, spellshec, spellcheck
  • Https://app.Grammarly.Com/

• Call to action
Customizing Text

• **Bold**
  • Type `<b>` before
  • Type `</b>` after

• **ITALICS**
  • Type `<i>` before
  • Type `</i>` after

• **UNDERLINE**
  • Type `<u>` before
  • Type `</u>` after

**THIS IS WHAT YOU TYPE**
Don’t just apply for any agency, work for the `<b><i>best!</i></b>`

**THIS IS WHAT YOU GET**

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**Toward Independence**
TI creates miracles every single day because we strongly believe in building into our DSP’s. We provide extensive training and on the job experience to ensure your success! Don’t just apply for any agency, work for the **best**!

**Our Opportunities**
Adding Custom Images

• Add image
  • Type `<img src="location of image">`
Our Opportunities*<iframe width="1920" height="300"
src="https://recruit.zohopublic.com/recruit/Portal.na?
iframe=false&digest=ST9GBloDBduO7yEQQqTfQ0D0Ub0s0pOMwO@eg0.5@5
ek-" frameborder="0" allowfullscreen"></iframe>

Why Work for Us*<img src="https://scontent-
ont2-2.xx.fbcdn.net/v/t31.0-8/21992356_792587887593014_226128639000002
67585_o.jpg?oh=7032d8977f8076fb80420b6d5d15ec608oe=5A9C1086"/>

Website
www.ti-inc.org

Facebook

Twitter

Instagram

Address*
81 E Main St
Address2
Xenia
45385 Ohio

Phone
9373763996

Logo (.jpg, .png or .gif format)
Adding Custom Images

• Add Image
  • Type `<img src="location of image">`

**THIS IS WHAT YOU TYPE**

`<img src="https://scontent-ort2-2.xx.fbcdn.net/v/t31.0-8/21992956_792587887593014_226128639000267585_o.jpg?oh=7032d8977f8076fbf0420b6d5d15ec60&oe=5A9C108D">`

**THIS IS WHAT YOU GET**
Adding An Image

• Find a picture on facebook/any of your webpages

• Right click on image and choose “inspect element”

• Right click on highlighted line and choose “edit in html”

• Copy everything in the quotation marks after src =

• Paste it into your dsp ohio back end with the following code:
  • `<img src = “paste here”>`
Adding A Link

Type `<a href="link that you want to add">Text of what you want the link to say</a>`

**THIS IS WHAT YOU TYPE**

`<a href="http://www.ti-inc.org/">Click here to visit our website!</a>`

**THIS IS WHAT YOU GET**

Click here to visit our website!
Why Work for Us?

Website  www.ti-inc.org

Facebook

Twitter

Instagram

Address*

81 E Main St

Address2

Xenia

45385  Ohio

Phone  9373763996

Logo (.jpg, .png or .gif format)

Select all the countries where you want your listing to appear.

- Adams
- Allen
- Ashland
- Ashtabula
- Athens
- Auglaize
- Belmont
- Brown
- Butler
- Carroll
- Champaign
- Clark
- Clermont
- Clinton
- Columbiana
- Coshocton
- Crawford
- Cuyahoga
Adding A Video

• CREATE A VIMEO ACCOUNT

• COPY EMBED CODE FROM VIDEO

• PASTE INTO YOUR PROFILE

THIS IS WHAT YOU TYPE

<iframe src="https://player.vimeo.com/video/241543882" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen"></iframe>

Why Work for Us?

The best way we know how to share what it is like to work at TI is to let you hear it right from DSPs that work for us! Enjoy the videos below to hear it right from them!
Website Analytics

**Since Jan 1:**

- 20,921 website visits
- 9035 total searches
- 701 Job Seekers have submitted contact forms

**Top Providers views**

- Capabilities
- Viaquest
- Upreach
- Toward Independence
- Choices in Community Living
- CRSI
- REM
- Total Homecare Solutions
- Dungarvin
- Resident Home Association
Changing Your Profile Header

[Image of a screenshot of a profile page with fields for First Name, Last Name, Password, and more, along with options to edit a company logo and select the number of employees.]
Questions?