



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**

December 2019 | Version 2.0



Contents

Campaign overview	3	Marketing ideas & evaluation	19
What it means for you	3	Making the most of the national campaign	19
How can you get involved?	4	Building a great recruitment campaign	20
Campaign materials	5	Keeping people interested in your online campaign	22
Printable materials	6	What makes a great case study?	23
Posters	6	How to run an open day event	24
Pull-up banners	7	Family Care-eer Day checklist	25
Leaflets	8	Measuring success	26
Digital materials	9	Tips for running a campaign if you're an individual employer	27
Images to use on social media	9	Recruitment selection and referrals	28
Social media posts and tweets	10	Recruitment best practice checklists	28
Digital header images	11	Making the most of employee referrals	29
Social media video content	12	Further resources	30
Extra materials	13	Signposts to further advice	30
Event materials	14	Contacts	31
Press release	15		
Quizzes	16		
Newsletter copy template	17		
Press release copy template	18		



The national campaign

What it means for you

To provide the highest standards of adult social care, our sector needs to recruit and retain staff with the right values and skills. The Department of Health and Social Care's national recruitment campaign, called 'When you care, every day makes a difference' has been created to change perceptions of what it means to work in adult social care and encourage people with the right values to apply for jobs.

The first phase of the campaign produced substantial increases in people considering a career in adult social care, making online searches and applying for roles. The next phase of the campaign, which will run until April 2020, is backed by a substantial government spend.

Did you know that people are twice as likely to complete an application if they've spoken to an employer?

To maximise the campaign's impact and convert interest in adult social care into high-quality applications, we need to work together.

This toolkit contains a range of free campaign materials, ideas and tips for you to use when recruiting staff. They're designed to be used by anyone – from a national organisation to an independent care provider or an individual employer. These can be used at any time – not just within the campaign's live advertising periods.

Our campaign name:

**When you care,
every day makes
a difference**



The national campaign

How can you get involved?

Here are some ways you can convert interest generated by the national campaign into applications for your vacancies:

1. **Talk about the campaign** – champion it and show your support at every opportunity. You'll find some ideas [here](#).
2. **Use it to drive potential candidates to action by:**
 - Coordinating your recruitment activity with the two main peaks of the national campaign in 2019–20: October 2019 and January 2020
 - Promoting your vacancies on the DWP 'Find a job' website
 - Encouraging your care staff to talk inspirationally about their job to feature in case studies. Find out more [here](#).
3. **Help us learn and grow** by keeping track of how your recruitment is going, evaluating your local recruitment marketing activity, and sharing your successes with us. Find out more [here](#).

During the first campaign phase in early 2019, searches containing 'care' or 'carer' on the DWP 'Find a job' website were



up
97%

**And there were 21,083
(14%) more clicks on
the 'Apply' button.**



The campaign materials and how to use them

A wide range of free materials are available for you to use in your recruitment – some printable and others for use online.

There are a number of options, so you can choose the materials that best reflect the type and location of care services you provide.

- Printed materials such as posters and leaflets can be used to attract walk-in enquiries
- Digital materials such as quizzes can be used to get potential applicants thinking about their interests and skills
- Social media content can be shared on your Facebook and Twitter profiles to engage potential recruits

Think about the values you're looking for in an employee, the places they'll work and the people they'll support – then select the most appropriate materials which reflect this.



Printable materials

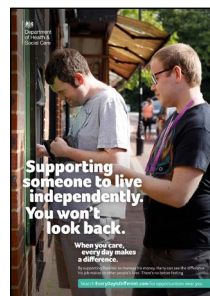
Posters

These posters are ideal for displaying at your places of work, or at relevant high footfall sites in your local community, such as libraries.

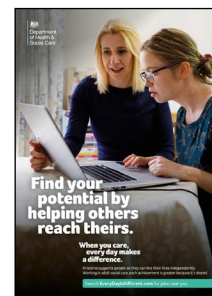
The designs are free for you to use – just decide how many you need and have them printed at your local print shop. They're all standard A4 sized.

All designs also have a version with a white space where you can add details of an event such as an open day, your organisation's logo or about vacancies you are recruiting for.

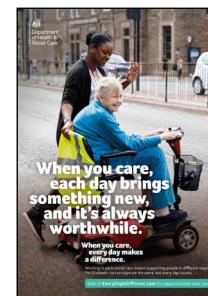
Go to everydayisdifferent.com/resources to download a zip file of all the posters, then select the ones you want to print.



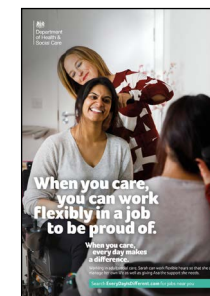
ATM A4 Poster



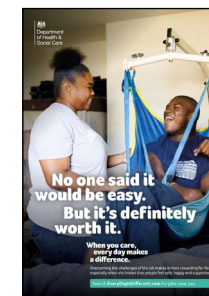
Computer A4 Poster



Crossing A4 Poster



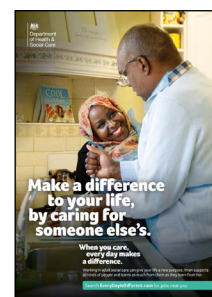
Hair A4 Poster



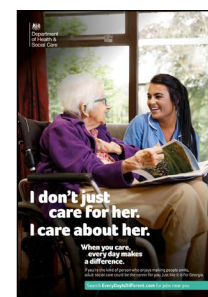
Hoist A4 Poster



Jigsaw A4 Poster



Kitchen A4 Poster



Magazine A4 Poster



Shave A4 Poster



Shave Custom A4 Poster
(White space version available for all designs)

After the first phase of the campaign in early 2019 40% females and 31% males surveyed said the adverts made them want to find out more about working in adult social care.



Printable materials

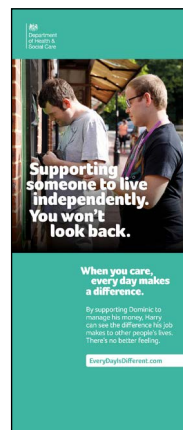
Pull-up banners

Pull-up banners are an easy way to make a big impact.

