

Source and attract  
creatively in a  
competitive market



*Inspired*  
*to care*

Your journey to a career in social care

[Inspiredtocare.co.uk](https://inspiredtocare.co.uk)

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# The market is changing....

As a sector, we are overly reliant on online job boards for attracting candidates. This resource has been created to give you additional ideas on most effective attraction, recruitment and retention.

## Knowing Your Audience

### **Active Candidates**

- Actively searching for a new role
- Dissatisfied employees
- Jobseekers

### Recruiting Active Candidates

- Consider your target market
- Be visible through advertising (consider where they go online)
- Sell your unique selling points (USP's)

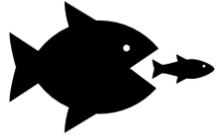
### **Passive Candidates**

- Happy employees
- Wasn't actively looking for a new role
- Willing to discuss opportunities

### Recruiting Passive Candidates

- Pro-active approach (headhunt)
- May have been referred
- Have to 'sell' the opportunity
- Build rapport

# What We Can Gain from this resource



Get ahead of the competition



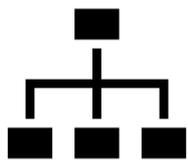
Increased candidate pool



Increase candidate funnel or pipeline



Diversified workforce



Ensure continuity & quality of care



Improve brand awareness



Save money and better return on investment (ROI)



Grow your business

# Workforce Statistics

(All statistics correct at time of creation in November 2021)

- 431,577 active job seekers in Leicestershire
- 367 employers are actively recruiting care assistant and support worker jobs in Leicestershire
- £10.01 per hour is the average hourly rate for Care Assistant across Leicestershire
- 65% of job seekers now want a job that gives 'a sense of purpose' due to the pandemic
- 45% of the workforce are passive candidates

Those who use paid advertising on indeed are able to access market insights on a monthly basis. These are sometimes offered on other packages please contact your indeed account manager for further details.



## Hiring Insights

Market Insights

Candidate Insights

## Market Insights

Country GB	Job Location London	Job Title Registered Nurse	Generate Report
Job Titles: Registered Nurse			Clear All

### Registered Nurse Jobs in London

Jobs

**1,774**

Number of jobs posted in London that received clicks

Job Seekers

**5,455**

Number of job seekers to have clicked on jobs in London

Candidate Devices

Average Salary

# Where else to advertise online

## Inspired To Care Website

As a member you have access to our online jobs board. It is easy to use and free for you to post on.

The screenshot shows the 'Find a Job' page on the Inspired to Care website. The header includes the logo and navigation links: 'Take Our Career Matching Quiz', 'Careers Advice', 'Career Stories', 'Join Us', 'Find a Job', and 'Employers'. The main heading is 'Find a Job'. Below it, there is an 'Admin' button and a 'Locations' filter with options: 'All', 'Ashby de la Zouch & Coalville', 'Birstall & Anstey', 'Blaby & Countesthorpe', and 'Birstall & Anstey, Blaby & Countesthorpe, Loughborough'. A job listing for 'Assistant Manager' is displayed, with details: 'Company: Vista', 'Location: Birstall & Anstey, Blaby & Countesthorpe, Loughborough', and the Vista logo.

The screenshot shows the 'Post a Job' page on the Inspired to Care website. The header is identical to the previous page. The main heading is 'Post a Job'. Below the heading, there is a link to 'Read this guidance before uploading your vacancy' and a download icon for 'Job Advert Upload Guidance' (PDF, 590 Kb). The page features a 'GENERAL' tab and two input fields: 'Job Title\*' and 'Organisation Name\*'. On the right, there are two job listings: 'Assistant Manager' (Added 22nd November) and 'Field Care Supervisor' (Added 11th November), both with the Vista logo.

Read this guidance before uploading your vacancy

 **Job Advert Upload Guidance**  
(PDF, 590 Kb)

GENERAL

Job Title\*:

Organisation Name\*:

vista

Added 22nd November

Assistant Manager

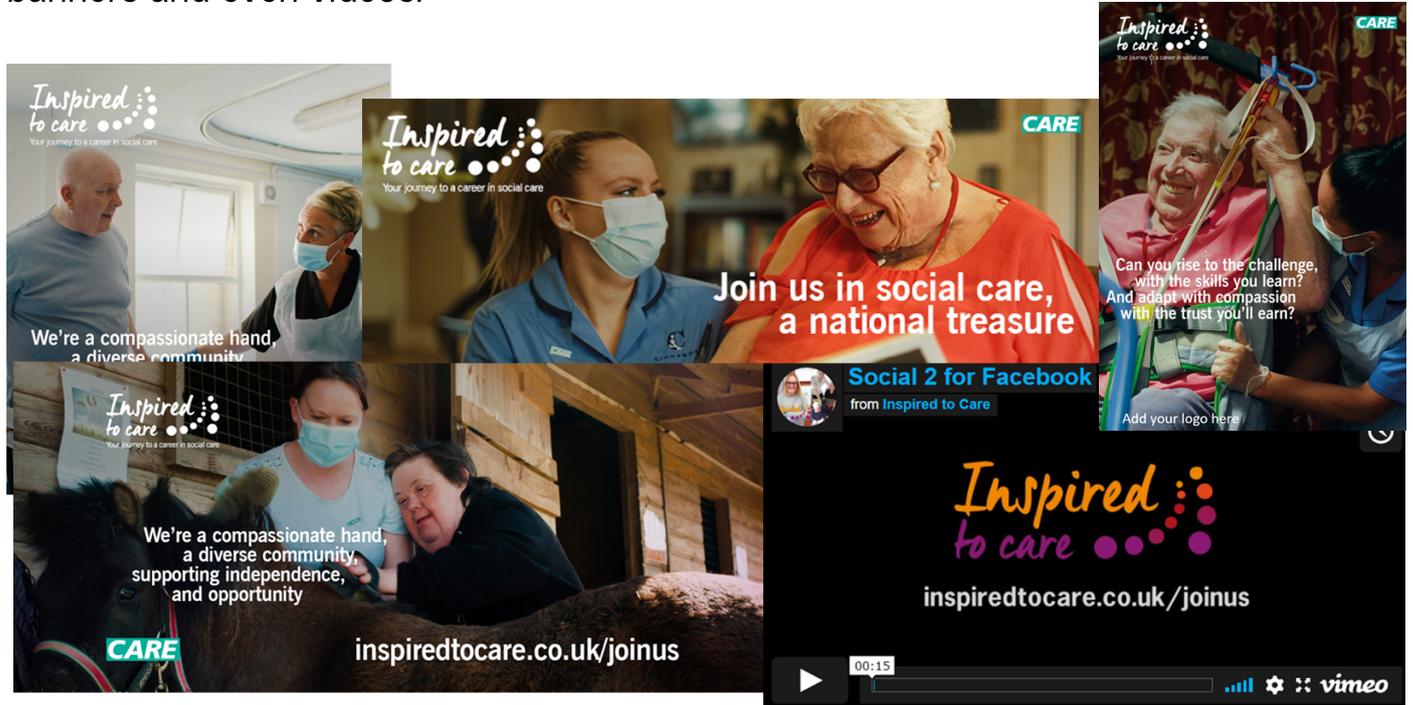
Universal

Added 11th November

Field Care Supervisor

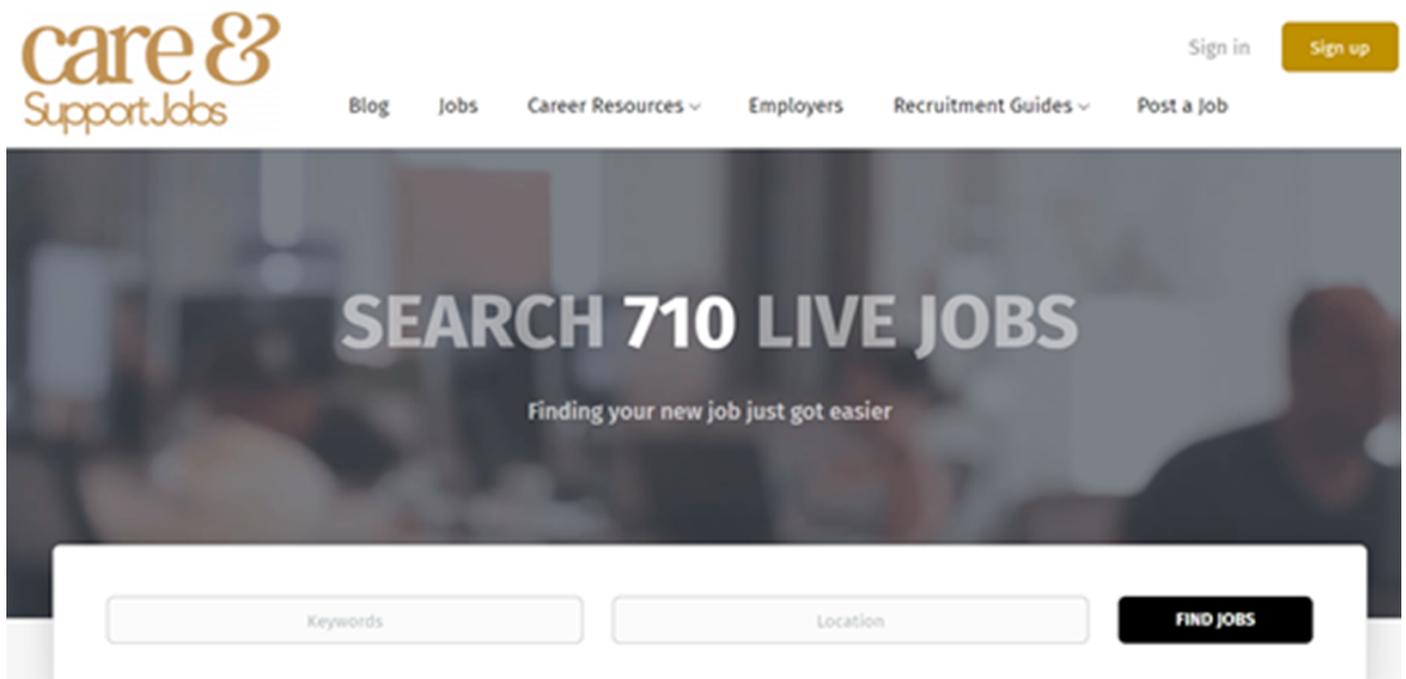
## Inspired To Care Resources

Our members area has a large amount of free resources for you to take and use in your own advertising and for your social media accounts including posters, leaflets, banners and even videos!



