



Department
of Health &
Social Care

Adult Social Care Recruitment

Campaign Partner Toolkit

How to use the national recruitment campaign to support your organisation's recruitment efforts

Adult Social Care Recruitment

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Introduction

The national recruitment campaign from the Department of Health and Social Care (DHSC) aims to drive **a new generation of people to consider and apply for a job in adult social care.**

Collectively, we need to spread the word that working in social care can be **rewarding, varied and worthwhile.** Care work is a vocation where you can make a real difference and every day really is different to the next.

Your organisation plays a vital role in the successful recruitment of the right people into social care jobs. Communications and marketing can help you to fill your vacancies. Recent DHSC research* showed that almost 40% of those surveyed who considered applying for a job but then didn't, say that they did not know how to apply**, while 12% didn't think there were jobs in their local area.

The communications tips and ideas in this toolkit are not an added extra - they offer a range of simple and straightforward things that your organisation can do to maximise the impact of your existing recruitment processes and find the right candidates for you – which will ultimately help retention rates.

This toolkit is designed to help care providers of all sizes and types. One, some, or all of the ideas could be used depending on your organisation's time and resources.

How to use this toolkit

This toolkit is an interactive document. Scroll through the pages or jump straight to relevant information by clicking on section icons in the bar at the top or clicking on the links throughout.

Did you know?

Online is the most popular method for searching and applying for jobs, followed by direct interaction with the employer. Referrals from friends and family are also hugely influential.

Did you know?

People are twice as likely to complete an application if they have spoken directly with an employer.

*Source: Benchmarking survey of 2,760 people in England aged 20-55 in October 2018 carried out by ORC International, on behalf of DHSC.
**37%

Campaign Overview

The campaign aim is simple – to encourage more people to apply to work in adult social care by:

- **Raising awareness** of the variety of job roles and opportunities available.
- **Changing what people think** about working in the sector.
- **Increasing consideration and intention** amongst individuals with the right values, and who might be looking for a new challenge.

The campaign will target:

- **Prospective new employees:** Research shows that 20-39 year olds who have the right values are most likely to consider a job in the sector*.
- **Existing workforce:** referrals and recommendations are one of the most powerful recruitment drivers, and current staff are our most powerful sector advocates.

Activity will highlight direct care roles in different care settings across different care need types.

The campaign is called ‘every day is different when you work in social care’.

Key messages include:

- Find out about the many rewarding and varied ways to make a difference when you work in social care – there are opportunities to suit every type of care professional.
- See how working in social care helps you build on the skills you have and learn new ones.
- Build a rewarding career in social care; there are many training and progression opportunities.
- Social care jobs are available near you; apply today.

**In the next 12 months. Source: Benchmarking survey of 2,760 people in England aged 20-55 in October 2018 carried out by ORC International, on behalf of DHSC.*

National Campaign

Adverts will run on radio, social media, websites, Google Paid Search, outdoor posters (e.g. at bus stops). This will be supported by PR activity.

All activity will point to the website www.everydayisdifferent.com. This points to DWP Find a Job and the campaign’s Facebook page at: www.facebook.com/everydayisdifferent

Campaign advertising will run from mid February to early April 2019. However, the messages remain relevant all year round, so please continue to use the resources and promote the campaign.

Quizzes

The national campaign will drive interest towards adult social care and in doing so drive quality applications into organisations such as yours. Take full advantage of the campaign noise to promote your own recruitment needs.

Two new short quizzes (adapted from the existing A Question of Care by Skills for Care and Development) are now available. These can be used to help you in the screening process when interviewing candidates to see if they have the right values to work in adult social care. They also provide candidates with a good understanding of what the day to day job entails.

QUIZ 1: How well do you know yourself?

Many people will have the skills and values that are a great fit for working in the sector but haven't considered it as a career path. This quick and easy quiz enables people to identify those values in themselves and see how they would be matched in adult social care. Users will be encouraged to share the tool to broaden its reach further. The quiz will be promoted on:
facebook.com/everydayisdifferent

QUIZ 2: Could you care?

Aimed at people who are actively considering a career in adult social care, this quiz presents scenarios that the user could be faced with when supporting people in adult social care. These are meant to be light-hearted whilst still reflecting the life events those receiving social care could be facing. This quiz will take a couple of minutes to complete and will live on:
www.everydayisdifferent.com

A Question of Care is also available [here](#), which we encourage you to use at interview stage.

Print

Campaign posters for you to use can be found here: www.everydayisdifferent.com/resources. The designs are free for you to use. All you need to do is decide how many you need and have them printed.

