



HM Government

# Adult Social Care Recruitment Guide

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How to use the  
national recruitment  
campaign to support  
your organisation's  
recruitment efforts

Make **CARE** your career



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# The national campaign

## Helping care providers recruit more easily

The Department of Health and Social Care's new national recruitment campaign, 'Make care your career', aims to drive increased interest in adult social care roles and support recruitment efforts across the adult social care sector.

The campaign advertising showcases the amazing work that care workers do, celebrating the way they empower the people they support, and shining a light on the emotional rewards of the role. It also tackles the concerns people often have about taking up care work by emphasising the importance of personal qualities over qualifications, the opportunities for training to develop a career in adult social care, and the availability of flexible working.

The campaign advertising directs people to [adultsocialcare.co.uk](https://adultsocialcare.co.uk) where they can research careers in adult social care and search for social care jobs near them through the [DWP 'Find a Job' platform](https://www.dwp.gov.uk/find-a-job).

By inspiring people with the right values to consider a career in social care, the campaign will increase the number of quality candidates applying for roles in the

sector. Your organisation can make the most of the national campaign by:

- running local recruitment activity at the same time
- advertising your vacancies on [DWP 'Find a Job'](https://www.dwp.gov.uk/find-a-job)
- making use of the campaign materials.

This toolkit will guide you through the range of free downloadable campaign materials, templates and expert advice on offer for you to use when recruiting staff as part of the 'Make care your career' campaign. They're designed to be used by anyone, from a national organisation to an independent care provider or an individual employer. Resources cover a wide range of social care settings so you can find the right images for your organisation. They can be used at any time – not just within the campaign's live advertising periods.



**116k  
job  
searchers**

**During the last campaign period, approximately 116k people searched for a job in their local area on [www.adultsocialcare.co.uk](https://www.adultsocialcare.co.uk)**

# The national campaign

## How to use the campaign to attract more high-quality candidates

To help you make the most of the national campaign and the awareness it will drive, we have created a suite of tools, templates and resources for you to use in your recruitment activity.

### Tips on making the most of the campaign:

1. Make sure jobseekers who have seen the campaign advertising can find your vacancies by uploading them to DWP [‘Find a Job’](#) platform. It’s simple and quick to do and will ensure you have access to high-quality candidates searching in your area. Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to download instructions. You can also post them on other job boards or websites you use.
2. Make the most of the awareness the campaign will drive by running local recruitment activity at the same time. You can find expert advice in this document and download useful templates from [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit)
3. Use the free personalisable **campaign assets** to make sure that you are attracting the most motivated candidates when recruiting. You can add your organisation’s logo and promote your local roles in the spaces provided.
4. If you have your own materials, **co-brand them** with the campaign badging device to show a link between your activity and the national campaign, so that you benefit from campaign recognition.
5. Share your success stories of how the campaign has supported your local recruitment using this **simple template**. This will help us prove the effectiveness of the national campaign and maintain government investment.



# Campaign materials and how to use them

**A wide range of free materials are available to help your recruitment benefit from the effects of the campaign.**

Some are printable, others are for use online, and there are plenty of options to choose from to reflect the type of care services you provide.

Assets available include:

- Social media headers, image posts, videos and template copy to use on your social channels and engage potential recruits.
- A4 posters (including personalisable posters) and a vinyl banner to print and display in public areas.
- A personalisable leaflet to hand out during events or as part of a door drop campaign.
- Job advert template, jobseeker email and newsletter templates to help you attract candidates with the right values.

**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 to reflect this.**

# Printable materials

## Posters

All the designs are free to download and use. They all come in a standard A4 size but can be made larger. They are also available with a white space to add your contact details

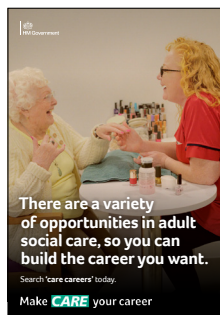
## Vinyl banner

Artwork for a standard vinyl banner (300cm x 100cm) is available. You could display this outside your premises or at an event.

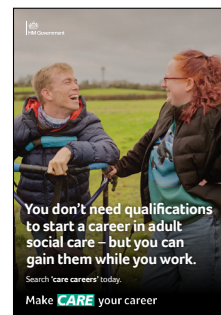
## Personalisable A5 leaflet

You could hand out copies of this leaflet during an event or to people who enquire about jobs. Use the white space to add your contact details or website.