## Sector Specific Sites

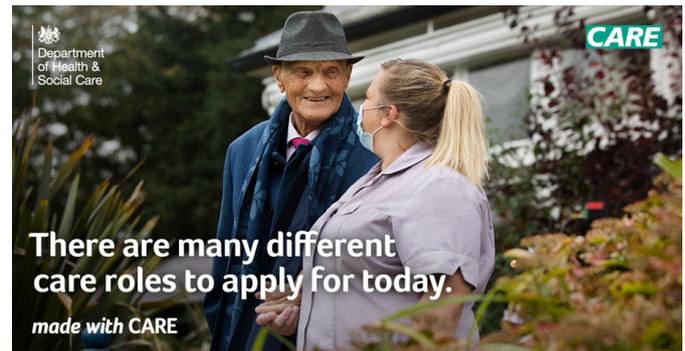
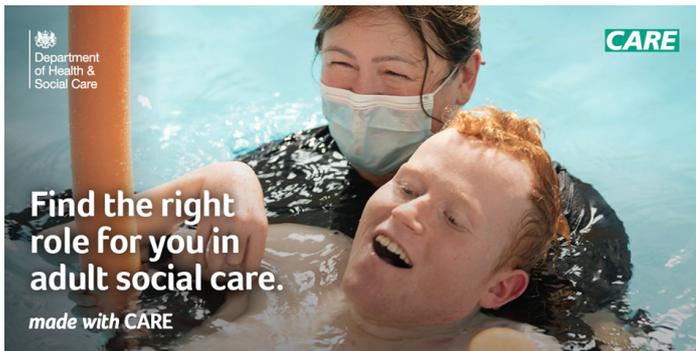
[www.careandsupportjobs.co.uk](http://www.careandsupportjobs.co.uk) is an adult social care jobs board that is building popularity and its free!



## National Campaigns

There have been a few campaigns over the last few years that have been created by the department of health and social care. The newest as of 2021 is called 'Made with Care'.

These campaigns allow you free access to all the resources that have been put together for you to use in your own campaign and advertise your roles for free..



## DWP & Local Job Centres

As part of the campaign, the DWP will be promoting adult social care roles to all of their customers! Make sure you have posted your jobs on the DWP website! The amount of people currently using the job centre has increased! Those who have had a job for 30 years have suddenly found themselves being made redundant. Don't miss out on them! And it's FREE!

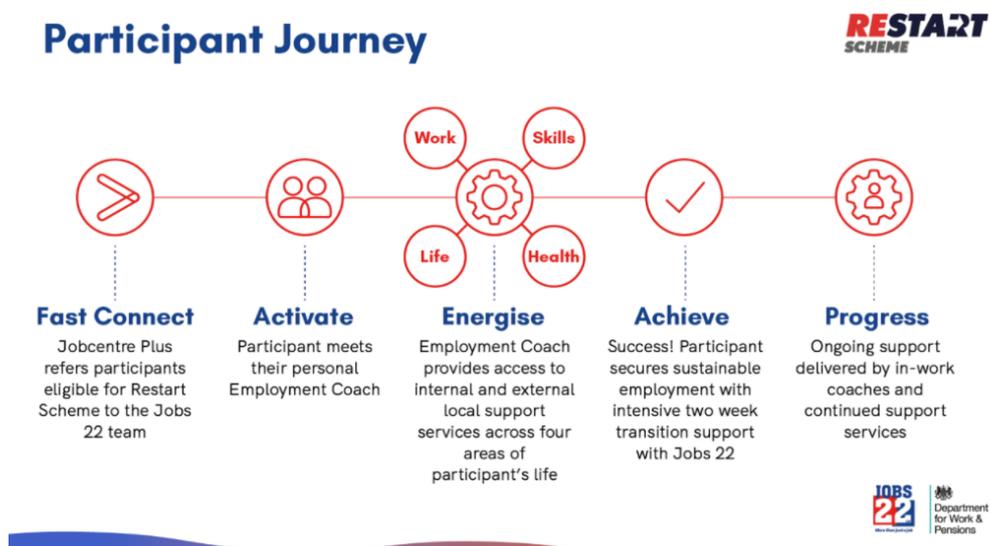
**DWP** Department for Work and Pensions



## Restart Programme

The Restart Scheme is part of the UK Government's 'Plan for Jobs' initiative, designed to support and advise to help job seekers to secure sustainable employment. The Department has carefully selected local establishments to deliver the restart Scheme. In addition, your local Jobcentre Plus will provide up to 12 months of bespoke support tailored to the individuals needs. Search Restart gov for more information.

Jobs 22 was chosen to run Restart Scheme across East Central England; an area which includes Bedfordshire, Leicestershire, Lincolnshire, North Buckinghamshire, Northamptonshire, Staffordshire & Warwickshire. Get in touch with them at <https://jobs-22.co.uk/restart-scheme> to advertise your roles with them.



## Sector-Based Work Academies (SWAPs)

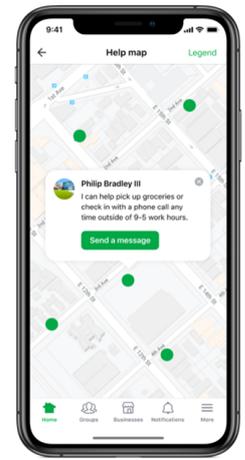
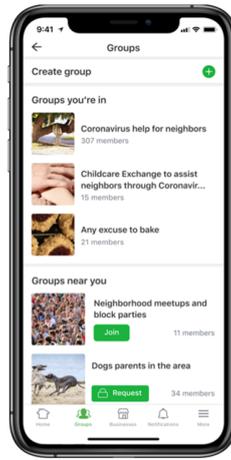
Sector-based work academies help prepare those receiving unemployment benefits to apply for jobs in a different area of work. Placements are designed to help meet your immediate and future recruitment needs as well as to recruit a workforce with the right skills to sustain and grow our sector and your business.

**Top Tip:** Inspired to care are currently involved with a great county-wide Sector Based Work Academy Program. To get access to candidates that have completed L1 H&SC and looking for workplease contact us!

# Useful Apps

## Next Door App

The NextDoor App is a free community focused app that allows you to see what is going on in your local area. You can create groups to discuss local topics and even advertise the roles you have within your area. Again... FREE!



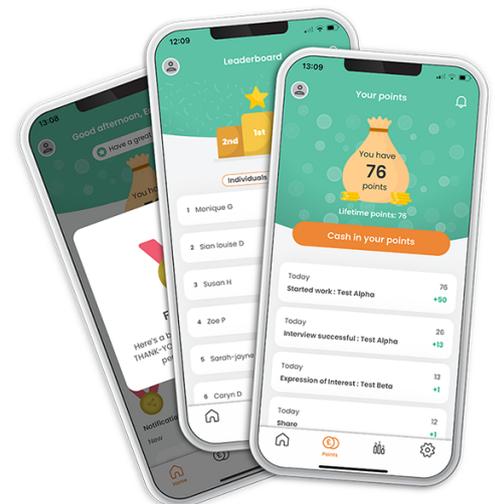
## Care Friends App

Finding the right quality of care staff is a major challenge. Employee referral programmes are a proven best source, but they are fiendishly hard to keep top-of-mind with staff.

Care Friends is an app developed by Neil Eastwood, author of Saving Social Care, that allows your colleagues to refer a friend with ease and offer incentives that are easy to understand.

The main benefits are:

- Generate a regular flow of high quality candidates
- Save significant admin time through automation
- Save time and money
- Build trust with staff by not overlooking payment



# Social Media

Social media is a well acknowledged part of most of our lives. There are multiple platforms which are currently available for you to use for FREE!



Facebook



Instagram



Twitter



TikTok



Pinterest



YouTube



LinkedIn



Snapchat

You can also sponsor posts on social media to ensure they get a higher reach. You can set demographic criteria of who you want these post to reach. Top Top: Ensure you link your posts with a call to action, a simple enquiry form for candidates to complete can capture all the information you need to conduct a pre-screen and get candidates booked in for interview

## Knowing the networks

You will notice this more as you get familiar with each platform. For example, the video to the right is from Tiktok. This platform utilises short easy to absorb videos, often with a humorous or thought-provoking message behind them.