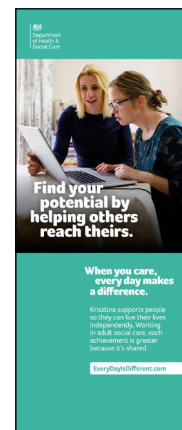
If you're planning an event such as an open day, banners are ideal for both advertising and dressing your event space quickly and effectively.

There are lots of different banner designs to choose from, formatted to a standard size of 850mm x 2000mm and ready to be printed by your local design company.

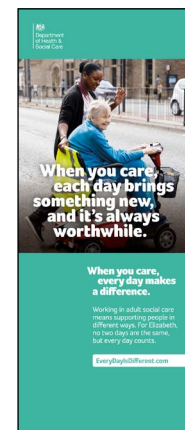
Go to everydayisdifferent.com/resources to download a zip file of all the pull-up banners, then select the ones you want to print.



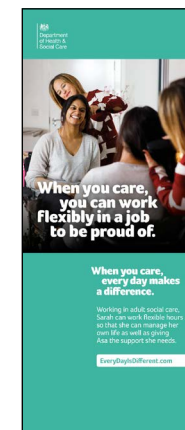
ATM
Pull-up Banner



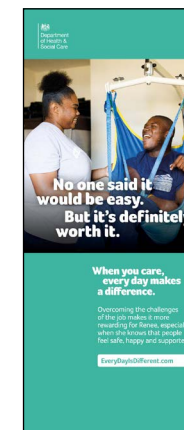
Computer
Pull-up Banner



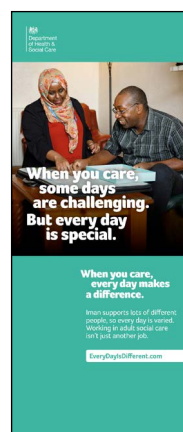
Crossing
Pull-up Banner



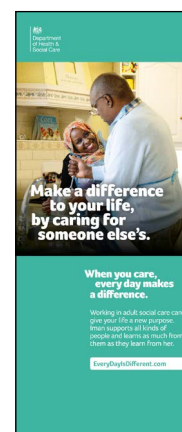
Hair
Pull-up Banner



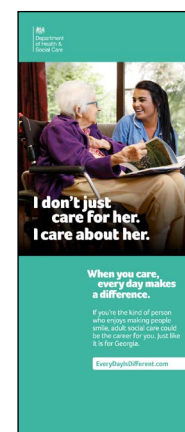
Hoist
Pull-up Banner



Jigsaw
Pull-up Banner



Kitchen
Pull-up Banner



Magazine
Pull-up Banner



Shave
Pull-up Banner

People may not be aware of your organisation and your available roles – in a recent survey, 12% of potential applicants didn't think there were social care jobs available in their local area.



Printable materials

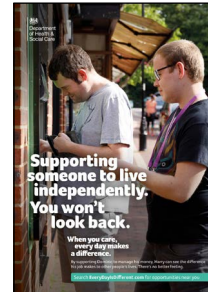
Leaflets

These campaign leaflets describe what working in adult social care is like, emphasising the variety of roles offered and the sort of values and skills that make someone a good care worker.

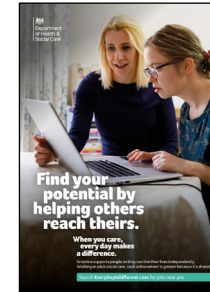
There are different designs to choose from, reflecting different work settings and people being supported. There's also a white space for you to add your own details/logo or advertise an event.

The leaflets are free to download, A5-sized, double-sided and ready to print at your local printers.

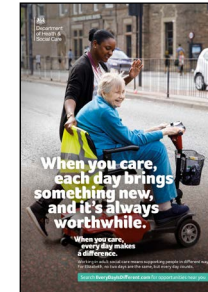
Go to everydayisdifferent.com/resources to download a zip file of all the leaflets, then select the ones you want to print.



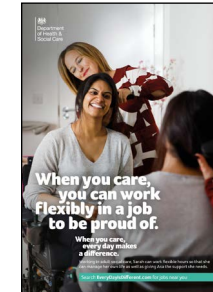
ATM A5 Leaflet



Computer A5 Leaflet



Crossing A5 Leaflet



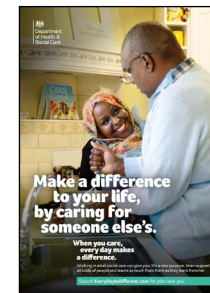
Hair A5 Leaflet



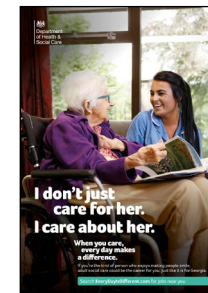
Hoist A5 Leaflet



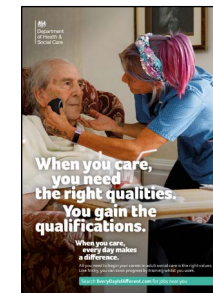
Jigsaw A5 Leaflet



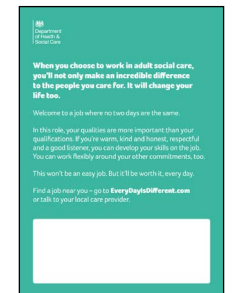
Kitchen A5 Leaflet



Magazine A5 Leaflet



Shave A5 Leaflet



A5 Leaflet Reverse

Which leaflet design will best inspire the right applicants for the role you need to fill?



Digital materials

Images to use on social media

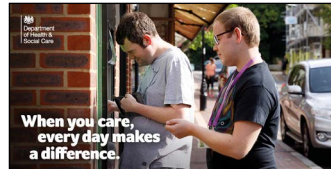
To help you promote the campaign and your vacancies online, a range of images to use on social media have been created. These are free to use:

- Use the images that best reflect your organisation's area of work
- Use with the copy provided or write your own accompanying posts

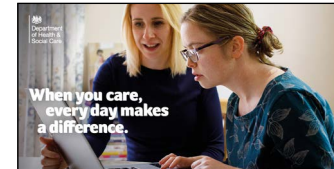
These images for social media are available in both Facebook and Twitter formats.

