**Made with Care**

**Adult Social Care Recruitment Campaign**

Newsletter copy

You can use the template newsletter copy below as it is, or tailor it to suit your needs.

**We need more people like you!**

Here at [INSERT ORGANISATION NAME], we can only offer our high standards of care because of our committed, compassionate staff. However, across our organisation, we need more people like you to join us.

The government is running a national campaign to attract people with the right values and attitude to come and work in our sector. The campaign features social care staff and the people they support, to showcase the brilliant and varied work we do each day.

The campaign will be running across video on demand, radio and social media between November 2022 and March 2023, meaning more people will be thinking about care work as a career option. This makes it a great time for us to recruit the new staff we need.

What’s more, the campaign highlights the qualities and skills which people may already have that could mean they would make great care workers. You may know people who have great people skills and who are thinking of changing career.

Think about your friends, family members and people in your social media networks – which ones would make brilliant care workers? Will you be an ambassador for adult social care and help persuade them?

You could:

* Share current vacancies within [INSERT ORGANISATION NAME] with friends or family members so they can apply if they’re interested.
* If you know someone you think would be a good care worker, you could introduce them to your manager by email.
* Follow [INSERT ORGANISATION NAME] Facebook and Twitter, and ‘Like’ and ‘Share’ our posts about the ‘*Made with Care*’ campaign.
* Use your social media networks to tell people what a great career working in social care can be.