You will also find you are encouraged to share the media at every stage.

Pinterest collates images together that are similar using a widely used theme - This could get your image even further



## Growing your network

Facebook is a great way to connect with a wider community. By joining groups in your local community it can help you connect with those around you! By promoting good news stories about your achievements in these groups will promote your company in a positive light without feeling like you are advertising.

Linkedin connections are a great way to see who is up and coming in the sector and give you insider information of new ideas and innovations.

## Paid services on social media

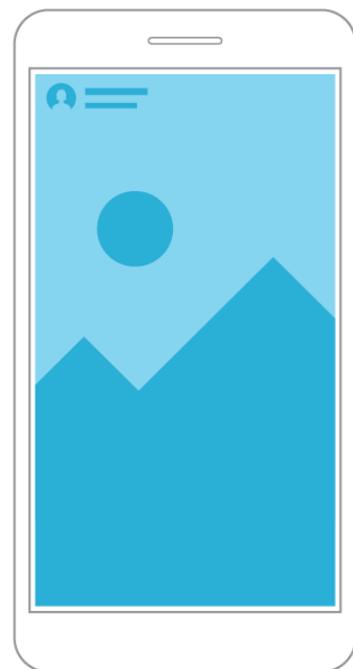
Sometimes you will want the extra reach on your social media content. All of the above social media platforms offer a paid advertising feature. These can extend your audiences vastly and often you can target a specific area and demographic . One feature which is useful is the ability to see the success of the post to allow you to see how many people the adverts have reached and whether it has been worth your investment, monitoring your return on investment (ROI).



Facebook  
Stories



Instagram  
Stories



Messenger  
Stories

# Google Ad Words

Google AdWords is a pay-per-click online advertising platform that allows you to display your website on Google's search engine results page. Based on the keywords that you want to target, companies pay to get their advertisements ranked at the top of the search results page. Since the platform runs on pay-per-click (PPC) advertising, you have to pay only when a visitor clicks your ad.

The Google AdWords marketplace works like an auction where people bid for clicks. However, it's not necessary that the highest bid wins. Apart from money, Google also considers the quality score to ensure that the people clicking on the ads have the best possible experience.



care jobs



All

News

Images

Shopping

Maps

More

Tools

About 642,000,000 results (0.97 seconds)

Ad · <https://www.adultsocialcare.co.uk/job/socialcare> ▼

## Adult Social Care Jobs - Apply Now

There Are **Jobs** In Your Local Area. With So Many Different Roles To Choose From, There's Always A Role For You. Social **Care** Roles. Find Roles To Suit You. Use Your Skills. Types: Activities Worker, **Care** Worker, **Care** Assistant, Personal Assistant, Support Worker.

Ad · <https://www.helpfulhomecare.co.uk/oadby/jobs> ▼ 0116 442 2181

## Home Care Workers Needed - Flexible Hours, Call Us Today.

Experience Not Required. Own Car Essential, Full Training Given, Mileage Paid. Great Rates of Pay. Friendly Team Environment. Regular Training Given. Free Uniforms. Highlights: Providing Comprehensive Training, Offering Competitive Hourly Rates.

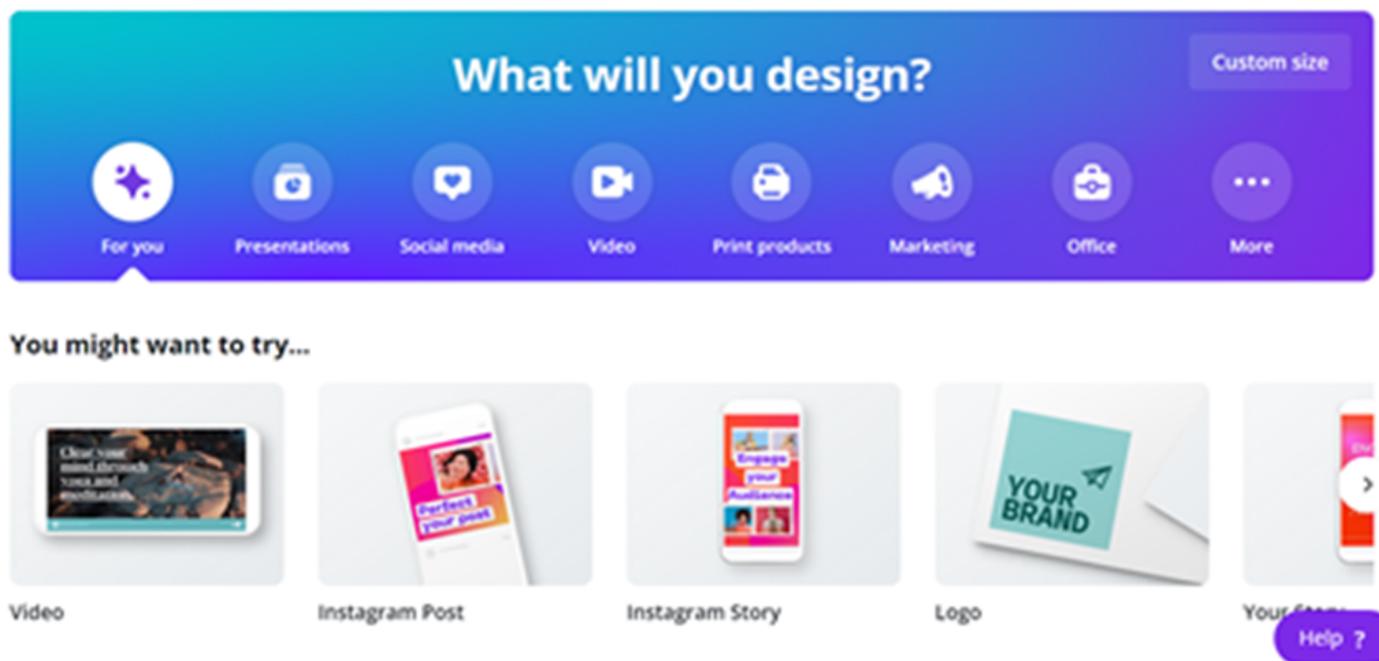
[Home Care](#) · [Social Care](#) · [Personal Care](#) · [Respite Care](#) · [Shopping Services](#)

📍 25 New Street, Oadby, Leicester - Open today · 7:00 am – 11:00 pm ▼

# Canva

Canva is a **FREE** design website that allows you to create a variety of different marketing posts such as social media posts, posters, videos and brochures!

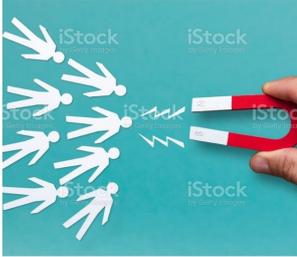
It's simple to use and templates are available for you to use whilst you get used to making your own!



**Top Tip:** If posting images on both Instagram and Facebook always use the Instagram post templates, these are suitable for Facebook imagery size.

Facebook templates will be the wrong size for Instagram imagery.

# Examples of Canva

## How to source candidates creatively in a competitive market

**Registration is now open!**

**FREE EVENT**  
25th November  
9.30am-2pm

*Winstanley House, Hinckley Road, Leicester, LE3 1HX*

### GET AHEAD OF THE GAME..

Email [inspiredtocare@leics.gov.uk](mailto:inspiredtocare@leics.gov.uk) to book your FREE space

Limited spaces available allocated on first come, first served basis

**Why join us:**

- Widen your candidate pool
- Increase your candidate pipeline
- Save money
- Get ahead of the competition
- Ensure service continuity
- Grow your business
- Improve brand awareness

**All the information and resources you will need to successfully source candidates within your service**

## SOCIAL WORKER



You could support lots of people including older people, those with learning disabilities, physical disabilities and mental health conditions such as people with depression, anxiety, schizophrenia and personality disorders.

You'll usually work as part of a team but have responsibility for a number of different people. You'll also need to work closely with other organisations such as the police, health services, schools and probation services.

**Great for Health & Social Care Students**

Your role might include:

- finding out what type of care and support the person needs
- doing assessments to make sure people continue to get the right care
- offering information and counselling
- intervening when people need support or safeguarding
- keeping records and writing reports.





**CONTACT TYPE**  
Directly working with people that use services

## Home Care Professional

Home care professionals (often called 'domiciliary' or 'community care') provide care and support in people's own homes.




