

PAID

- Indeed.com sponsored job posts
- ZipRecruiter sponsored job posts
- Jobs on Facebook
- Newspaper "Help Wanted" ad
- Professional recruiting service
- Optometric industry digital career job boards & magazines

FREE

- Website
- Organic social media posts to business page timeline
- Un-sponsored job search engine posts
- Networking with local affiliations such as; chamber of commerce, college job fairs, and community job boards
- Scouting through customer service experiences
- Word of Mouth (WOM); staff, patients, family, friends
- Resume mining headhunting by searching resumes available on Indeed.com and LinkedIn
- Think outside the box!