Posters

Posters can be printed and displayed across your organisation in high footfall areas. There is an option for you to co-brand the posters by adding your logo or writing in event details in the white space.

Posters are all standard A-sized.



Generic: Find out about the many rewarding roles available in social care



Generic: Find out how working in social care helps you build on the skills you have and learn new ones



Generic: Come in and find out if a job in social care could be right for you



Can be tailored: Find out about the many rewarding roles available in social care



Can be tailored: Find out how working in social care helps you build on the skills you have and learn new ones



Can be tailored: Come in and find out if a job in social care could be right for you

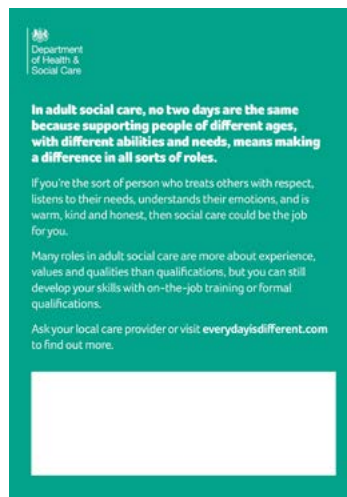
Print

Campaign posters for you to use can be found here: www.everydayisdifferent.com/resources. The designs are free for you to use, all you need to do is decide how many you need and have them printed.

Leaflet

This A5 sized, double-sided leaflet provides information on the campaign's key messages and signposts to www.everydayisdifferent.com.

You can drop in your own logo and/or write in event details in the white space.



Pull Up Banner Artwork

This artwork is sized for a standard 85 x 200 cm pull up banner base.

It can be used at events and can be tailored with your logo and event details in the white space.

You will need to order a standard pull up banner to fit this artwork.



Digital

Digital images from the campaign for you to use can be found at www.everydayisdifferent.com/resources. The designs are free for you to use on your own website or social media channels.

Static Screen Images

These images can be used across your websites or to accompany social media posts.



Editorial Copy

This text can be used on your website or in internal communications such as newsletters or bulletins. Sharing information about the campaign at launch and throughout will help to motivate staff.

We know that some of our best recruits are referred to us by our own people because we all know which of our friends and family have the right values and skills to work in social care. We want to make employee referrals a priority and we need your help to make that happen. Over the coming weeks the Department of Health and Social Care's new adult social care recruitment campaign 'Every Day is Different' will be advertised on the radio, outdoor posters, across social media and the internet. The campaign will also have its own dedicated Facebook page. We want to use this Facebook page to share content and celebrate our colleagues. We also want to promote our new quizzes which help people understand a little bit more about social care and whether it's right for them. You can help by sharing these with your friends and family.

During the campaign we will let you know what we will be posting, and if you are on Facebook we will ask you to like and share these with the people you know who would be a great fit for working in the sector by tagging them and using #shareifyoucare.

If you would like to feature as a case study on the campaign's Facebook page, please get in touch. More to follow as the campaign gets underway but we're looking forward to sharing the content with you and hearing from the amazing people in your life who could be great at the work we do.

*In the meantime, please follow the campaign's Facebook page:
www.facebook.com/everydayisdifferent*

Social Media Posts

Below is some suggested content for social media posts. These can be copied and pasted over, or adapted to your own tone.

There are three ways you can help. The first is by posting your support for the campaign; the second is by sharing some of the key campaign messages; and the third is by asking your staff to help by completing the quiz and sharing it on their social media account with the hashtag #shareifyoucare.

Support the Campaign

- We are proud to support the national campaign to drive new recruits into the adult social care sector – look out for content which shows how rewarding and varied a job in social care can be #everydayisdifferent #workincare www.everydayisdifferent.com

Share the Campaign Messages

- Find out about the many and varied ways to make a difference when you work in social care at everydayisdifferent.com #everydayisdifferent #workincare
- There are lots of rewarding and varied social care jobs available right now – find out more at everydayisdifferent.com #everydayisdifferent #workincare
- Take our quiz and find out if a job in social care could be right for you – find out more at everydayisdifferent.com #everydayisdifferent #workincare

- There is more to working in adult social care than meets the eye; find out how working in social care helps you build on the skills you have and learn new ones www.everydayisdifferent.com #everydayisdifferent #workincare
- From Care Worker to Operations Director, check out the many varied ways to build a career in social care with many training opportunities available. Find out more at everydayisdifferent.com #everydayisdifferent #workincare

Ask Your Staff to Complete and Share the New Quiz 1

- I think you would be great working in social care. Take the quiz and see if I'm right #shareifyoucare #workincare #everydayisdifferent

To note, the campaign will have its own Facebook campaign page, but not a Twitter page. When posting on Facebook, please link to facebook.com/everydayisdifferent.