**Inspired to care**  
Your journey to a career in social care

**CARE**

**Each person is so much more to us than just their name  
We make a real difference, perhaps the only person who came**

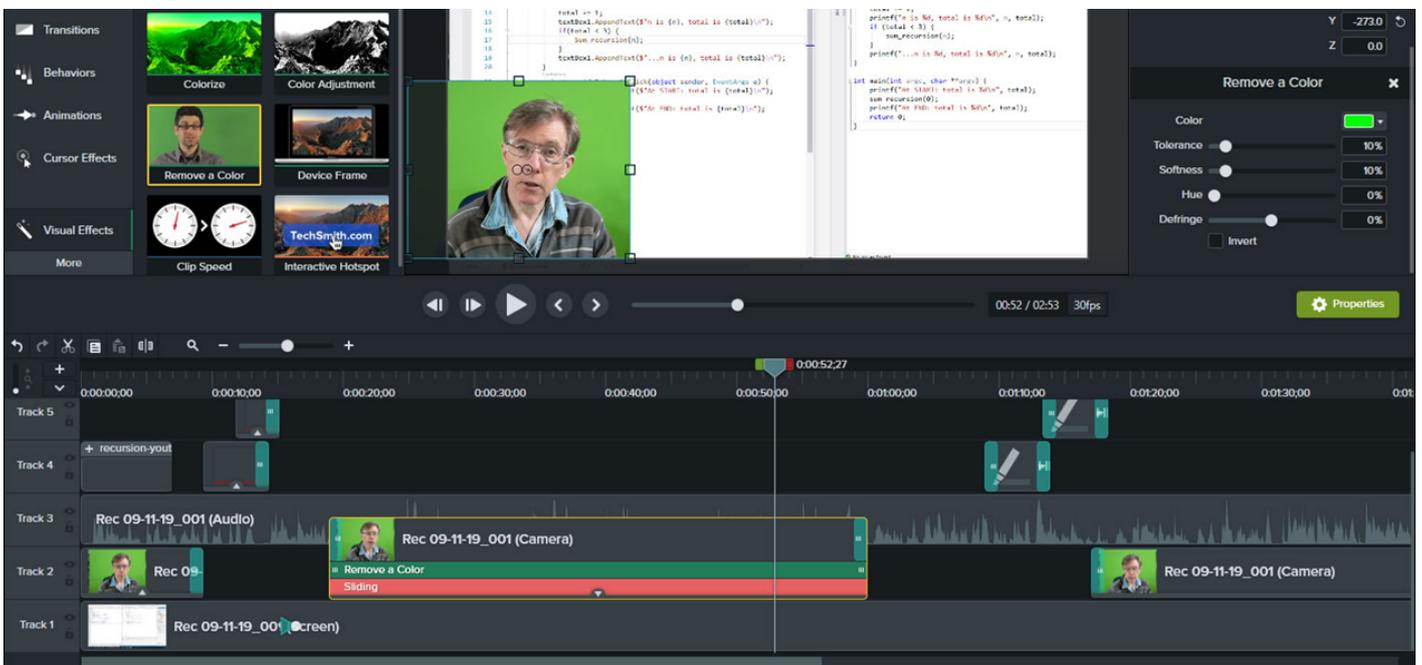
[www.inspiredtocare.co.uk/joinus](http://www.inspiredtocare.co.uk/joinus)

# Camtasia

Ever wondered how we create our videos?

Camtasia is a video editing software package which allows you to create professional looking videos with ease. Although it does have a small cost associated, it's inexpensive compared to its competitors and its really easy to use.

You can add music to your video, transitions graphics, text, and even animated intro's and outros!



Scan the QR code to watch a video that Inspired to Care created using Camtasia.



# The value of video

Did you know? People are over **27 times** more likely to click on an online video advert than static image or text!

There are so many ways and opportunities to create videos. You don't need any specialist equipment - just your regular smartphone!



## **People that use your services**

Obtain emotive quotes about their favourite care professionals or what a wonderful day they have had with their support worker.



## **Your staff**

Obtain quotes about their favourite person they support or what a wonderful day they have had or what they love most about their roles.



## **Family or friends of people that use your services**

Obtain emotive quotes about their favourite care professionals or why they are happy their family member or friend is supported by your service.



## **Local Community**

Obtain quotes from businesses or people in the local community which captures why they are happy that the service is in there and how they have got involved.

# Social Media Secret Weapons!



## **Animals**

Creating content involving animals can be very engaging with your audience. Are you in a service that utilises animals in the service you provide?



## **Children**

Content involving children can also increase engagement with your posts. Consent is of course needed from parents/guardians.

Here are some strong examples of how using animals and children as part of your advertising can grab attention and cause emotive reaction.



## Activity

Why not ask the team to have a watch of both the 'Flip the Script' and British Heart Foundation advert and note down how each advert made them feel, what do they remember from each advert?



People are over **27 times** more likely to click on an online video ad



Videos get **1,200%** more shares than text and images combined



Companies that use videos on their websites have **41%** more traffic from searches



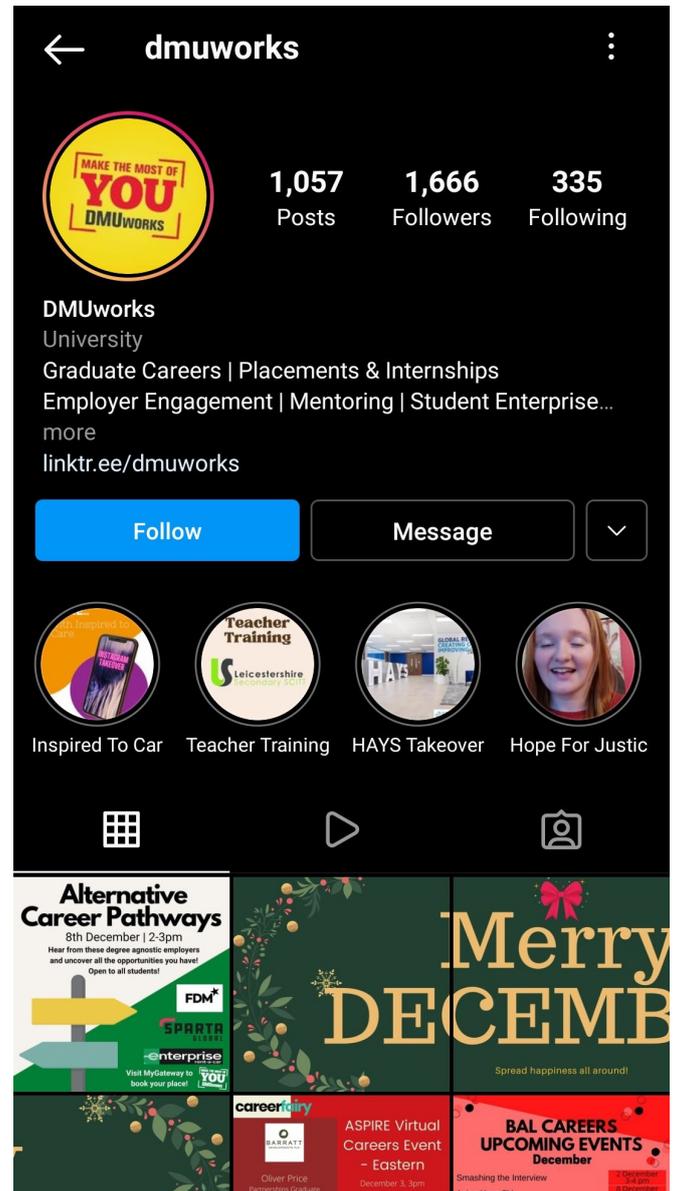
Studies show that viewers retain **95% of a video's message** compared to 10% when reading text

# Social Media Takeovers

Being involved in a social media takeover is a great way to reach an audience you currently don't have! Many different organisations take part in these and it is often a swapped experience.

There are so many benefits to taking part including:

- Promote your service
- Increase online presence
- Advertise your vacancies
- Attract passive candidates
- Champion careers in adult social care
- Staff recognition
- Q&A sessions



**Top Tip:** Inspired To Care conduct takeover days on our social media accounts! If you are interested in taking part, drop the team an email on [inspiredtocare@leics.gov.uk](mailto:inspiredtocare@leics.gov.uk)

# Make the most of your website

The majority of us have a company website. Consider this as your front door to the virtual world. 90% of applicants will head over to your company website and social media accounts before applying for roles. There are many ways to utilise this and to make the most of your candidates' first encounter of your organisation. Consider adding the following to your website to increase your traffic and stand out from the competition.

## **Blogs**

Not only are blogs more engaging with your audience, they increase your position on Google search. Look into what the current key words are for our sector and use them as much as you can to utilise this to its best potential.

## **Unique Research**

No one wants to read the same information over and over again. We all have information which we consider "our little secret." If you write about this it will increase interest in your website and build trust if they work for others.

## **Guides**

How many of you would rather watch a YouTube video rather than read the instructions? Think about how we can engage next of kin or family carers with information they may find useful. For example how to return medication to a pharmacy when not needed?

## **F.A.Q's**

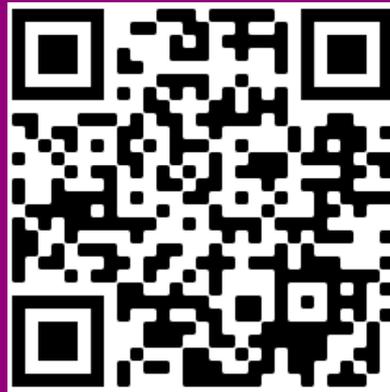
Answering questions such as what is personal care? We presume everyone knows what this is but that's not the case. People will search this question when applying for jobs, bringing them to your site.

**Top Tip:** At the bottom of each page add a link to your vacancies

## **Case studies**

Conducting and showcasing case studies on your website is a great way for individuals to learn more about the work you do. People may aspire to progress within their career. Give a case study of someone who has progressed within your organisation, show their career pathway. This can be very encouraging.

**Want some  
inspiration? Scan  
the QR Code to  
see our case  
studies!**



## **Day in the life videos of care and support professionals**

Creating and posting videos involving care and support professionals within your company can show your audience, who may have not have great understanding of the role, what its really like to work within care. Try and do a day in the life showing all aspects of the role and the environment, for them to be able to make informed decisions. This will help drive down turnover in the first 3 months.