Go to everydayisdifferent.com/resources to download a zip file of all social media images, then select the ones you want to use.

Social media is a great way to leverage the national campaign to drive your own recruitment. Tips on how to deliver a successful social campaign can be found [here](#).



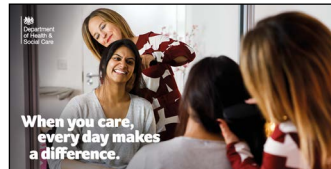
ATM Social Media Image



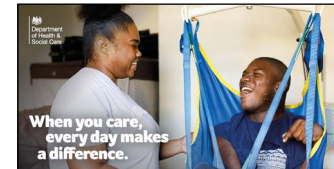
Computer Social Media Image



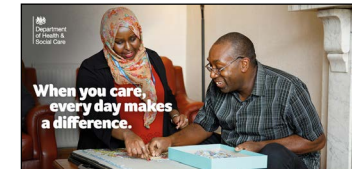
Crossing Social Media Image



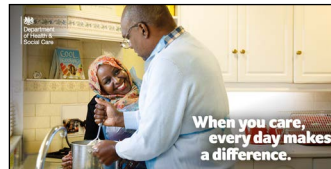
Hair Social Media Image



Hoist Social Media Image



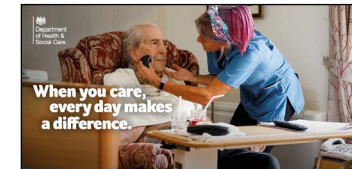
Jigsaw Social Media Image



Kitchen Social Media Image



Magazine Social Media Image



Shave Social Media Image



Digital materials

Social media posts and tweets

To help you post and tweet on social media here are some pre-written messages:

- Use the messages as they are
- Tailor the captions to your own style and recruitment needs
- Use them with or without the social media images found [here](#)

Go to everydayisdifferent.com/resources to download the social posts, then select the ones you want to use.



Don't forget to use the hashtags
#EveryDayMakesADifference
#WorkInCare

See the new adverts for the adult social care recruitment campaign here! [#EveryDayMakesADifference](#)
[#WorkInCare](#)
www.everydayisdifferent.com

When you care, you can work flexibly in a job to be proud of
[#EveryDayMakesADifference](#)
[#WorkInCare](#)

Make a difference to your life by caring for someone else's
[#EveryDayMakesADifference](#)
[#WorkInCare](#)

When you care, each day brings something new, and it's always worthwhile.
[#EveryDayMakesADifference](#)
[#WorkInCare](#)

To work in adult social care, you need the right qualities. But you gain the qualifications
[#EveryDayMakesADifference](#)
[#WorkInCare](#)

Working in adult social care, some days are challenging. But every day is special
[#EveryDayMakesADifference](#)
[#WorkInCare](#)

Bring your qualities. We'll provide the training. Apply today
[#EveryDayMakesADifference](#)
[#WorkInCare](#)

Working in adult social care isn't just another job. Find out why at our open day
[#EveryDayMakesADifference](#)
[#WorkInCare](#)

Are you compassionate, patient, understanding? Consider a job in social care at our Family Care-er Day! [Insert date] [insert location]
[#EveryDayMakesADifference](#)
[#WorkInCare](#)



Digital materials

Digital header images

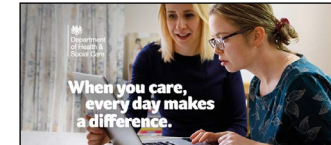
A range of digital header images has been created for you to use on your website and social media profiles. These are free to use and include:

- Header images that you can include on your homepage on Facebook or Twitter

Go to everydayisdifferent.com/resources to download a zip file of these and select the image you want to use.



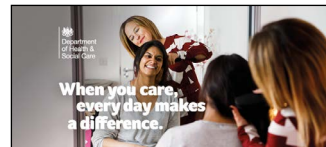
ATM Social Media Header



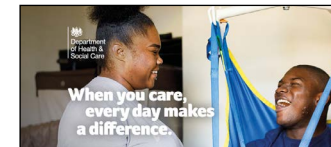
Computer Social Media Header



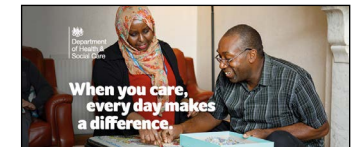
Crossing Social Media Header



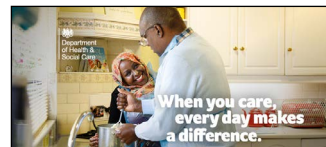
Hair Social Media Header



Hoist Social Media Header



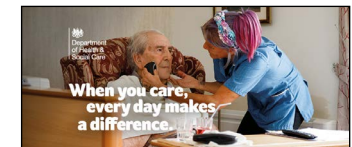
Jigsaw Social Media Header



Kitchen Social Media Header



Magazine Social Media Header



Shave Social Media Header

The most common starting point when job seekers are considering and searching for roles is online, so make sure you have a strong online presence so they can find you quickly.



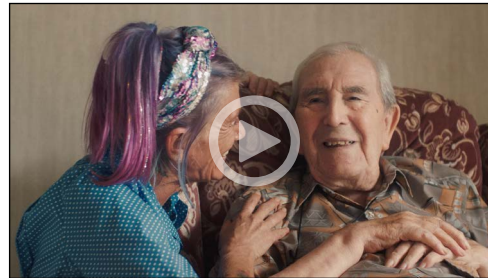
Digital materials

Social media video content

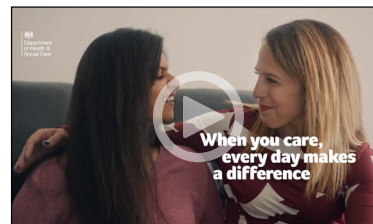
To help potential applicants find out more about careers with you, we've created a series of short films that you can use in social media. These include:

- Short 15-second film clips ideal for sparking the idea of social care as a job
- Facebook and Instagram 'stories' formatted for specific channels

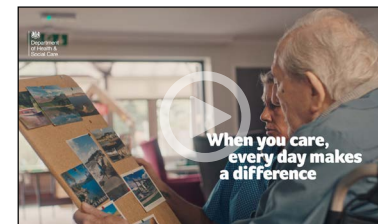
Go to everydayisdifferent.com/resources to view all social media video content via a Vimeo link, then select the film you want to use.