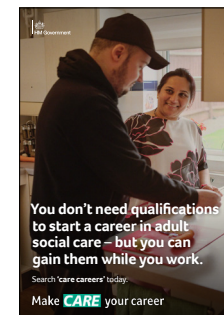
Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to download the files, then select the ones you want to use.



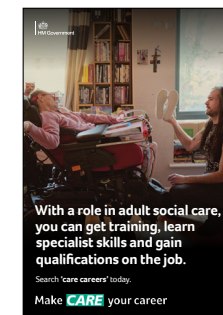
Nails A4 Poster



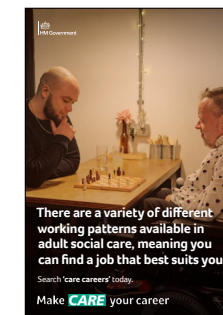
Outside field A4 Poster



Kitchen A4 Poster



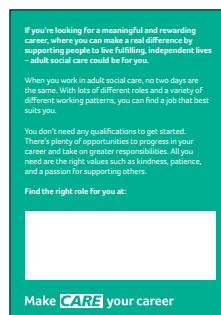
Slippers A4 Poster



Chess A4 Poster



Nails A5 Leaflet Front



Nails A5 Leaflet Back



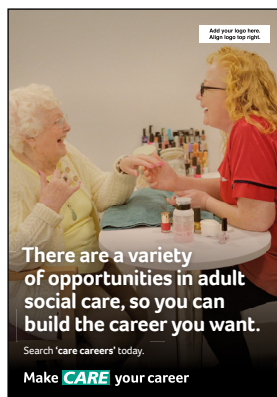
Outside car park Vinyl Banner

The advertising is having a lasting impact on the target audience. Over half of people who recalled seeing the advertising said they acted on it.

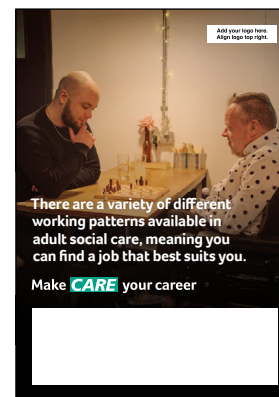
# Co-brandable materials

We have made versions of the Make care your career campaign resources available to partners as open artwork files. This means the files are editable, allowing you to add your logos to the artwork.

Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to download the files, then select the ones you want to use.



Posters



Personalised Posters



Social Assets



Vinyl Banners

Take advantage of the recognition generated by the national campaign. You can use them at any time, not just when the campaign is running.

# Digital materials

## Images to use on social media

To help you use the campaign to promote your vacancies on social media, a range of inspiring images 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 captions.

These images are available in both Facebook and X (formerly Twitter) formats.

Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to download a zip file of all the 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](#).



Nails Social Media Image



Outside field Social Media Image



Kitchen Social Media Image



Slippers Social Media Image



Chess Social Media Image



Hair Social Media Image



Outside car park Social Media Image



Outside seaside Social Media Image



# Digital materials

## Social media post copy

You can inspire the right candidates with these pre-written social media posts by:

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

Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to download the social posts, then select the ones you want to use.



**Don't forget  
to use the hashtag  
#Makecareyourcareer**

There are a variety of different working patterns available in adult social care, meaning you can find a role that best suits you. Start your career in care at [<provider to add details of website or email address>](#) #Makecareyourcareer

There are a variety of opportunities in adult social care, so you can build the career you want. Find out about jobs at [<provider to add details of website or email address>](#) #Makecareyourcareer

Looking for rewarding career? Adult social care jobs are available in your local area. Find out more [<provider to add details of website or email address>](#) #Makecareyourcareer

With a role in adult social care, you'll get training, learn specialist skills and gain qualifications on the job. Ready to apply? [<provider to add details of website or email address>](#) #Makecareyourcareer

You don't need qualifications to start a career in adult social care - but you can gain them while you work. Find out more at [<provider to add details of website or email address>](#) #Makecareyourcareer

Could a career in adult social care be the right move for you? There's only one way to find out. Talk to us about the jobs we're recruiting for in your area today [<provider to add details of website or email address>](#) #Makecareyourcareer

With a career in care you can make a positive difference to your life and the lives of others. Find a job in your local area [<provider to add details of website or email address>](#) #Makecareyourcareer

# Digital materials

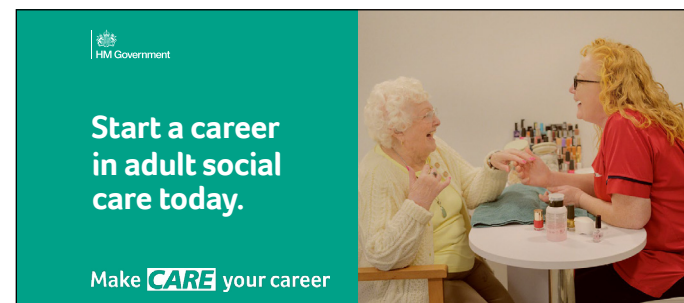
## Social media headers

A range of digital header images have been created for you to use at the top of your X (formerly Twitter) or Facebook profile page to grab attention and alert potential candidates that you're recruiting.