## **Careers area**

Having a separate area dedicated to careers can really take all the guess work out when trying to find a role. Allow them to filter by area and role without overly complicated job titles to get the best results.

## **Short enquiry forms**

Having a short enquiry form is best for capturing new recruits. Long forms where you need to upload items can easily discourage people from applying. Try to just capture the basic information you need to contact them; Name, Number and Email address is a good start to get the ball rolling!

# Be creative with the internet

Not everyone absorbs information the same way. Visuals and conversations are a great way to really sell yourselves to a potential recruit. For example, having a podcast, someone could easily listen to this whilst they are doing something else, which will keep the person thinking about you even after it has finished.

## **Webinars**

Webinar recruiting offers a variety of tools including pre-employment screening, personality assessments and testing to screen candidates to allow you to select qualified candidates who match your organization's values and culture. Online recruiting can reach a much larger or more targeted audience than other methods. This is a way you can reach job seekers wherever they are!

## **Podcasts**

One of the ways that businesses across different sectors have started marketing their businesses is through podcasting. With a creative podcast, you can not only integrate subtle marketing for your company and provide the audience with useful information, but you can also strengthen your voice within the industry by providing interesting and engaging content. This, in turn, will help in the tremendous growth of your brand, as you will establish yourself more firmly as an industry expert.

**A good example of a podcast relating to social care is:  
The Caring View  
Which can be found on YouTube**

# What should you post on social media?

There is a general rule if you want to be successful on social media. Your posts should follow the 80 / 20 rule with 80% being content that your audience will find engaging and 20% being advertising.

Ask yourself. Would you follow an account that is 100% advertising?

So what should the 80% be?

## Community Engagement Posts

Be aware of what is happening in your area and post about it!

For example Inspired To Care took part in celebrating the Pride event in Leicester which is a fun way of showing how inclusive Leicestershire County Council and social care is as an employer and sector. We ask our colleagues if they would like to be included and we generally have a lot of interest in taking part.



**Inspired to care**  
Your journey to a career in social care  
Have you have ever thought about a career in care? Are you looking for a role that you can really take **PRIDE** in? The care sector has many inspiring and successful members of the LGBTQIA+ community... **but we want more!**

**HAVE A GREAT PRIDE LEICESTER!**

[www.inspiredtocare.co.uk/careerstories](http://www.inspiredtocare.co.uk/careerstories)

**DAVID - Social Care Recruitment & Retention**  
Inspired To Care

**Inspired to care**  
Your journey to a career in social care

**HAVE A GREAT PRIDE LEICESTER!**

**Members of the LGBTQIA+ community face many challenges throughout their lives. How do you feel a career in social care could help to overcome these?**

"When I left College my confidence was low from bullying throughout my education because of this my social skills really suffered. Through working in the social care sector I have healed my self-esteem and can now speak with anyone at ease. It has changed me as a person for the better and I will always be grateful for that."

Find More LGBTQIA+ Success Stories In Social Care At:  
[www.inspiredtocare.co.uk/careerstories](http://www.inspiredtocare.co.uk/careerstories)

**Top Tip:** Using real people gives a face to your brand. Always try and use your own images when creating content.

## Take Part In World Wide Events

Events such as Movember happen across the entire world. Taking part in these and using your hashtags correctly can really get your brand in the market.



### Movember in Social Care

David from the Inspired To Care team will be growing a moustache this month to raise awareness of prostate cancer and testicular cancer but also to celebrate all the amazing care professionals supporting people with these diagnoses and all the males working in our sector. Are you a male working in social care? Why not join me?



Your journey to a career in social care



### Week 2 Update

Week 1



Half Way Through!

Week 2



Whos Joining Movember this year?

## HAPPY INTERNATIONAL MENS DAY!

Today we are celebrating all the amazing men working in the social care sector!

18% of the workforce are male and we want more!



**INTERNATIONAL MENS DAY**  
November 19

[www.inspiredtocare.co.uk/joinus](http://www.inspiredtocare.co.uk/joinus)



## HAPPY INTERNATIONAL MENS DAY!



David - Care Professional  
Shephed Carers

David worked as a mental health nurse in the NHS for 22 years before becoming a social care professional. His nursing career was spend working in residential services for people with a range of mental health challenges and complex needs. Towards the end of his nursing career, David realised that he wanted to move away from the NHS, but wanted to carry on doing a role where he could make a difference to peoples' lives. It was this realisation that motivated David to start a career in social care.

**INTERNATIONAL MENS DAY**  
November 19

[www.inspiredtocare.co.uk/joinus](http://www.inspiredtocare.co.uk/joinus)

## National Days, Cultural Events & Religious Festivals

Celebrating national days can help build a sense of community online. It will also encourage engagement and memories of you as a brand.



Celebration of religious and cultural festivals is a great way of showing that your company is diverse and inclusive. To keep up to date with all the festivals use the QR Code below.



**Top Tip:** Pre plan your posts and post them first thing in the morning. Posting later in the day can give the impression you forgot! You can also schedule your posts to go out at certain times / days.

# Press Releases

## What is the purpose of a press release?

- Inform public of an event that is newsworthy
- Generate attention around a business
- Create positive publicity
- Increase brand awareness

The media can sometimes focus on the negative news which is doing nothing for us showcasing the amazing work of our sector.. It's our job to change this and we can do this by creating uplifting, positive press releases where we can shine a positive light on our wonderful sector, therefore changing peoples perceptions of careers within social care..

We are all sick of seeing these!



Lets see more of these!

# Inspired to Care – Press Release Nov 2021 - Leicester Mercury & Leicestershire Live!

LeicestershireLive NEWS - IN YOUR AREA WHAT'S ON - LEICESTER CITY FC TIGERS BUSINESS

Win a Halfords (Motor) bike worth up to £500. Click here

BUY A PAPER FUNERAL NOTICES JOBS BOOK AN AD BUY A PHOTO ADVERTISE WITH US PROPERTY VOUCHER CODES MARKETPLACE DIRECTORY PUBLIC NOTICES DATING NEWSLETTER SIGNUP

Special Features - LeicestershireLive Care Professional of the Year Awards

## The rewards of working as a care professional in Leicestershire

Inspired to Care pays tribute to the region's dedicated care professionals - and urges other professionals to join the industry

By Harriet Morphy-Morris 09:25, 19 NOV 2021

ADVERTORIAL

LinkedIn Talent Solutions

Find your next great hire.

Request a demo

INSPIRED TO CARE

Supporting adults to live happy, independent lives, adult social care professionals work tirelessly to support peoples physical, mental and emotional needs.

The last 20 months have proven to be especially difficult for those in the role as the pandemic put carers on the frontline.

Now, Inspired to Care, a [Leicestershire County Council project](#), is raising awareness of the hard work, dedication and devotion of all care and support professionals across Leicestershire.

Their latest campaign aims to attract more professionals into the private care sector.

The minute-long film has powerful narration in the form of a poem, highlighting sacrifices whilst also acknowledging the powerful bond between care professionals and the people they support.

[Inspired to Care](#) will continue to spread the word about the importance of adult care professionals at the upcoming [LeicestershireLive Care Professional of the Year Awards](#).

**MOST READ**

With sophistication and style, Browns Lane offers top quality and service

LeicestershireLive SHARE

[Inspired to Care](#) will continue to spread the word about the importance of adult care professionals at the upcoming [LeicestershireLive Care Professional of the year Awards](#).

### Inspired to Care are this year's headline sponsors

ADVERTISER CONTENT FROM INSPIRED TO CARE

The [LeicestershireLive Care Professional of the Year Awards](#) reward, recognise and celebrate care professionals who have helped improve the lives of others across Leicestershire.

A representative from Inspired to Care said: "Never more so than the past two years has the workforce demonstrated resilience and devotion to the people they support, and we at Inspired to Care & Leicestershire County Council are proud of all your heroic efforts keeping people safe and well."

Categories include Best Newcomer to Care, Dementia Care Professional of the Year, Supporting Independence and Palliative Care Professional of the Year to name just a few.

The celebratory event will take place Thursday, February 10. For more details, and to nominate see the [website](#).

Faye Reast features in the video in her role as a team leader at the Cedar Mews residential home in Birstall.

Faye said: "I've been at Cedar Mews since it opened, and I love it here.

"I've worked in care since I was 16, including a spell in domiciliary care, and there are so many opportunities to progress your career, which I've been fortunate enough to do.

"It's also helped me to gain confidence, which is so vital in this job, along with building relationships with residents and being able to communicate and liaise with other health care professionals.



**Inspire to Care hope to inspire others to join the profession** (Image: Media 2020)

"I'd definitely recommend a career in care and I'd encourage people to find out more about the opportunities available through the Inspired to Care website."

In the film, Faye is shown supporting resident Gerald Prince, who she describes as a "lovely man, very grateful for the support he receives."

The former Leicester pharmacist Gerald said: "I've been at the home for about two-and-a-half years, all the staff meet my needs - they are very good at what they do."

Christine Radford, the county council's cabinet member for adults and communities, said: "This inspiring

LeicestershireLive SHARE

The former Leicester pharmacist Gerald said: "I've been at the home for about two-and-a-half years, all the staff meet my needs - they are very good at what they do."

Christine Radford, the county council's cabinet member for adults and communities, said: "This inspiring film was produced to highlight the values and skills which care professionals have - their huge hearts and their unbending commitment to the work they do."

musicMagpie

The UK's #1 Mobile Recycling Service

£60.00

Sell Now

We now want to bring in more professionals as the work goes on to support the care sector, so come and join the brilliant people we already have on board."