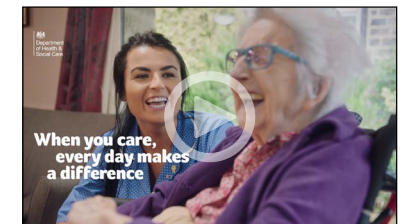
30 second edit coming soon...



Sarah and Asa's story



Nikki and Reg's story



Georgia and Joy's story

Please note: 9X16 edits of all films available for use on Instagram

With referrals and recommendations being a key recruitment driver in adult social care, encourage your staff to share the videos with friends and family on their own social media channels.



Extra materials

Help boost your recruitment with these materials which are free to use:

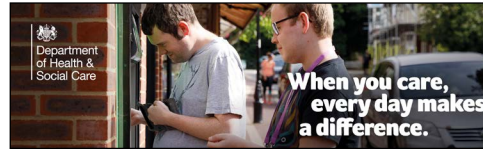
Email footers: use images from the campaign at the bottom of your emails – there are lots to choose from, so you can ensure your own care service types are accurately depicted.

Press release: tailor with your organisation's details and send this to your local press contacts with details of your own activities such as open days.

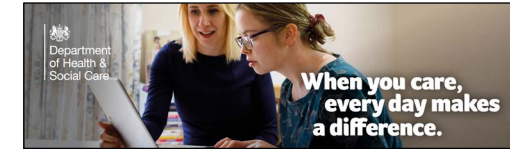
Newsletter text: if you have a newsletter you send to staff, this text will help you explain the campaign and your involvement.

Go to everydayisdifferent.com/resources to download a zip file of this content, then select the ones you want to use. They can be sent or emailed out through your own channels.

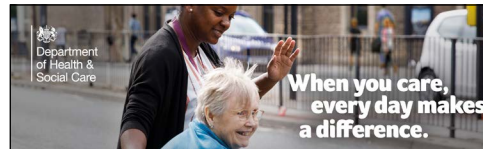
Of the target audience who recognised the first phase of the campaign's advertising, over half (54%) took action, including searching/applying for a job.



ATM Email Signature



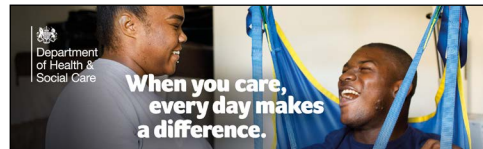
Computer Email Signature



Crossing Email Signature



Hair Email Signature



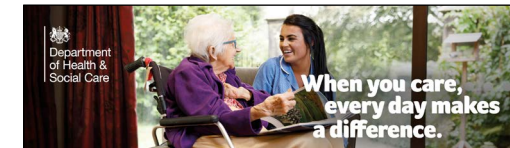
Hoist Email Signature



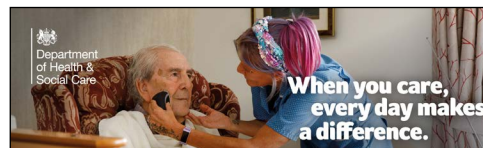
Jigsaw Email Signature



Kitchen Email Signature



Magazine Email Signature



Shave Email Signature



Event materials

Family Care-er Day

Local events are a powerful way to let people in your area know about your organisation, highlight the things that make you a great employer and answer any questions.

We have created the blueprint for an event specifically designed to target families and those people with dependants: we've called it the **Family Care-er Day**. The event is created to promote adult social care as a great career for people balancing work and family life.

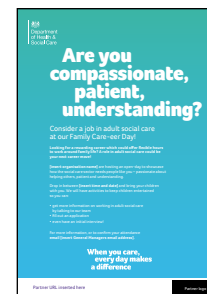
These resources will make it easy for your organisation to run its own version of this!

Full-page press advert – Use this to promote your event in the local press. This is supplied as an InDesign file so you can tailor it with details of your own event.

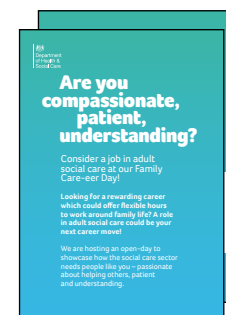
A5 flyer – Hand out to generate interest, share with your local Jobcentre Plus to distribute to potential candidates.

Social posts for Twitter and Facebook – Advertise the Family Care-er Day to your social followers.

Outdoor banners – Create a big impact with a large outdoor banner. The artwork is supplied as 6ft x 2ft, but the InDesign file can be resized by your local printer to work to your dimensions.