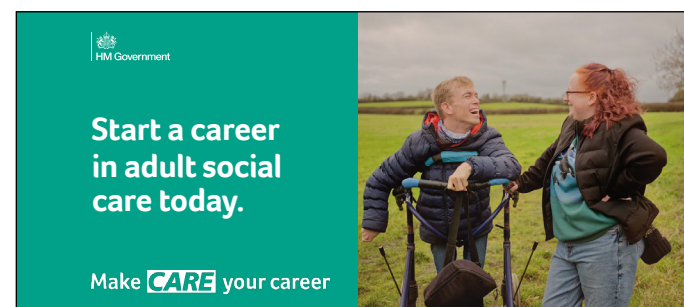
These are free to use and you can choose from four images.

Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to download a zip file and select the image you want to use.

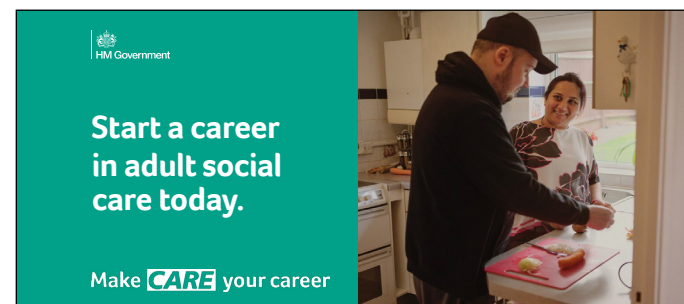
**Most jobseekers start online when considering and searching for roles. Make sure you have a strong online presence so they can find you quickly.**



Nails Social Media Header Image



Outside Field Social Media Header Image



Kitchen Social Media Header Image

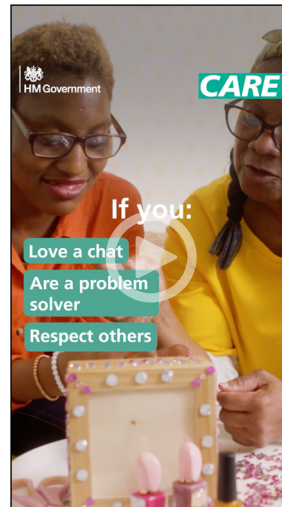
# Digital materials

## Social media video content

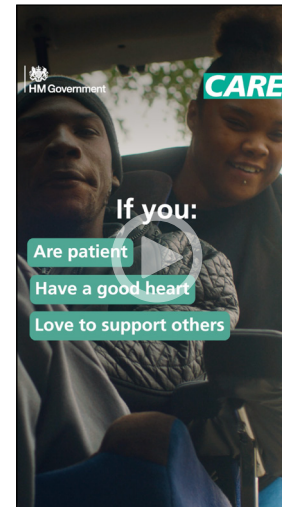
Videos are more shareable and often more motivating than still images. We've created a series of short films that you can use on social media, including formats developed for Facebook and Instagram 'stories'.

This also includes our user generated ambassador content.

Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to view all social media video content via a Vimeo link, then select the film you want to use.



9x16 Videos



1x1 Videos



Encourage your staff to share the videos with friends and family on their own social media channels. Their referrals and recommendations could make all the difference to your recruitment!

# Extra materials

## Recruitment templates

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

**Job advert template:** created by experts to advertise a role in adult social care. Personalise it by adding details about the role you're recruiting for.

**Jobseeker email:** email template to drive awareness of vacancies in your organisation and encourage people to apply.

**Newsletter template:** use this text in your staff newsletter to explain how you're using the campaign in your recruitment.

Go to [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit) to download this content, then use it on your own channels.



**44% of our target audience said they would consider a job in adult social care after seeing the campaign.**



# Extra materials

## Using the campaign badging device on your materials

**We have developed a campaign badging device which is available for you to use on any recruitment materials that you have developed. This will show the link between your activity and the national campaign.**

Your materials will benefit from the awareness and recognition that the national campaign has generated, increasing the impact they have on jobseekers, whilst retaining your own branding and priorities.