LeicestershireLive

# CARE PROFESSIONAL OF THE YEAR AWARDS 22

IN ASSOCIATION WITH

Inspired to care

The journey to care is never too late. Inspiredtocare.co.uk



## More examples of positive press from providers

 News ▶ Local News ▶ Employment

### 'Help people live independent and fulfilling lives' - How you could make a difference as a care worker

'If anyone was thinking about getting into care I would say go for it, it's a difficult job, but it's so rewarding'



 News ▶ Leicester News ▶ Leicestershire Live Care Professional of the Year Awards

### Now's your chance to give a care professional a boost **Westgate Healthcare receives Good or Outstanding for all care homes**

Winner calls for nominations to the LeicestershireLive Care Professional of the Year Awards 2022

◊ BEST PRACTICE / BUSINESS / CARE HOME GROUPS / COMPLIANCE / OPERATORS by LEE PEART

on NOVEMBER 17, 2021

SHARE   

By **Chrissy Harris**

14:33, 17 NOV 2021

17th November

### Residents rate Wrexham care home as one of the top in Wales

## Writing a press release

### Golden Rules

- Use attention grabbing headlines
- Keep it brief (300-500 words)
- Use quotes
- Convey the key facts in your first paragraph
- Use simple and concise language

### Activity:

Sit and write down 3 good news stories from within your company. Create eye catching headlines for each. This is a great starting point to get your creative juices flowing!

# Media Contacts

## Regional Newspapers

Leicester Mercury/ Loughborough Mercury  
Third Floor, St George Street, Leicester LE1 9FQ  
0116 222 4241  
newsdesk@leicestermercury.co.uk

### Coalville Times

Bridge Road, Coalville LE67 3QP  
01530 813101  
editor@timesandleader.co.uk

### Harborough and Lutterworth Mail

9, Northampton Road, Market Harborough LE16 9HB  
01858 436000  
newsdesk@harboroughmail.co.uk

### Hinckley Times

The Atkins Building, Lower Bond Street,  
Hinckley LE10 1QU  
01455 891190  
hinckleytimes@trinitymirror.com

### Loughborough Echo

Princes' Court, Royal Way, Loughborough LE11 5XR  
01509 232632  
andy\_rush@mrn.co.uk

### Melton Times

49, Nottingham Street, Melton LE13 1NT  
01664 410041  
Christian.march@meltontimes.co.uk

## Regional Television

### East Midlands Today

London Road, Nottingham NG2 4UU  
0115 902 1930  
emt@bbc.co.uk

### Central TV

Gas Street, Birmingham B1 2JT  
08448 814 000  
centralnews@itv.com

### Regional Radio

BBC Radio Leicester  
9, St Nicolas Place, Leicester LE1 5LB  
0116 251 6688  
radio.leicesternews@bbc.co.uk

### Gem 106 FM

City Link, Nottingham NG2 4NG  
0115 910 6100  
news@gem106.co.uk

### Capital Radio FM

Chapel Quarter, Maid Marian Way,  
Nottingham NG1 6HQ  
0115 873 1520  
eastmidlands.news@capitalfm.com

### Oak FM

3, Martins Court, Telford Way,  
Coalville LE67 3HD  
01530 835108  
news@oakfm.co.uk

### Harborough FM

Fernie House, Fernie Road,  
Market Harborough LE16 7PH  
01858 464666  
news@harboroughfm.co.uk

### Hermitage FM

2A, Hotel Street, Coalville LE67 3EP  
01530 460992  
admin@hermitagefm.co.uk

*Inspired* :  
*to care* ●●●●●

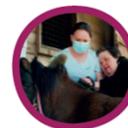
# Sourcing Creatively offline

The majority of us have access to leaflets and posters but struggle when it comes to using them effectively. Leaflet drops are often seen as a poor return on investment. There is more you can do with your leaflets and posters to get them into your local community that are often very cost effective or even sometimes FREE!

A great idea for leaflets and posters is leaving them in your local vaccination centres. Those waiting in queues or post jobs for 15 minutes will quickly get bored and read any material available. Plus we know they are vaccinated!

**Inspired  
to care**  
Your journey to a career in social care

Visit [inspiredtocare.co.uk](https://inspiredtocare.co.uk) to find out about social care careers in Leicestershire



*A profession  
to be proud of*

## List of places to advertise and network in local communities

To give you some inspiration on the sorts of places you can network with or ask to advertise, we have compiled a list to get you started. Think about where your target audience may be.



- Allotment noticeboards
- Animal Charities
- Bingo halls
- Blood Donation centres
- Book clubs
- Bowls / Bridge clubs
- British Legion
- Bus stops
- Cafes and restaurants
- Car boot sales
- Car windscreen flyers in supermarkets and car parks (check permissions and only when rain isn't forecasted)
- Charity Events
- Charity shops
- Clinics
- Coffee shops
- Communal halls
- Community Centres
- Craft Fairs
- Dating websites for mature singles (consider advertising)
- Doctors Surgeries
- Educational establishments (nurseries, schools, colleges, universities) notice boards
- Employee Referrals
- Exercise classes
- Fast food outlets
- Flyers in school bags
- Garden Centres
- Good leavers
- Hairdressers
- Hospital Friends
- Hospitals
- Jumble Sales
- Knitting clubs
- Leaflets, direct mail, door drops and flyers
- Leisure Centres
- Libraries
- Local Facebook or community pages

For the full list visit our members area!

# Innovative Offline Advertising

With the market so highly competitive, now is a great time to try new innovative ideas when it comes to attraction.

## **Bill boards, bus stops, lamp post banners and roundabout sponsorship**

These would be a great place to start as these will target most people in an area as possible. Walkers & drivers will both see these and they stick in your mind. Great eye catching memorable adverts will have the most impact.

## **Creation of media**

We've all heard people talk about recent TV shows such as Ed Balls documentaries. Why not make your own? The media can often paint social care in a bad light. Lets change this, get everyone talking and give candidates the right expectations!

## **Get your colleagues involved**

A simple but effective way to recruit people and recognise your current teams is by creating some car decal stickers for your teams back windows; they could simply have **"I'm proud to be a care professional for [Logo] in [area], could you be too? Visit [website] or call [telephone number]"** Your colleagues could even be offered refer a friend for whoever comes through because of their advertising.

## **Golden Handshakes**

We've all heard by now that our competitors outside of our sector are offering golden handshakes to recruit. Could you offer these as a new incentive or as part of your existing refer a friend scheme for all new people recruited into the sector? Incentivising recruitment of experienced care professionals can contribute to churn in the sector, so making the incentive exclusive for new people from outside of care can help our sector grow.

## **Funding of apprenticeships to bring in new talent**

There should be strong focus on the future workforce and attracting fresh talent at the moment as we are seeing a log of churn in the sector of people moving about and this isn't helping us grow. There are lots of opportunities for us to claim funding for apprenticeships with candidates working and learning on the job! Win Win!

## **Fixed term contracts**

Fund a fixed term contract to support with recruitment and marketing (You could look to do this through a Kickstart or a Restart placement too!)

## **Home Care - Need more drivers? Could you hire drivers for your walkers?**

You could explore the option to recruit volunteer or paid drivers who want to support social care but don't feel like they could do the front line care? Pay for their fuel costs and business use insurance on-top of a zero hour contract hourly wage, it would benefit everyone!

## **Flexibility**

If someone can only do 8 hours a week but have the right values, are they not worth recruiting? It will be much more cost effective than agency workers. Peoples circumstances change all the time. This time next year they could be full time!

## **Invest in transport**

We have all met that person who would be great for the job. Sadly they don't drive! Why not invest in some electric bikes or rental moped?

## Want to find more drivers?

To target a specific group i.e drivers you need your advertising to be visible where they are when they are in their cars.

Consider advertising;



At petrol pumps - most garages offer advertising at the pumps and this will ensure your advertising spend is reaching your exact target audience



Roundabouts, many of the major roundabouts within Leicestershire can now be sponsored or used for advertising



Create some car decal stickers for the existing workforce with "I'm proud to be a care professional with [insert your company name], could you be too? Visit [www.yourcompanyname.co.uk](http://www.yourcompanyname.co.uk)."



Give local car washes some car air fresheners with your branding and company information on to hand out for free

## Have your own charity car wash!

Events such as a charity car washing to build brand awareness and attracts those who want to support local charity showing they have the right values.

