

Every day is different

Find the right role for you



Department
of Health &
Social Care

Adult Social Care Recruitment Campaign

2018-2019

Information Update: w/c 12th November 2018

This information summary aims to provide regular updates to representative bodies and local authorities on development of the Adult Social Care recruitment campaign so this can be cascaded through networks to providers and their staff. This issue provides an overview of the campaign and key timings.

The second section gives information to cascade to your networks to ensure providers are aware of the activity and how they can get involved.

CAMPAIGN OVERVIEW

What is the campaign aiming to do?

DHSC are developing a national adult social care workforce recruitment campaign which aims to:

- Raise awareness and consideration of the sector as a prospective job route
- Drive applications to the sector from people with the right values
- Provide the sector with the knowledge and tools to support the campaign

The aim is to develop a communications model for 2018/19 which is scalable in the future and provides the sector with sustainable assets and tools which they can use going forward.

How is it doing this and when?

To identify what advertising and messages best drive awareness and applications across the sector, and how to most effectively engage employers/providers, localised 'test and learn' activity is running in Gloucestershire and Tyne and Wear between 31 October to 27 November. Evaluation will happen in early December and, pending results, inform a national roll out in early 2019 until April. Given timeframes, initial planning for this has begun.

What channels will the pilot campaign use to drive people to consider applying?

AIM	To raise awareness of ASC as a rewarding and varied job choice	To showcase the breadth of working in ASC and tackle perception barriers and questions associated with working in the sector	To facilitate people finding out more about specific jobs and applying for a role
CHANNELS USED	Local radio Website adverts Adverts on Facebook & Instagram Local PR: local TV, press & radio	Website adverts Adverts on Facebook & Instagram Local PR: local TV, press & radio	Paid search (Google) Social media adverts

Website: People are being directed to a website to find out more about working in the sector, and to be signposted to local vacancies. For the pilots:

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- **In Tyne and Wear** - a bespoke [webpage](#) adapted from the Think Care Careers website content. Users will be directed to DWP Jobs 'Social Care Jobs' in Tyne and Wear.
- **In Gloucestershire** - the [Proud to Care Gloucestershire](#) website carries the advertising images and is where users can apply for local jobs.

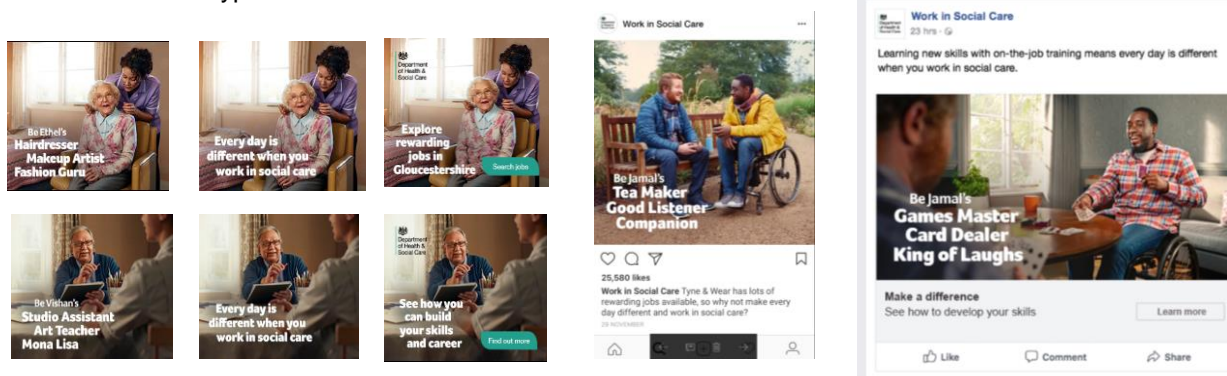
Campaign Facebook page: www.facebook.com/everydayisdifferent has been created to promote the campaign and share case studies.

What does the advertising look like?

