

Every day is different when you care

Adult Social Care Recruitment Campaign

2018-2019

Additional Campaign Update: 7th February 2019



Department
of Health &
Social Care

Covered in this issue:

- Campaign Launch: Advertising dates
- Frequently Asked questions:
 - o Where to find campaign materials
 - o How to upload your jobs to DWP effectively
 - o What to expect in your regions and how to help with social media
 - o Suggested Facebook posts/Tweets to use from 12th February



Campaign Launch: Advertising dates

The campaign will launch on **12th February 2019** with national and regional media engagement.

Google paid search and social media advertising will start from 12th February. More advertising on websites, job boards and on local radio will start from later that week.

From **25th February**, you may see outdoor posters near you.

To see a list of the towns and cities where outdoor posters will be placed, and for a list of local radio stations which will be playing the radio adverts, please see the attached document.



Frequently Asked questions:

When will the toolkit and campaign materials be available and where do we find them?

The campaign toolkit and materials are available now on the website's [Resource Centre](#). The toolkit contains printable posters, leaflets, and pull-up banner artwork. Currently, artwork for two of our 'hero' campaign case studies is available to print. Artwork for a further two case studies will be uploaded as soon as possible.

How do we upload our vacancies to DWP effectively?

All campaign advertising links through to www.everydayisdifferent.com. From here, prospective applicants that click on 'Find a Job' will be taken through to [DWP Find a Job](#), pre-filtered to show jobs that feature 'social' + 'care'. We know that digital is the main way prospective employees search for jobs. To make the most of the campaign and benefit from new people joining the campaign's customer journey it is important that all providers upload their vacancies to this site (along with any local job board normally used). Attached to this email are instructions on how to upload your vacancies. Please note, there is no 'social care' job category. Please upload your vacancies under the job category, 'social work' and this will pick up your vacancies.

What can we expect in our regions and how can we help with social media?

Throughout February and March there will be four regional PR events:

Norwich – Wednesday 20th February

Manchester – Monday 25th February

Birmingham – Thursday 28th February

Southampton – Friday 8th March

All other locations can support the campaign by:

- Printing campaign materials and using them online and in your organisations where there is heavy footfall
- Liking our [Facebook page](#) and sharing our Facebook posts from 12th February onwards
- Asking care staff to share the new quiz available on the campaign website using the hashtag **#shareifyoucare**.

Suggested Facebook posts/Tweets to use from 12th February:

"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"

"Find out about the many and varied ways to make a difference when you work in social care at <http://www.everydayisdifferent.com> [#everydayisdifferent](#) [#workincare](#)"

There are lots of rewarding and varied social care jobs available right now – find out more at <http://www.everydayisdifferent.com> [#everydayisdifferent](#) [#workincare](#)"