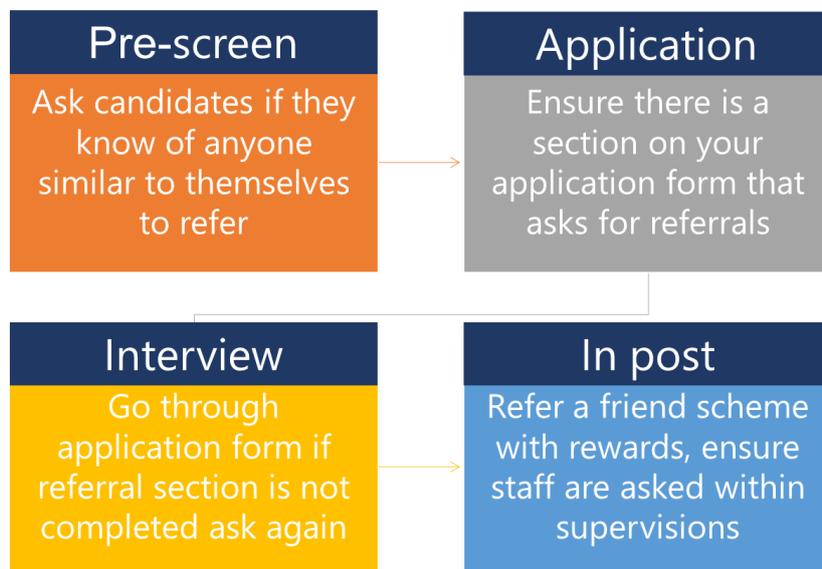
Give them a branded air freshener to keep your name in their minds and talk to them about your opportunities and what your service does whilst they are having their car washed. Do they know anyone that might like to be a care professional? Themselves? Friends? Family? Have screening forms available and on hand to take down names and numbers.

# Staff Referrals

## Are you really making the most of them?

Staff referrals don't just have to come from staff, they can be picked up throughout the whole recruitment process and beyond.

By ensuring you consistently ask for referrals during all of the below stages you will grow your referral bank



## Other sources of referrals

### Family members of people using your service

Do family members know anyone that they feel would make a great care professional? Let family members know you are currently recruiting and would welcome any referrals.

### People using your service

Have they been cared for by a care professional that they would love to be cared for by again?

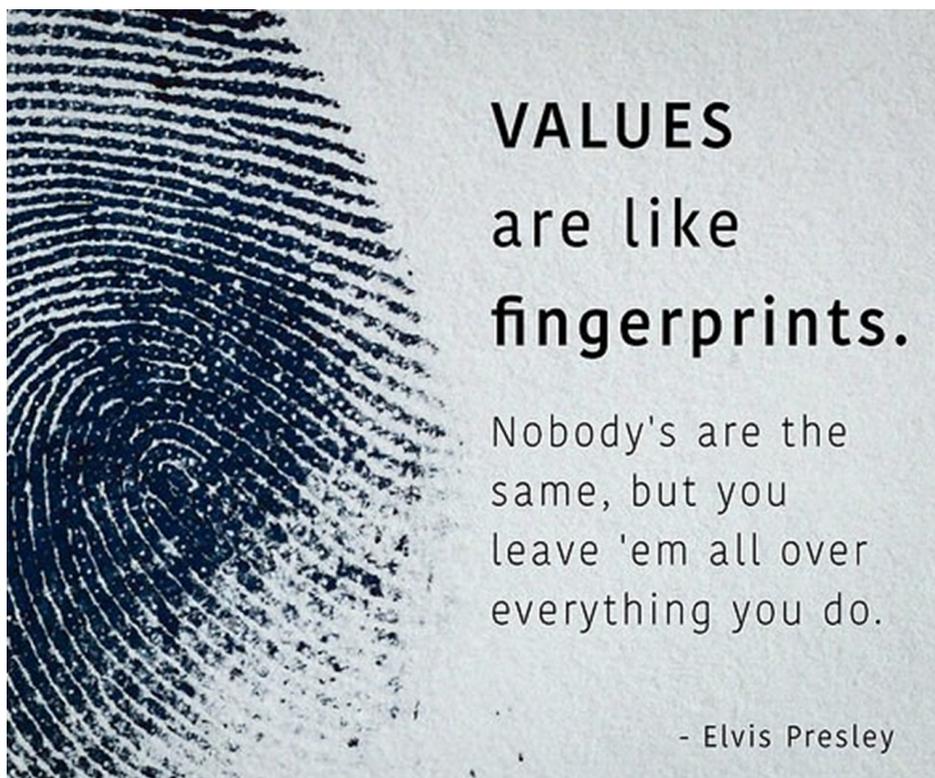
### Other professionals

Don't forget to ask other professionals visiting your service or clients if they can recommend anyone.

## Remember... Values not experience

Make staff aware that you are not just looking for referrals of potential staff that have had experience, it is the personal values of the person they are referring that is most important.

Skills can be taught, values are within a person's DNA



# Recycling Candidates

If you found a £1 coin on the street, would you throw it away if you couldn't use it there and then?

No, you would hold onto it till you could spend it!

**How many times have you heard....?**

"sorry I have found another role"

"oh thank-you but I am no longer available for those hours"

"I have decided to go back to college"

"No thanks, my personal circumstances have now changed"

**No doesn't mean no forever..**

There could be countless reasons why candidates circumstances change.

Don't loose these people forever as they are a 'no for now'.

Imagine every candidate as that £1 coin!



SET TIME ASIDE TO  
CONTACT  
CANDIDATES  
QUARTERLY



SEND THEM YOUR  
NEWSLETTER



SEND YOUR  
VACANCIES LIST



SHARE GOOD NEWS  
STORIES FROM YOUR  
SERVICE

# Good Leavers

Everyone has that one colleague that has left and we would love to have them back!

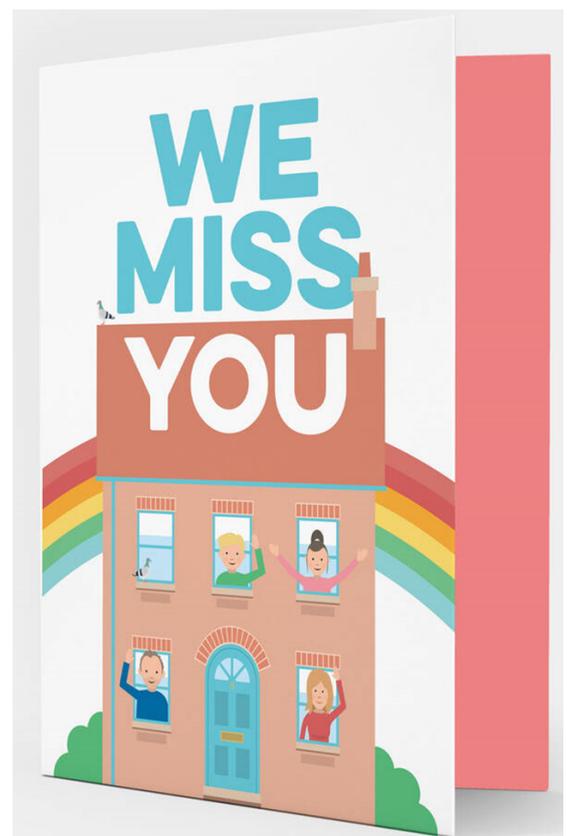
There's a few techniques you could use to try and bring them back to you.

When people leave don't remove them from your newsletter list. Start to add any changes you've made within your company (especially if it's one of the reasons they left) and any roles that are currently available.

Wait a little while (normally 2/3 months) and give them a ring. See how they are getting on with their new job or job hunting. 2/3 months tends to be the time the novelty has begun to wear off and they might regret leaving.

Christmas Cards / Birthday Cards / We Miss You Cards – They let them know that you still know they exist and consider them in your day to day work life.

Is there a role that has become available that would allow some progression with their career? Ring them and let them know they would be perfect for the job!



# Branding

We are all more likely to use a service or buy a product from a company we have heard of before. This is the same when we apply for jobs!

Building your brand awareness can be one of the most crucial strategies for success!

When creating freebies think about what people use that are visible to other people and more importantly what people can talk about!

- Face Masks (not to be used at work)
- Pens
- Mugs
- Hand Gels
- Car Ice Scrappers
- Water Bottles
- Umbrellas
- Notebooks
- Candles

**Top Tip:** Spend a day taking note of everything you use and everything you talk about with other people. These are items of interest



## Seasonal Branding

Everybody loves a freebie! If it can actually help them save a bit of money and usable, these are even more interested.

Take these cards for instance;. The design on the front is not screaming inspired to care and the inside is generic. The only place inspired to care is mentioned is the back making it much more likely to be used.



Free gift wrapping is a positive way of getting your brand out there in a discrete way. Wrap it beautifully and ad a company sticker on the bottom to hold the ribbon in place. You then target the person your wrapping for and those who receive the gift.

# Community Activity

Get involved with your local community events and use these to create your own seasonal campaigns.

You can find out about local events by monitoring Facebook local 'spotted' or news pages, linking with your local schools or why not create your own?!



Burbage Village has an annual 'Crochet for Kindness' event which is very popular in that area. You could get involved by making your own and pop a leaflet in the bag to promote your service. Know someone using your service that loves to crochet? Get them involved too!

We all remember the stones which children were hunting last summer! Why not create your own campaign by painting stones with your logo on and doing your own stone hunt, asking the finder to post a photo online.

A great source for FREE advertising, community engagement and brand awareness!



**Top Tip:** In your own community I'm sure you're aware of other care providers. Have you ever thought about a shared workers agreement?

# Open Days & Taster Sessions

Allowing people to come into your service to truly experience the work you do. This will allow them to understand what the job truly involves and give them the right expectations.

This in turn can reduce people dropping out at a later stage of the recruitment process.

It can build bonds with the company quickly as they will remember you rather than your email address or phone number!

## Taster Days are Perfect for Residential Settings

Open Days at the office are best for Home Care, but why not get one of the people you support to come in and meet new recruits too.



## Community Events

Take part in events that take place both nationally and locally. Every year Macmillan hold their coffee mornings. Why not host one and open it up to the local community. This is really a great way to engage with your local community and have the conversations about the great work you do whilst they are there.

