

SCOTTISH GOVERNMENT

# Adult Social Care Recruitment

Stakeholder Toolkit

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There's More To Care Than Caring



# Content

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There's more to care than caring	<b>Page 3</b>
COVID-19	<b>Page 4</b>
Supporting you	<b>Page 5</b>
Digital campaign assets	<b>Page 6</b>
Suggested social media posts	<b>Page 7</b>
'There's more to care than caring' website	<b>Page 8</b>
Careers in Adult Social Care Virtual Workshop	<b>Page 9</b>
Get in touch	<b>Page 10</b>

# There's more to care than caring

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Adult social care (ASC) is a rewarding and important career. It offers progression, training and support, as well as a genuine sense of achievement and fulfilment. However, as an adult social care provider you'll know that the sector is often overlooked or misunderstood by potential candidates. Therefore, this campaign aims to provide a better representation of what a career in the sector entails, and recruit new entrants to the adult social care sector into frontline jobs – in particular jobs in care at home, care homes and housing support. The campaign launches on 10 February 2021 and runs until 9 March 2021.

To combat the current shortage of care workers for over 18s in Scotland, the Scottish Government has launched a second burst of their 2019/20 recruitment campaign.

The campaign, 'There's More To Care Than Caring' aims to attract candidates who are not only caring, but organised and dependable with a truly broad skillset. In order to achieve this ambition and promote adult social care as a positive career choice, we want to work collaboratively with organisations like yours.

The campaign involves digital, radio and regional press advertising.

We are looking to target individuals with attributes which suit working in the sector; those who classify themselves as 'caring' or have cared for someone previously (whether through work or otherwise).

A great care worker recognises that adult social care is a challenging yet rewarding career, and wants a job where they can truly make a difference to people's lives.



# COVID-19

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Of course, choosing a career in adult social care is particularly important right now to those who need the care and support of dedicated care workers.

COVID-19 has had a significant impact on vulnerable adults, particularly older people, not just in terms of their wellbeing, but also in the way that they are able to be supported by a workforce.

Working now in adult social care is very different to before the pandemic, with staff having to wear more PPE, maintaining physical distancing, using enhanced infection prevention and control standards, and depending on where you work, weekly testing.

As the vaccine rolls out it won't always be like that, but the fact that adult social care workers are needed now more than ever before, makes it even more important that you follow through on your interest in working in adult social care. Your values of compassion and humanity will show through any face covering and that's what people need.



# Supporting you

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We would like to work with organisations like yours in our joint mission to find the best candidates who are well suited to a career in adult social care in Scotland. There are many ways we can support you in promoting a career in adult social care, as well as attracting the right candidates, including:

- Providing suggested copy and digital assets to share with your audience across social channels, such as Facebook, Twitter and Instagram.
- Providing a link to digital downloadables, allowing you to readily print additional materials for distribution and display.
- Providing an email signature, which can be used in communications with your database.
- Providing a website banner for use on your website to share the campaign with your online audience.
- Working together to have on-hand and experienced personnel at our virtual workshop.



# Digital campaign assets

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To help promote the campaign and the recruitment message, we have created a digital toolkit. This includes:

- A4 posters
- A3 posters
- A5 interactive postcard
- An email signature
- Web banners
- Social images
- Suggested social posts and copy

You can download these assets here:

[caretocare.scot/stakeholder-resources](https://www.caretocare.scot/stakeholder-resources)



# Suggested social media posts

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If you're understanding and dependable, look into a career in adult social care at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

If you're patient and compassionate, look into a career in adult social care at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

If you're understanding and hardworking, look into a career in adult social care at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

If you're thoughtful and dependable, look into a career in adult social care at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

If you're creative and empathetic, look into a career in adult social care at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

Apply for a job in adult social care with [stakeholder name]. Learn more about this rewarding career at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

Apply for a job in adult social care with [stakeholder name] and make a difference to people's lives. Learn more at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

Apply for a challenging and rewarding career in adult social care with [stakeholder name]. Learn more at [CareToCare.scot](https://www.CareToCare.scot) #moretocare

**You'll find images to go with these posts to download at [www.CareToCare.scot/stakeholder-resources](https://www.CareToCare.scot/stakeholder-resources)**

# 'There's more to care than caring' website

The campaign website is an invaluable resource for those wanting to learn more about a career in ASC.

Key supportive, informative, and practical features of the site include:

- More information about a career in ASC.
- Case studies that showcase the real-life experiences of people who work in ASC.
- Resources for more information, including career websites and details on career progression.

The screenshot shows the ASC website homepage. At the top, there is a navigation bar with links for 'What is ASC?', 'Why choose ASC?', 'Stories', 'Next Steps', and 'Free Career guide'. The main header features a large image of a woman with glasses resting her chin on her hand, with the text 'There's more to care than caring' and a sub-headline: 'If you're understanding and responsible, a career in adult social care could be for you'. Below this, there are three main content blocks. The first block is titled 'Adult Social Care (ASC)' and describes the role as a way to make a real difference to the lives of adults from different backgrounds who need support. It includes a 'Find out more' button. The second block is titled 'COVID-19' and discusses the impact of the pandemic on vulnerable adults and the need for dedicated care workers. The third block is a grid of three icons with text: 'Start applying for roles immediately', 'Develop your skills with on-the-job training', and 'Make a positive difference to people's lives'. At the bottom, there are three story cards: 'Clair Anderson', 'Kerr Taylor-Whitelaw', and a 'Home Care Assistant at Cornton North Clean and Home Care Services, Western Isles' with a 'Read more' link.



# Careers in Adult Social Care Virtual Workshop

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The campaign will host a short, engaging, virtual workshop on Thursday 4 March 2021, at 4pm that will run for 40 minutes.

The workshop is intended for a broad audience, including; anyone who may already be considering adult social care, those who may never have considered it as an option before, and those who may know someone suited to the career.

This workshop highlights the resources and support available to help those interested in a career in ASC. Additionally, through ASC ambassadors and industry experts it provides valuable insights into the rewarding nature of the career. All attendees will also be able to take part in a Q&A session that will conclude the event.

Please support this workshop by sharing the provided promotional assets to your networks to encourage sign ups. You can:

[Download promotional assets from Dropbox](#)

[Register for the workshop via Eventbrite](#)



# Get in touch

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We would be very grateful for your support on the campaign, and would be delighted to discuss how we could work together.

For more information, please email

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