The adverts in the pilot convey the following key messages under the headline "Every day is different when you care":

1. Working in social care is varied and skilled, with training available to develop your career
2. Social care is the right fit for the person you are and the values you hold
3. Social care is rewarding as it changes lives for the better

As the campaign is designed to promote recruitment into the sector, the adverts show a variety of care workers, service users and settings (domiciliary care and care homes). Case studies will demonstrate more of the breadth of roles and care types across the sector.



How will this change for the national roll out?

Pending the pilots' results, the national roll-out will scale up this pilot activity across more channels. It is likely that advertising will direct users to a central webpage (adapting the www.everydayisdifferent.com) and re-directed out to find local jobs. Details will be provided as planning develops.

Additionally, a **Campaign Toolkit** is being scoped out for employers/providers which will:

- Summarise the campaign and how to support it (e.g. leaflets which they can put their own logo on)
- Provide tips on how to run their own local campaigns – whatever their size
- Show best practice on values-based recruitment and retention, and tools to help with this.

How will this activity be evaluated?

- A quantitative survey amongst the target audience to measure awareness of, attitude to, and propensity to apply for a job in ASC.

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- Providers in the pilot areas have been asked to supply evaluation data on the number of enquiries, applications, interviews and appointments, and prospective applicants will be asked to participate in a survey to get their opinion on the campaign.

Timings summary

- **Pilots:** November 2018
- **Pilot evaluation and roll out planning:** early December 2019
- **Sharing of pilot results and update on creative and media planning:** December 2019
- **Planning and media booking:** December 2018/January 2019
- **Promoting campaign and seeking provider support:** December 2018/January 2019
- **Roll out live including campaign toolkit:** late January/Feb 2019 – April 2019

SECTOR ENGAGEMENT – ROLE OF REPRESENTATIVE BODIES AND LAs

This campaign will work best with employers/providers' help; this local support will really drive applications and fill vacancies. The more support we have locally, the more impact and evidence of success we will have.

How is DHSC cascading this information to employers/providers?

The campaign will send information on the campaign to its Advisory Board, which consists of nationally representative bodies. DHSC ask these organisations to cascade this through their networks and to their members so employers/providers know what is happening and how to get involved. This group includes: Skills for Care, ADASS, LGA, Disability Rights UK, Care Providers Alliance, JCP, Individual Employers, Home Care Alliance, National Care Forum, CQC.

We encourage employers/providers to work with and keep an eye on communications from their local networks and representative bodies about the campaign.

How has trade media been used to raise awareness of the campaign?

A trade press release was sent to trade media titles on 31st October promoting the pilots for the campaign. We will continue to promote the activity to the trade press and welcome your support in this – such as through providing quotes for press releases and promoting coverage to your networks/members.

How can representative bodies and Local Authorities get involved now and for the national roll out in early 2019?

- **Let DHSC know of regional / area meetings** if you need specific briefings / materials on the campaign.
- **Share best practice** in your area with DHSC and **send us your feedback** on the campaign. You can email us and/or **join our platform** (Basecamp) which we've created to share development and seek input. Please email Chloe.Nuttall-Musson@dh.gsi.gov.uk if you would like to receive an invitation to join the platform.
- **Help us develop the Campaign Toolkit:** we want to get input from employers/providers who would be the end users as we develop this document. We are currently scoping out the content and format. Please email Chloe.Nuttall-Musson@dh.gsi.gov.uk if you would like to be involved.
- **Cascade the information below and our ask of employers/providers through your networks –** communications channels, at meetings and events.

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We will provide updates as the campaign develops. Local Authorities and employers/providers will not need to set up their own campaign website, but we welcome support in promoting this to local providers and aiding us with PR (e.g. through providing spokespeople).

SECTOR ENGAGEMENT – WHAT TO CASCADE TO MEMBERS AND EMPLOYERS/PROVIDERS

Information to cascade to your networks and members

We encourage Communications and Marketing Teams to use the suggested copy below and adapt as necessary to fit your own requirements. This will help raise awareness of the campaign and be clear in what our ask is of employers/providers. We will provide updated versions of these as the campaign develops.