Family Care-er
Full page press ad



Family Care-er
A5 flyer



Family Care-er
Facebook | Twitter



Family Care-er
Outdoor banner

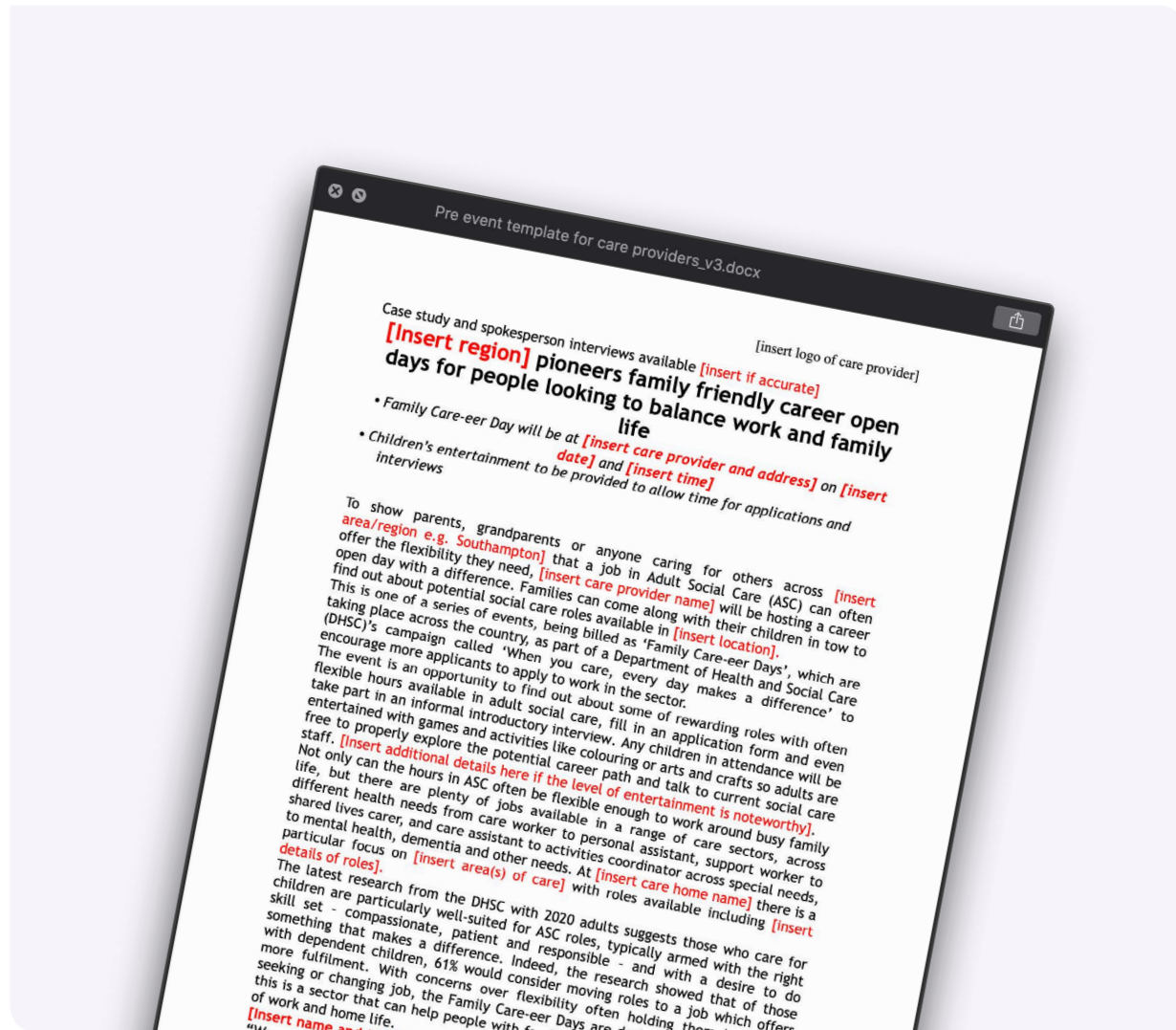
People with dependants such as parents or grandparents make great potential candidates. They have the caring qualities required for this job!

Press release

Family Care-er Day

Tell local media about your Family Care-er Day event with this template press release. Just add your event details.

Go to [everydayisdifferent.com/resources](https://www.everydayisdifferent.com/resources) to download a zip file containing template copy for the different press releases. Select the one you want to use and tailor it to work for you.





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 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.



Newsletter copy template

Newsletter content for you to use and adapt to communicate the campaign with your internal staff. Get the whole team on board with the campaign, your staff can be your greatest advocates.

We need more people like you!

Here at **[organisation]**, we can only offer our high standards of care because of our committed, caring staff. But across our organisation we need more people like you to join us.

You may have seen the government's recent campaign, which aims to attract people with the right values and skills to come and work in our sector. The next phase of the campaign is now launching, called **'When you care, every day makes a difference'**. It features the current workforce and those they support to showcase the brilliant and varied work we do each day in adverts across online TV, radio and social media. We want to get behind it and help make it as successful as possible.

We all know people – whether they're friends, family members or people in our social media networks – who would be brilliant working in adult social care. **Will you be an ambassador for adult social care and help persuade them?**

You could:

- Follow **[insert your organisation's name]** on Facebook and Twitter, and like and share our posts about Every Day Makes a Difference
- Follow the campaign's Facebook page and like / share their posts at **www.facebook.com/everydayisdifferent**
- Use your social media networks to tell people what a great career working in social care can be
- Share your story as a case study – contact **xxx@[insert organisation.com]** if you'd like to be considered for this
- Share the campaign's short quiz at **www.everydayisdifferent.com/could-you-care-quiz.aspx** with your friends and family – it'll help them understand more about social care and whether it's right for them

