**Make care your career**

**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 such as kindness, patience and a passion for supporting others to come and work in our sector. The campaign features adult social care staff and the people they support, to showcase the rewarding and varied work we do each day.

The campaign will be running across TV, video on demand, radio and social media between February and March 2025, shining a light on the sector and putting careers in care on more peoples’ radar. 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 adult social care workers.

Do you have friends, family members or people in your social media networks who have the right qualities and values for a career in care? If so, please be an ambassador for adult social care, encouraging others to consider some of the varied roles there are available today.

You could do this by:

* Sharing current vacancies within [INSERT ORGANISATION NAME] with friends or family members, so they can apply if they’re interested.
* Introducing someone you know and think would be a good care worker to your manager by email.
* Follow [INSERT ORGANISATION NAME] on Facebook and X, and ‘Like’ and ‘Share’ our posts.
* Using your social media networks to tell people what a great career working in social care can be like.