Planning a Successful Local Recruitment Campaign

Before you start, remember to take a Values Based Recruitment approach to increase your staff retention – this is recruiting based on values, which is important to ensure that you attract the right people for a job in social care who are going to stay. See Skills for Care’s detailed guidance on this [here](#).

When it comes to planning a local recruitment marketing campaign now or in the future there are a few key steps worth following:

1

Who is your target audience?

Consider the types of people best suited to the vacancies in your organisation. Look at who has held those positions in the past and find opportunities to reach out to a broader range of ages (from school leavers to retirees), genders and ethnic minorities.

2

How can you reach them?

Factors such as age, gender, and ethnicity will influence how you reach your target audience, as well as location and interests. Consider being a bit more creative about how you do this e.g. are they likely to visit bingo halls? will you find them at the library? do they go to the leisure centre?

3

What message(s) do you want to give?

Consider what is most important for the people you want to target – what’s stopping them from applying and what would motivate them? For example, research shows people are unsure if they need specific qualifications to apply. This will differ from group to group so tailor your messages accordingly.

4

Build links with your local community

Your local Jobcentre Plus contacts can help you access potential candidates. Most staff will come from local sources so it’s important to build links with your community including schools, colleges and other groups. Consider careers fairs, public notice boards and open days.

See Skills for Care’s detailed advice on recruiting and retaining the right people, including how to build a more diverse workforce [here](#).

Local PR

The local press is a good way to raise your organisation's profile in the nearby area and share stories from your staff and the people they support to explain what it is really like to work in social care and how rewarding it can be.

Whilst the national campaign will create media coverage and interest which your organisation can leverage with your own local activity, getting local press coverage can be done at any time.

Ideas for local press engagement

- **Get in touch with your local newspapers and TV stations;** invite them along to open days, recruitment events or ask them if they'd like to spend a day with a staff member for a 'day in the life' type feature*.
- Write a press release about your activity and **ask your staff to be your 'spokesperson'**. Consider asking **people receiving care and support** as their voice is powerful in highlighting the positive impact their care professional has on their lives.
- Try to find a newsworthy **'hook'** – such as an event, an anniversary (for example your organisation's 10th anniversary), or a new facility etc.

Find local vacancy data to tailor your local communications using the National Minimum Data Set for Social Care (NMDS-SC), [here](#)

When writing a press release to send to local media:

- Include your organisation's logo and name at the top.
- Include a short and punchy headline explaining what the story is about.
- Add a subheading for more context.
- If relevant, include quotes from staff and the people they support to bring your story to life – include the person's full name and job title.
- Localise the content with statistics or vacancy rates.
- Include further information in a 'Notes to editors' section at the end: sources of any stats used, point of contact, signpost to your website/ social media page (if you have one).
- Include a high resolution/quality photograph if possible which features your staff and the people they support.

*Always remember to check for consent and permissions from both staff and the people they support.

Asking your staff to spread the word

With referrals and recommendations being a key driver for recruitment and higher retention rates, your existing staff are ideally placed to talk about their jobs and your organisation. **They are one of the most powerful and influential recruitment drivers!**

Examples of how you could ask your staff to advocate your organisation:

- Speak at **open days and local recruitment fairs**.
- **Share the quizzes** on their own social media channels with the hashtag #shareifoucare.
- Answer questions during a short '**open Q&A**' session on your Facebook or Twitter channel at the same time each week. Advertising this as a regular slot enables interested people to know when and how to ask any questions they might have.

Skills for Care run an **I Care Ambassadors scheme** where care workers go out on behalf of their employer and the sector to inspire and motivate people to understand more about working in social care. Because they've been there and have relevant experience in the job and sector they're promoting, they are a knowledgeable and compelling spokesperson. As an employer, you can sign up and nominate your staff to become ambassadors. Find out more [here](#).

Case study: Bluebird Care's Workforce Facebook Campaign

Bluebird Care ran a social media campaign on Facebook using the #spreadasmile where they asked their staff to write what they had done that day to spread a smile – a great way to highlight the rewarding nature of working in social care and the variety of jobs day-to-day from care professionals themselves.

Using Facebook is also a cost-efficient platform which enables staff to participate and provide engaging content quickly and easily.