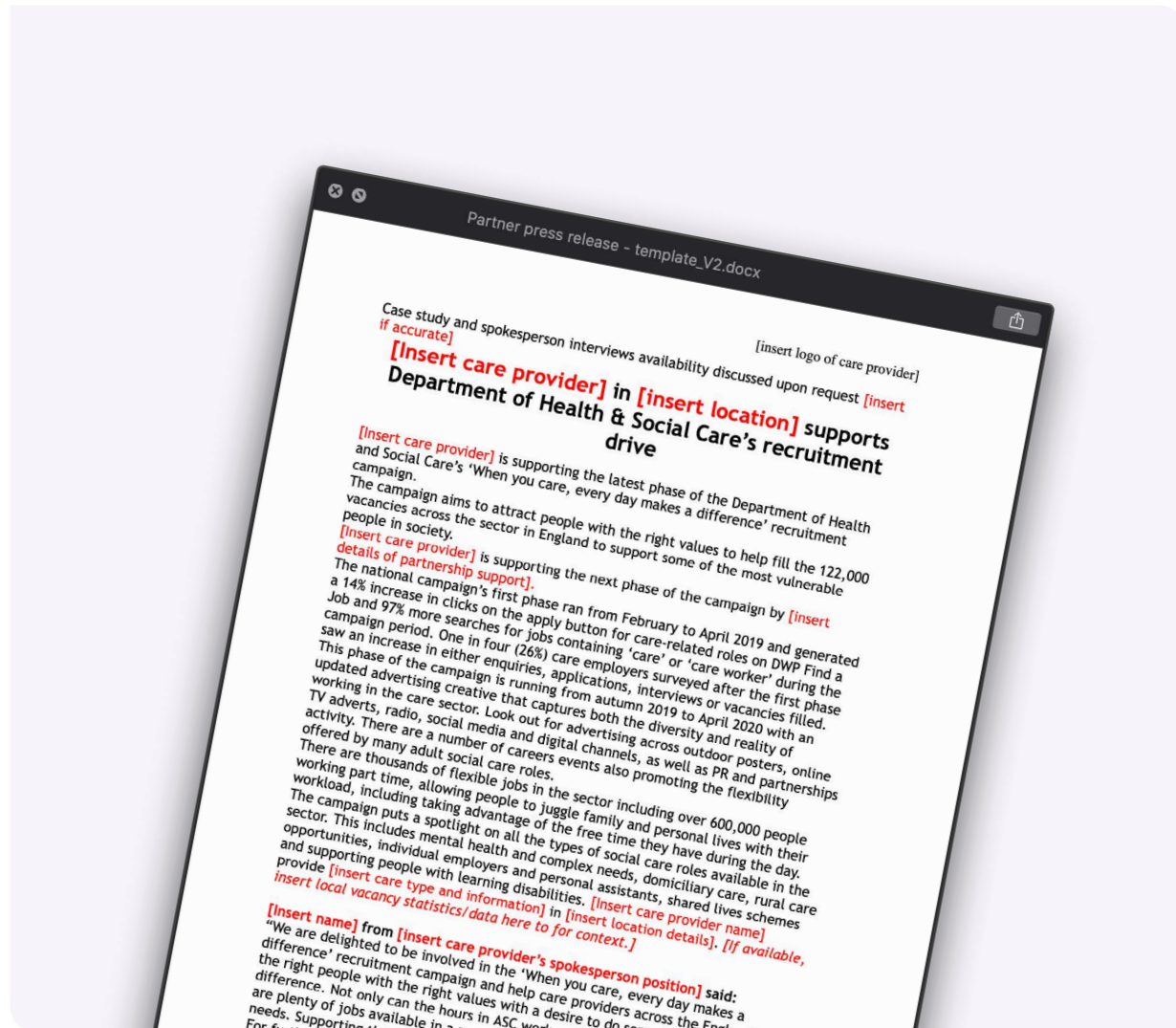
Look out for more on this in the future!



Press release copy template

Pre-written press release for you to tailor and publicise your support for the 'When you care, every day makes a difference' campaign.

Go to everydayisdifferent.com/resources to download a zip file containing template copy for the different press releases. Select the one you want to use and tailor it to work for you.





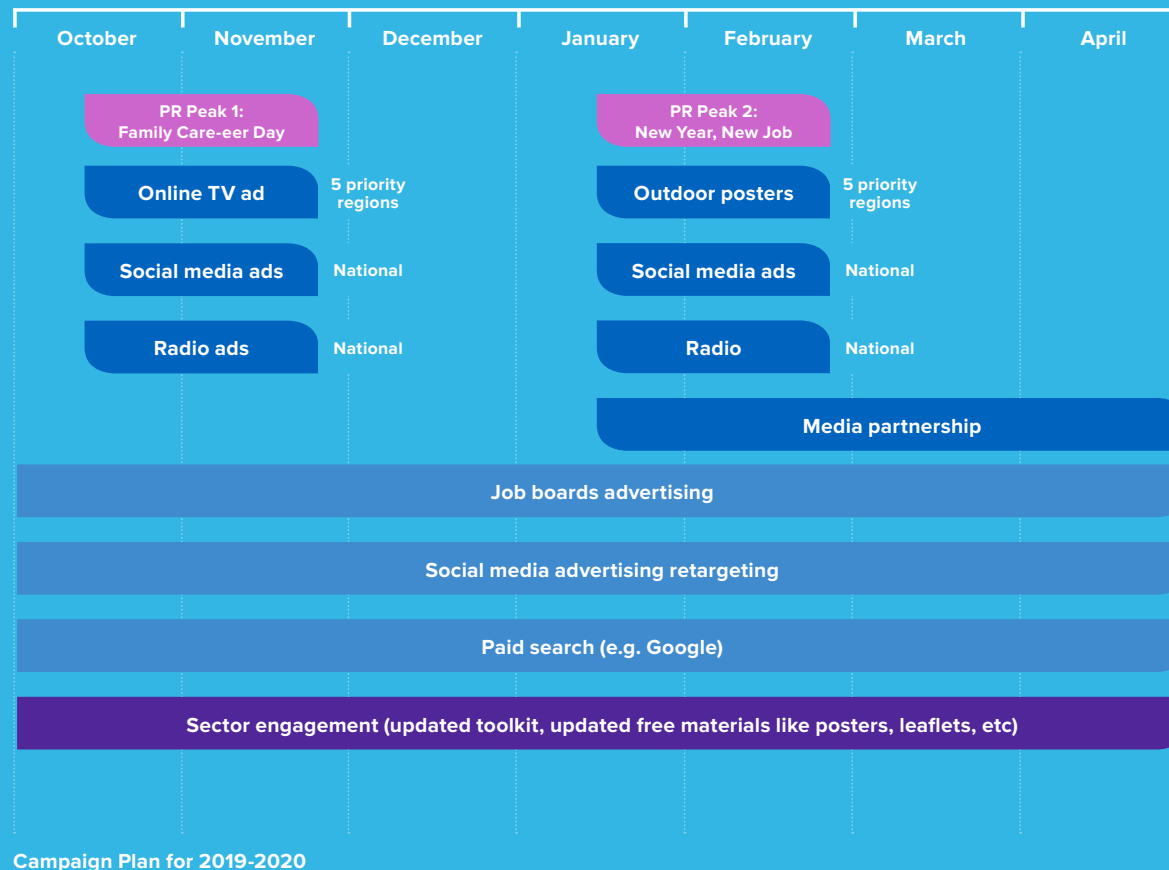
Making the most of the national campaign

When the national campaign is running, it will be in the public eye. So it makes sense to piggyback on the interest raised and run your own recruitment activities in parallel.