Website copy – to post on your website e.g. if providing information to members

The Department of Health and Social Care are developing an adult social care workforce recruitment campaign to raise awareness of and drive recruitment into the sector, and help equip the sector with the knowledge of how to support the campaign and boost its recruitment marketing.

Test advertising is being run in Gloucestershire and Tyne and Wear this November. Pending the results, this will inform a national roll out of the campaign in early 2019.

The advertising is formed around the concept 'every day is different when you care'. This is running across websites, radio, social media and local press. See more at www.everydayisdifferent.com

DHSC need the support of local employers/providers so please get in touch with them to:

1. **Advertise your vacancies:** on DWP Jobs [here](#), on local jobs boards and your own websites. We need as many jobs online as possible to drive people towards.
2. **Help us with PR:**
 - a. **supply us with case studies and spokespeople** which we can promote on social media, the website and with media engagement. Please email casestudies@morecarejobs.co.uk.
 - b. **support the Facebook page** www.facebook.com/everydayisdifferent: like the page, share content and add your own experiences. Encourage staff to do the same, particularly with those who they think would be suitable working in ASC, as we know referrals are a positive driver for retention.
3. **Share your learnings:** what's work / not in your own recruitment marketing? Tell us at casestudies@morecarejobs.co.uk
4. **Help us with evaluation:** this is crucial in helping us assess campaign impact. A **simple wall chart** is available which acts as a daily diary for participating employers to note daily enquiries applications and interviews. A **postcard and PDF inviting potential employees** to a half hour telephone interview for which they will be paid £50 is also available. The final piece of the jigsaw is **30 minutes of providers' time** to talk about any changes you have seen during the pilot. To help, please email kalina@morecarejobs.co.uk.

E-newsletter/bulletin copy – suggested shorter content for your communications to your networks if it could link to the above website copy.

The Department of Health and Social Care are developing an adult social care workforce recruitment campaign to raise awareness of working in the sector and drive recruitment and help equip the sector with the knowledge and tools to be more effective in how it recruits and retain staff.



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Test advertising is being run in Gloucestershire and Tyne and Wear this November. — This includes local radio, website adverts, social media and local press coverage. Pending the results, this will inform a national roll out of the campaign in early 2019.

Follow www.facebook.com/everydayisdifferent to find out more. Please like the page and share the content. DHSC needs your help to make the campaign a success. Please get involved by supplying them with:

- **case studies** which they can use on social media and in press engagement
- **information on how many people are applying for jobs** in your organisation

Please email casestudies@morecarejobs.co.uk to get involved.

Social media support – suggested posts below. Please support the campaign's new Facebook page at www.facebook.com/everydayisdifferent

Suggested Tweet/Facebook post:

Working in adult social care is varied, rewarding and makes a huge difference to people's lives every day. Look out for new local adverts from [@DHSCgovUK](#) [Twitter] / [@everydayisdifferent](#) [Facebook] which showcase the exciting variety and opportunities available in social care [#everydayisdifferent](#)

Suggested Tweet/Facebook post:

Local care providers please get involved with [@DHSCgovUK](#) [Twitter] / [@everydayisdifferent](#) [Facebook]'s adult social care recruitment campaign – looking for case studies and evaluation data - visit [@everydayisdifferent](#) [Facebook] to find out more"

In summary:

For representative bodies and LAs:

To help us with the campaign toolkit and/or to join the Basecamp platform, email Chloe.Nuttall-Musson@dh.gsi.gov.uk

For employers/providers:

To enquire about and send in case studies/suggest spokespeople, email casestudies@morecarejobs.co.uk

To participate in evaluation of the campaign, email kalina@morecarejobs.co.uk

Visit www.everydayisdifferent.com and follow www.facebook.com/everydayisdifferent to find out more.