# Sponsorships

Providing sponsorship for local teams is a great branding opportunity. For example childrens / adult football clubs gives so many advertising opportunities.

## These can include:

Company logo on the team jersey and team kit

Company logos displayed on your team website

Company logos on all club printed collateral

Company logos displayed beside the pitch in banner form

Company logos on their social media channels

Booth, box or special seating at the club

Inclusion in any club events



# Targetting Specific Groups

## Recruiting Students

When trying to recruit students, which can be great for evenings and weekends, somethings to consider when talking to them is how can their course can be related to social care? It isn't just the health and social care or nursing students that can relate to our sector!



**DE MONTFORT  
UNIVERSITY  
LEICESTER**



**UNIVERSITY OF  
LEICESTER**

Some key aspects students look for work whilst studying are:

- Course related experience
- Earning extra money
- Build their CV & work experience
- Get a head start on their competition

**For a list of local educational establishments, please contact your Inspired to Care account manager.**

## Recruiting Active Retirees

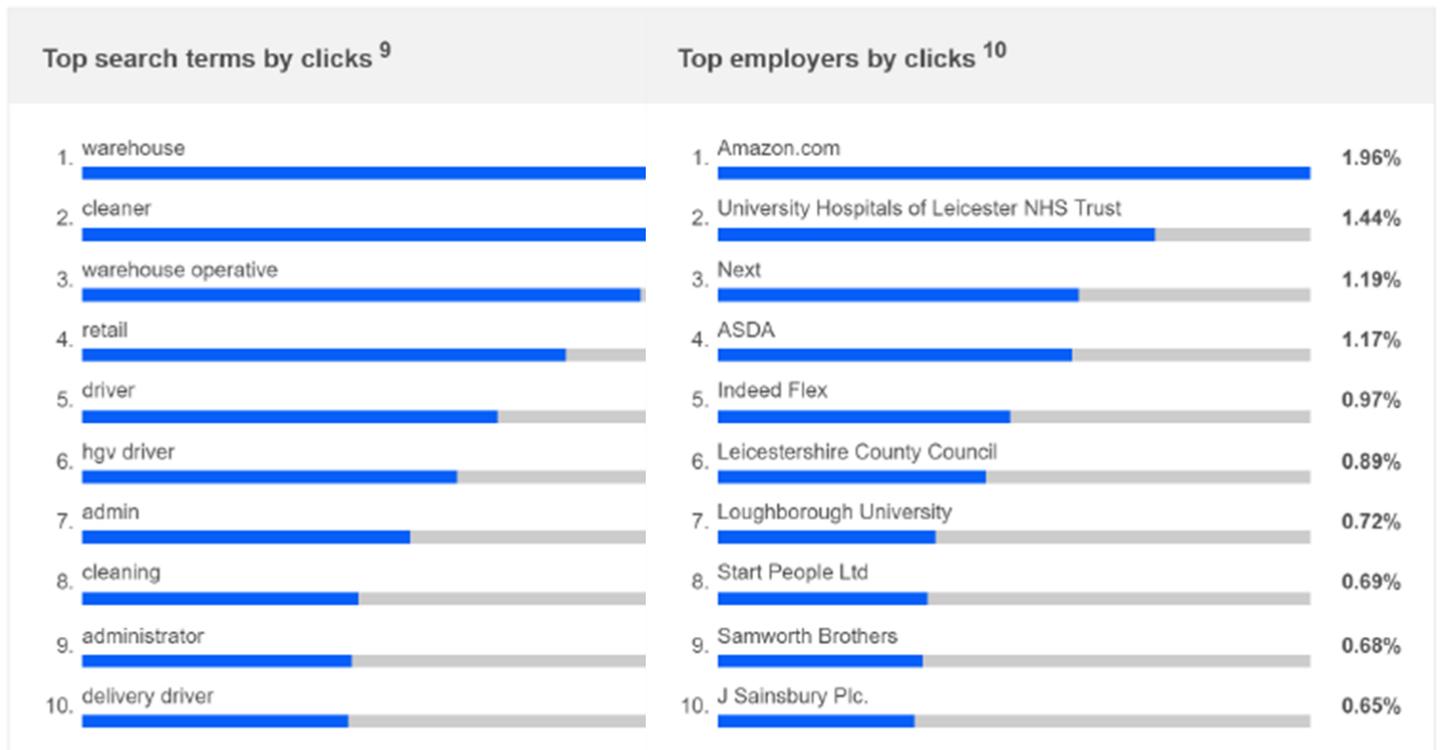
Many people retire early and even those who work to retirement age are often still very fit and active and can be a great asset to your group.

Retired people generally have a little more time on their hands and are often looking for something to do with that time, particularly something they consider worthwhile. Working within care also has distinct benefits for retirees. It can help with the transition from a busy working life to retirement, by providing structure and a network of likeminded people. It can also have distinct health benefits in aiding people to keep physically and mentally active.

Active retirees can be found in multiple places throughout your community. Community clubs, women institute, volunteering such as charity shops, children's clubs (often Grandparents will attend these), religious groups, fitness centres and sporting clubs and so many more!

# Market Comparisons

We always look at the competition in our own sector but have you ever thought to look at the wider picture? It can give a real insight to who is succeeding in their sector and what can we learn from them?



This data is for October 2021 for the selection made

One of the differences you will see is the lack of stock images they use in their adverting. The social care sector is notorious for using these, for example the holding hands images. Lets make our own imagery to really showcase our sector and values.

**No more stock images!**



# What can we learn from the Competition?

Take a look at these adverts, think about how they make you feel, how well they get the message across and how well they keep you engaged.



**Yell.com** - is simple yet so effective showcasing why people love working for Yell. Any of us could create an advert like this, using a smart phone and the Camtasia video editing software.



**Born in Carlisle - Made in the Royal Navy** - This again could be fairly simple to recreate 'born in Leicester - made at [insert your service name]' following one of your workers who really finds their calling when joining your service in social care.



**Amazon. Great jobs launch great careers** - We can learn a lot from this advert. Within social care we offer so many additional qualifications and continued professional development.. Clever marketing advertises and promotes something we already do. This could be an excellent way to attract new candidates from other sectors and promote social care as a career choice.

*Inspired  
to care* ●●●●

# Here are some additional ideas for you to use with any funding you may receive to support with workforce pressures from central government:

## Retention

- Consider retention payments for staff who remain in post by March 22 – could you consider only making this accessible for staff who work a certain amount of hours per week on average? The incentive doesn't necessarily need to be a cash incentive, it could be annual leave or something else that motivates your staff. Workers that do a set amount of hours between now and April acquire an extra days annual leave to use for example.
- Where staff members are picking up additional hours to their normal completed hours, you could pay this at a higher rate.
- Invest in health and wellbeing of your staff, maybe through an employee assistance programme, counselling service, discounted or subsidised gym membership, a cash allowance to spend on something related to their own health and wellbeing.
- Fund or subsidise cost of childcare to drive down people barriers to work extra shifts or more contracted hours if they would like to.
- Increase payments for mileage and travel time, especially when asking members of staff to pick up calls they perhaps wouldn't normally cover.
- Funding or offering discounted MOTs / servicing / insurance / winter tyres for drivers that use their own vehicles for work.

- Offer staff guaranteed hour contracts and use fund to cover any associated costs
- Continue to thank all of your staff; thank you cards, letters home, staff meetings with pizza, gift vouchers, especially over Christmas and New Year where staff might be away from their families.
- Send thank you cards / postcards / letters to families of staff expressing gratitude for hours worked, give a day back as a family day. This could be in the form of an extra day annual leave to use in Summer so staff can spend more time with their families
- Ensure all induction, DBS costs, travel time and mileage is fully funded for all staff
- Invest in interview and application experience, make the process as easy and quick as possible, welcome packs for new starters, keeping warm packs whilst checks come back.

### **Recruitment & Attraction**

- Sponsored social media campaigns to attract demographics most likely to work in social care – avoid content just with the purpose of recruitment, celebrate existing staff, culture, promote social care as an attractive place to work as well as recruitment posts.
- Care friends or other referral scheme incentives and open up access to who can get referral benefits i.e. not just existing staff, others may have had a positive experience and wish to refer, families of people who use your service and other stakeholders.

- Create new promotional material relevant to your provision type (homecare, residential care homes, supported living etc.) – not just your company, but what is the type of care you support and to who. Why are you different to competitors. This could be done in videos, leaflets, upgrading of your website and social media.
- Pay higher rates at times of day which are more problematic to recruit to, i.e. early mornings, evenings and weekends and recruit staff on part time or reduced hours who are prepared to cover at these times (rather than only recruiting people who can commit to minimum no of hours or working alternate weekends etc)
- Invest in getting dedicated recruitment resource to support with attraction. it is incredibly important to not just use one advert, A suite of adverts to attract different motivators for working in social care and to keep refreshing and adapting these adverts. Recruitment can be a full time job for a business that wants to grow.
- Consider funding licenses and costs of overseas recruitment
- Funded driving lessons / driving schools for non-drivers
- Loans for transport – i.e. cars, scooters, electric bikes – finance or leasing options.
- Send out postcards and offer incentive to previous staff who you would welcome back to return, particularly those who exited the sector.
- Consider ways that would support 24/7 applications, for example responses, matching & interviews outside of normal working hours.