Some ideas include:

- Using the campaign messages and materials in your own recruitment activity, so that people recognise them
- Planning activities to coincide with the national campaign's main spikes of activity, in October 2019 and the New Year 2020

But remember, these materials can last beyond the national campaign. You can use them whenever you need to recruit.





Building a great recruitment campaign

The foundation blocks

Start with a strategy:

- What do you want to achieve?
- Who is your target audience?
- What messages do you want to communicate to them?
- Where will you reach them?

It's also important to think about your values and how to communicate them. This will help you reach and recruit like-minded people who are more likely to stay. You can find help with this in the Further Resources section.

What might motivate different audiences?

- **Parents** might appreciate the flexibility that adult social care can offer
- **Retirees** might be looking for a job to keep active
- **Young people** might be interested in long-term career progression and a job which is active

Think about your target audience, the best methods to reach them, and what messages will appeal to them.

How many enquiries do you want to generate?

How many vacancies do you need to fill?

What messages do you want to communicate to them?

What type of person do you want to recruit? This is your target audience.

Where will you reach them?



Building a great recruitment campaign

Using your website and social media

The internet is often where people begin their job search, so make the most of your online channels. These ideas range from simple quick wins to more in-depth activity, so choose what meets your needs.



- **Plan and schedule your activity** – you could use a scheduling platform to plan out when posts are made if you're busy, like [Later](#), [Loomly](#) or [Hootsuite](#).
- **Interact with your audience** – respond if someone comments on your posts and comment on other people's relevant posts too.
- **Use engaging content** – captions are just as important as the image or video.
- **Create Instagram or Facebook stories** – these formats reach audiences who may not see your posts in their main social feeds.
- **Ask your staff to follow you on social media and share content** – your existing staff probably have like-minded people in their network who could be potential employees.
- **Use social media to drive people to jobs advertised on your own website** (and link people to that specific page, not your homepage).
- **Link to the wider campaign** – use [#EveryDayMakesADifference](#) [#WorkInCare](#)
- **Join in the conversation on the campaign's Facebook page** at <https://www.facebook.com/everydayisdifferent>



Keeping people interested in your online campaign

Top tips

Try different formats such as static images, video, case studies and blog posts.

Talk about what matters to you. This will help you attract people with similar values.

Use the key messages of the campaign:

- Working in adult social care is a **rewarding** job
- Working in adult social care is hugely **varied** – both in job roles and day-to-day activities
- There's lots of on-the-job **training** and **career progression** on offer
- Working in adult social care can offer great **flexibility**
- And last but not least, the job can be challenging, but it's worth it – to ensure you're attracting the right people who are mindful of the **realities** of what the role entails

Keep your content fresh. Keep saying different things in different ways.

Look out for upcoming dates on the calendar that can give you ideas and hooks, such as National Grandparents Day, World Autism Awareness Day, National Carers Week, National Career Development Month.

Loop in with the regular 'spotlight on' themes which will be running on the national campaign's Facebook page by sharing content and providing case studies. Themes will include, for example, a focus on mental health care services and diversity in the workforce.



What makes a great case study?

Case studies are a great way to show:

- The diversity of roles available, from residential to domiciliary and personal assistants
- That as a care worker, every day makes a difference
- The values that matter in adult social care, such as respect, empathy and commitment to quality

Honest stories from real people working in adult social care can inspire potential applicants and help people see the realities of the job in a new light. These case studies can be used on your website and social media channels to support the campaign. But first, check:

- Does your case study have an impactful headline to 'hook the reader in'?
- Does it include an engaging quote, to show it's a real person's story?
- Have you got an image to illustrate the story?
- Is it short and snappy? Keep it brief – no more than 570 characters (including spaces) for Facebook
- What is at the heart of the story? Does it talk about how they progressed, and developed a career in adult social care? Does it talk about the rewarding relationships they have built? Do they advocate others to work in social care?
- And importantly, has the person featured in the image and the story given their consent?

Here at the Department of Health and Social Care we'd love to read your case studies. Share them with us at everydayisdifferent@dhsc.gov.uk



How to run an open day event

Open days 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. An open day gives you the opportunity to show interested people around, enabling them to talk to staff (and people who use services) so they can ask questions and hear about different career journeys.

Here are some points to consider when planning your open day:

- 1. Choose your date** – leverage the campaign activity (such as by hosting during advertising in autumn 2019 or New Year 2020) or pick another date that suits you.
- 2. Invite people to your event** – tailor the materials with the details of your event. Put up posters, share flyers, post it on social media, promote the event through your friends, family and professional network, publicise the event in your local newspaper and community magazines.
- 3. Get in touch with your local Jobcentre Plus** – your District Employer and Partnership Manager can connect you with your local branches who may be able to help you plan your event, share your promotional materials and refer potential candidates.
- 4. Preparation is key** – ensure all application forms and recruitment documentation are printed, and questions for the candidates are prepared. Ensure all staff who are participating are aware of the role they'll play on the day.

Don't forget, there are special materials available to help you run a Family Care-eer Day event [here](#). For this, you can encourage people to fill in an application form or do an interview while their children are kept entertained with activities such as games and colouring books. More information on Family Care-eer Days can be found [here](#).



Family Care-er Day checklist

- ☒ **1. Consider the space** – Is there a room to have 1:1 talks and interviews, such as a meeting room or a training room? Is the space prepared for a walk around? Is there a safe supervised area which can be dedicated to children's activities?
- ☒ **2. Are any of your current staff parents?**
– Involving your staff who are parents in the event will be a great way for applicants to hear first-hand how care workers balance working in care with family life.
- ☒ **3. Plan the entertainment** – Source entertainment materials such as toys and colouring books, and allocate responsibilities for who will look after this part of the event.
- ☒ **4. Use the Family Care-er Day materials**
– Specific materials have been created for the Family Care-er Day. Outdoor banners, press ads, flyers and social media headers can be used to promote your event.
- ☒ **5. Follow up with a thank you** – Take everyone's details so you can follow up with those who showed interest.

Don't forget to contact your local Jobcentre Plus; they can help promote the event and signpost job seekers.