Visit www.facebook.com/BluebirdCareUK.

Social Media & Website Activity

Social Media

Social media is a great way to use the national campaign to promote your own organisation locally. Use the suggested posts in this toolkit or create your own to share during and after the campaign.

Use **images and videos** to provide engaging and shareable content. This will create a **strong employer brand and build a connection with local people** to help attract new employees. Even if people are not looking for a new job just yet it's useful if your organisation is on their radar.

Don't forget to:

- Keep posts succinct and punchy - and within the space limit with your posts; Facebook will only let you write 400 characters, and Twitter allows 280.
- Follow the campaign's Facebook page at www.facebook.com/everydayisdifferent and share / like / comment on posts where possible.
- Plan a social media calendar if you don't already and share updates as regularly as your organisation has time to do (no more than 4-5 a week).

The national recruitment campaign will use the hashtags **#workincare** **#everydayisdifferent** where possible, and encourage existing staff to use **#shareifoucare**.

Optimising your Website

If you have a website, **people considering a job locally in social care will have a look at it** to learn more about your organisation, its cultures and values, what roles it has to offer, training opportunities and benefit packages.

This will further **strengthen your brand and reputation in a competitive labour market**. For example, if you have won a 'good employer' award – tell people about it on your website, your email footers and your social media page*.

Use videos, images and case studies/blogs of your staff to bring to it all to life.

If your organisation does not have a website, you can direct them to www.everydayisdifferent.com to find out more about working in social care.

Events

Research shows that **direct contact with employers can more than double a person's likelihood to apply for a job in social care**. So local events are a powerful way to let local people **know about your organisation, promote the things that make you a great employer and answer any questions**.

Open Days

Whether this is a half or full day, **show interested people around, enable them to talk to staff (and people who use services)** so they can ask questions and hear about different career journeys. Explain the benefits package on offer, as well as skills development and career progression opportunities.

Consider where/if possible **taster sessions** at these open days to ensure interested parties really understand the realities of the work and to 'myth bust' some of the misconceptions people might have.

Invite interested people to take the **new quizzes** and **A Question of Care** so they have a good understanding of working in the sector.

Provide the **option to submit application forms there and then** if they are interested and you feel they would be a good fit.

Local Recruitment Fairs & Events

Set up a stall to reach more people and promote yourself as an employer of choice locally. Ask your staff (capacity-permitting) if they could join to help tell their story.

Advertise open days / events at your organisation, or your attendance at recruitment fairs through **outdoor banners, local posters, on your social media / website, to local community groups and to your local Jobcentre Plus contact**.

Case study: Jewish Care's Open Day Success

"Lady Sarah Cohen House is in North London, in close proximity to 3 large hospitals.

We decided to "open our doors" to enable people to see the home, be interviewed and complete all the Right to Work and DBS forms immediately.

We allocated an area for welcoming and completing forms, with staff and computers there to minimise waiting periods (drinks and sandwiches available also) and had senior staff in nearby rooms for interviewing. We had a dedicated member of staff to show people around the building. A banner was put up outside and all appropriate agencies informed. Our recruitment team publicised the event on social media and we had some adverts on local buses. However, the banner seemed to attract most attention (possibly because our homes are not "badged" as others are, for security reasons).

The day was very successful, especially as we attracted people who live nearby instead of travelling to us. The whole process was much quicker than usual as everything had been done in one go – we didn't lose any applicants because of delays in the process.

We would certainly do this again."

www.jewishcare.org

Improving the Selection Process

Every Enquiry is a Potential Recruit

The national recruitment campaign aims to boost enquiries to your organisation. So it is worth planning and streamlining your organisation's response to the variety of ways interested people can get in touch to keep them motivated. For example, consider:

- **Walk in enquiry:** pass on a leaflet and direct them to your organisation's website/social media page, or everydayisdifferent.com. Encourage them to complete the quizzes and if they agree, note their contact details before they leave.
- **Email and/or telephone and/or postal enquiry:** direct to your organisation's website/social media page, or everydayisdifferent.com, encourage them to complete the quizzes. Have a telephone enquiry form ready which staff can use to capture key contact information, which enables a follow up.
- **Application sent in the post:** call back and get/confirm email address, confirm next steps and timings with the applicant.
- **Incomplete application forms:** re-contact the applicant, ask if they have any questions.

Follow Skills for Care's best practice guide on [devising application forms](#) and consider what questions you would ask to pre-screen individuals over the phone, face-to-face and at interview, and [here](#) for advice on skills and experience-based interview questions.