### How to access the campaign badging device

- Visit [adultsocialcare.co.uk/recruit](https://adultsocialcare.co.uk/recruit)
- Sign up to the simple terms and conditions.
- Download the campaign badging device along with the guidelines on how to use them.

We'd love to see how you're using the campaign badging device – please share examples by emailing [adultsocialcarecampaign@dhsc.gov.uk](mailto:adultsocialcarecampaign@dhsc.gov.uk)

Supporting  
**Make CARE**  
**your career**

# Making the most of the national campaign

**When the campaign advertising is running, the rewarding nature of a career in social care will be front of mind for potential applicants, so it makes sense to capitalise on the increased interest and run your own recruitment activities in parallel.**

You can use the campaign messages and materials in your own recruitment activity, to show a link with the national campaign and benefit from the recognition.

**And 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 people with the right values who are more likely to thrive. You can find help with this in the [Further resources](#) section.

### What might motivate different audiences?

- **Career changers** will be looking for jobs that will use their people skills and other transferable skills.
- **Parents** might appreciate the flexibility around other commitments 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 that is varied.

**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 published if you're busy, like [Facebook Creator Studio](#) or [Media Studio](#).
- **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 [#Makecareyourcareer](#)
- **Join in the conversation** on the campaign's Facebook page at [facebook.com/adultsocialcarecampaign](https://facebook.com/adultsocialcarecampaign)



# 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:

- There are a variety of opportunities in adult social care, so you can build the career you want.
- You don't need qualifications to start a career in adult social care - but you can gain them while you work.
- With a role in adult social care, you can get training, learn specialist skills and gain qualifications on the job.
- There are a variety of different working patterns available in adult social care, meaning you can find a role that best suits you.
- Jobs in adult social care are available in your local area.

**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.

**Submit your stories** to the national campaign's Facebook page to help DHSC showcase a range of roles and people.

# 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 share your case studies on the campaign **Facebook** page. Share them with us at [adultsocialcarecampaign@dhsc.gov.uk](mailto:adultsocialcarecampaign@dhsc.gov.uk)

# 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.

When using the campaign assets, was there any change to:

## Measuring web traffic

- The number of visitors to your site?
- The pages where users spent time reading the content?
- The pages users 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 [adultsocialcarecampaign@dhsc.gov.uk](mailto:adultsocialcarecampaign@dhsc.gov.uk)  
We will also be circulating a survey after the campaign to find out how you may have taken part and the results.  
To take part, we encourage you to [sign up to our newsletter](#).

# 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 that accompany the images so they reflect your needs, then post them on Facebook or X (formerly Twitter).

If you need further help with recruiting a personal assistant, there are many organisations that can help you. You can speak to your local support service, a national care provider, or reach out to **Skills for Care** who provide lots of useful information for individual employers on their [website](#).



**85% of non-frontline staff said that the resources were helpful in assisting their local recruitment efforts.**

# Recruitment best practice checklists

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

- ✓ • **Email, phone or postal enquiries** are directed to your website or [adultsocialcare.co.uk](https://adultsocialcare.co.uk)
- ✓ • **People who send an application by post** are telephoned to get their email address and confirm next steps.

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

- ✓ • **Providing clear information for video interviews**, including date and time, how to dial in and how long you expect the call to last.
- ✓ • **Helping people being interviewed in person** by telling them what to bring, where to park, where the nearest bus stop is, etc.
- ✓ • **Reminding people** of interview dates and times the day before by phone, text or email.
- ✓ • **Aiming to schedule interview slots** around mid-morning – evidence suggests these produce the fewest ‘no shows’.
- ✓ • **Being clear on your interview process**, e.g. interview protocol and special tests or half-day working trials that are required in advance of a job offer.
- ✓ • **Staying in touch** with successful applicants as sometimes there can be quite long gaps before employment can begin (such as waiting for 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.

**Almost 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 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 [Personal Assistant](#).

## 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 [candidate selection guidance](#) will allow you to ask potential candidates the right questions, and will help you get the most out of your application process.

## Using social care staff to spread the word:

- Accessing Local Vacancy Data & Statistics.
- Use the Adult Social Care Data Set (ASC-WDS) to get [local vacancy data](#). The online database holds data on the adult social care workforce.

## 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
- 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: [adultsocialcarecampaign@dhsc.gov.uk](mailto:adultsocialcarecampaign@dhsc.gov.uk)