Measuring success

When you understand what you're getting from your marketing activity, it's easier to identify what works for you. This measurement doesn't have to be complex – you can simply compare the period when you used campaign materials to a similar period when you didn't.

Was there any change to:

Measuring web traffic

- The number of visitors to your site
- The pages where they spent time reading the content
- The pages they clicked off quickly

Engagement with social media posts

- How many people liked your posts?
- How many people shared your posts?
- How many people commented on your posts?
- Did some messages work better than others?
- Did posts with images work better than those without?
- Can you track clicks to your site from social posts?

The recruitment process

- How many enquiries did you receive about advertised roles?
- How many applications were completed for advertised roles?
- How many successful candidates were appointed?

Understanding what's working for you is also helpful to the Department of Health and Social Care in measuring campaign effectiveness and shaping future activity. Share your evaluation data by emailing everydayisdifferent@dhsc.gov.uk



Tips for running a campaign

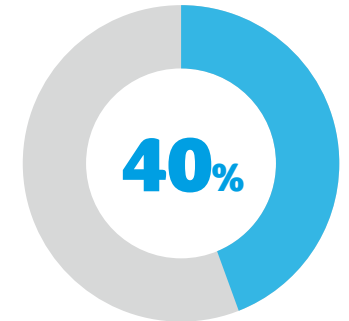
If you're an individual employer

If you employ a personal assistant (PA) using direct payments from your local authority, a personal health budget from the NHS or with your own money, we have a range of materials to help make recruiting easier.

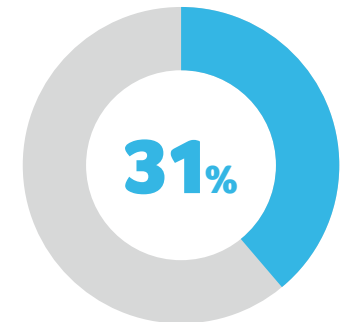
The recruitment materials you'll probably find most useful are:

- **Posters:** you can edit these to add details of the role you're advertising and how people should contact you if they're interested in applying. Then you could display the poster on notice boards in places like your local library, community centre or shops.
- **Social posts:** tailor the suggested posts in this toolkit which accompany the images so they reflect your needs, then post them on Facebook or Twitter.

If you need further help with recruiting a personal assistant, there are many organisations that can help you, such as your local support service, speaking to some of the national care providers and reaching out to **Skills for Care** who provide lots of useful information for individual employers on their [website](#).



females



males

**said the adverts made them
want to find out more about
working in adult social care.**



Recruitment best practice checklists

Every enquiry is a potential recruit, so make sure that:

- ✓ • **Walk-in enquiries** are given a leaflet and directed to your website or [everydayisdifferent.com](https://www.everydayisdifferent.com). Encourage them to complete the [quizzes](#) and leave their contact details.
- ✓ • **Email, phone or postal enquiries** are directed to your website or [everydayisdifferent.com](https://www.everydayisdifferent.com) and encouraged to complete the [quizzes](#).
- ✓ • **People who send an application by post** are telephoned to get their email address and confirm next steps.

Skills for Care offers a useful [best practice guide for application forms and advice on skills and experience-based interview questions](#).

Good candidates are in high demand, so support candidates through the application journey by:

- ✓ • **Giving clear instructions**, e.g. what to bring, where to park, where the nearest bus stop is.
- ✓ • **Reminding people** of interview dates and times the day before by phone, text or email.
- ✓ • **Aiming to schedule interview slots** around mid-morning or after tea time – evidence suggests these produce the fewest ‘no shows’.
- ✓ • **Being clear on your interview process**, e.g. special tests, interview protocol or half-day working trial that are required in advance of a job offer.
- ✓ • **Staying in touch** with successful applicants as sometimes there can be quite long gaps in-between the checks/stages before employment can begin (such as Disclosure and Barring Service (DBS) checks).



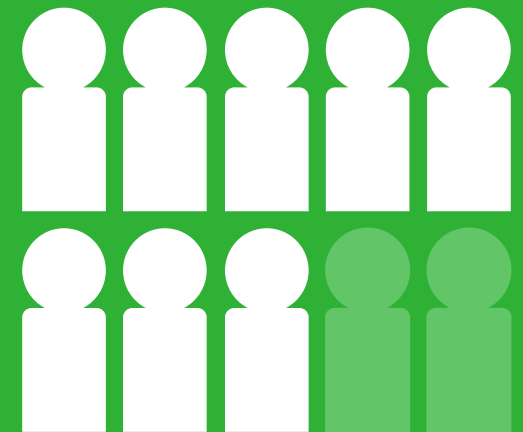
Making the most of employee referrals

Employee referrals can be hugely efficient and cost effective. So, consider asking your existing staff if they can recommend any suitable candidates.

Help your staff recruit more great people by:

- Offering attractive rewards to staff for successful recruitment, e.g. a cash bonus or paid leave, tiered according to what's been achieved.
- Ensuring the scheme is supported by your management.
- Paying rewards quickly according to what has been agreed, and thanking referrers personally.
- Actively managing your scheme, monitoring its success and getting feedback from staff.

8 in 10 care staff would recommend a job in adult social care. So let's leverage this advocacy!





Signposts to further advice

Advice on values-based recruitment and 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.
- 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.

Recruitment tools for individual employers:

- Skills for Care's guidance for Individual Employers when employing [Personal Assistants](#)

- Skills for Care's resources to support you to understand your role better, and train and develop your [PA](#)

Application Form & Interviewing Advice:

- Skills for Care's [best practice guide](#) on writing application forms and considering 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. To note, the 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](#)

Guidance on staffing levels:

- Skills for Care's [guidance](#) around deciding and maintaining safe staffing levels for your service, safe recruitment practices and how to ensure your staff are safe and competent

Promoting career progression:

- Skills for Care's advice on continued [learning and development](#)



Contact

If you have:

- Any queries about the campaign
- A specific need to co-brand materials or create bespoke materials using the campaign name/logo
- Case studies you would like to share with us
- Any evaluation data you can share with us on number of enquiries, applications and appointments made as a result of using the campaign materials

You can contact us here:

Email: everydayisdifferent@dhsc.gov.uk