Supporting the Candidate Through Applicant Journey

Individuals may well be applying for jobs besides the one with you – good candidates are in high demand. So keep in touch with them throughout the process. For example:

1. **Give clear instructions** and don't assume that people will know what to bring, where to park, where the nearest bus stop is.
2. **Remind people** of interview dates and times. A quick call, text or email the day before can help. Consider diarising interview slots around mid-morning or after the tea time slot as evidence suggests scheduling around these times reduces the amount of 'no shows'.
3. **Be clear on the interview process to expect**, such as if there are special tests, an interview protocol or half day working trial that is required in advance of a job offer.
4. **Stay in touch** as sometimes there can be quite long gaps in between the checks/stages before employment can begin (such as DBS checks).

Improving Employee Referrals

Good Staff make Good Recruiters

Happy, experienced staff are best placed to identify similar people with the right values, personality and skills. **Employee referral works**. It is not high volume because it is selective, but it is hugely efficient and cost effective. Conversion from job boards is approximately 3%, conversion from employee referrals is closer to 50%*.

Referrals by your staff could be rewarded financially or in other ways – whether this is on referral, application, a ‘Golden Hello’ at appointment or after a certain length of employment. Make sure your staff are aware of and understand the scheme.

Guidance from experts in the field includes*:

- **An attractive reward** – whether this is financially (e.g. a cash bonus) or non-financially (e.g. paid leave).
- **Make new starters aware** of it right from job offer to acceptance.
- Ensure scheme is **owned/supported by the management** and regularly encouraged.
- Keep the scheme **front of mind** and exciting; regularly remind staff through your internal communications, and launch / re-launch with a communications burst.
- **Pay rewards quickly** according to what has been agreed.
- **Thank** referrers personally as well as with their reward.
- **Tier** rewards according to what’s been achieved.
- **Actively manage** your scheme; track and monitor its success, and get feedback from staff.

And if done correctly, this can have a multiplier effect with more people referring with more people referring more of the right people’.

Incentivising good behaviour such as referring staff takes time, investment and resources but can provide long term benefits.

* Source: Neil Eastwood, author of *Saving Social Care*

Further Resources

Advice on Values-Based Recruitment & Retention:

- [Skills for Care's values-based recruitment and retention toolkit](#)
- [Skills for Care's Recruitment and Retention – Secrets of success report](#)
- [Skills for Care's advice to help you find and keep the right people](#) - this includes a range of useful videos, case studies and websites to help your organisation attract more of the right people, develop skills and talent, and retain staff, develop skills and talent, and keep people.
- Seminars can be commissioned from Skills for Care called '**Getting Started with values based recruitment**' and 'Finding the Right workers'. Contact your local Skills for Care representative to find out more.

Application Form & Interviewing Advice:

- [Skills for Care's best practice guide on writing application forms](#) and consider what questions you would ask to pre-screen individuals over the phone, face-to-face and at interview.
- [Skills for Care's example skills and experience-based interview questions guidance](#) can help you plan your approach to interviewing.
- [Skills for Care's research on profiling tools](#) to support values based recruitment.

Using Social Care Staff to Spread the Word:

- Skills for Care's [I Care...Ambassadors](#) initiative is a great way to promote your organisation to potential recruits in your local community, and help motivate your existing staff.

Accessing Local Vacancy Data & Statistics:

- Use the [National Minimum Data Set for social care \(NMDS-SC\)](#) to get local vacancy data. The online database holds data on the adult social care workforce. It is the leading source of workforce intelligence and holds information on around 25,000 establishments and 700,000 workers across England. To note, the National Minimum Data Set for social care (NMDS-SC) will be changing its name to the Adult Social Care Workforce Data Set (ASC-WDS) in June 2019.

Advertising your Job Vacancies on DWP Find a Job:

- Creating an account to post your vacancies is free of charge. Create an account or log in [here](#).

Contact

For more information, or to contribute to the toolkit in the future, please get in touch using the details provided below.

To provide case studies to feature in the national recruitment campaign (up until April 2019), please contact:
casestudies@morecarejobs.co.uk

To download free-to-use collateral and assets (such as posters), please visit:
www.everydayisdifferent.com/resources

Follow and join the campaign at:
www.facebook.com/everydayisdifferent

Follow Department of Health and Social Care's updates on adult socialcare work at:
twitter.com/DHSCgovuk

For questions about the campaign materials, please contact
everydayisdifferent@dhsc.gov.uk