



SCOTTISH GOVERNMENT

Adult Social Care Recruitment

Stakeholder Toolkit

There's More To Care Than Caring

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There's more to care than caring

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.

As a sector, adult social care is often overlooked and misunderstood by potential candidates. That's why we need this campaign, because it aims to provide a better representation of what a career in ASC entails, and helps the recruitment of new people in the sector into frontline jobs - particularly jobs in care at home, care homes and housing support.

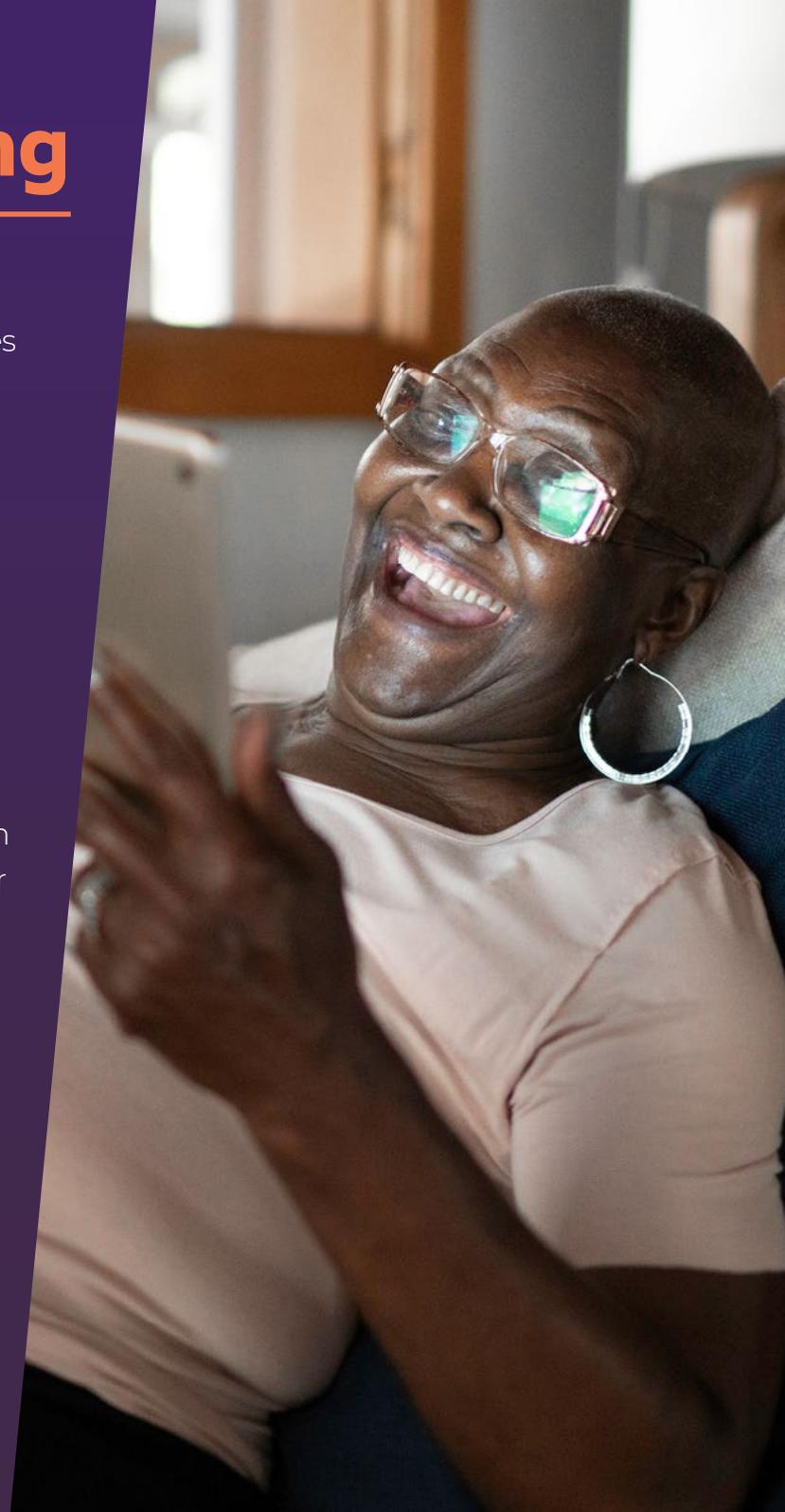
To combat the current shortage of care workers for over 18s in Scotland, the Scottish Government has launched a fourth burst of its original 2019/2020 recruitment campaign.

The campaign - "There's More to Care Than Caring" - aims to attract candidates who are not only caring, but also 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.

This campaign involves digital, radio and out of home advertising.

We are looking to target individuals with attributes that suit working in the sector - those who think of themselves as caring, or who have cared for someone previously (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.



Supporting you

We hope to work with organisations like yours in our joint mission to find the best candidates who are suited to a career in adult social care in Scotland.

To support you in promoting a career in ASC and attracting the right candidates, this toolkit provides the below materials:

- Suggested social copy and digital assets to share with your audience across social channels including Facebook, Twitter, Instagram and LinkedIn.
- Digital assets available for download which you can print, distribute and display.
- An email signature which can be used in communications with your database.
- A website banner for use on your website, to share the campaign with your online audience.
- A host of 'how to' guides including:
 - How to 'best use your social media' guide
 - How to 'make the most of your local media' guide
 - How to 'run your own recruitment campaign' guide



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.
- Details of the types of key roles available in the care sector and the duties involved.

ASC ADULT SOCIAL CARE

What is ASC? Why choose ASC? Stories Next Steps [Free career guide](#)

There's more to care than caring

If you're understanding and responsible, a career in adult social care could be for you

Adult Social Care (ASC)

Working in adult social care is a way to make a real difference to the lives of adults from different backgrounds who need support. It's a hugely rewarding job that offers real career progression if you want it.

If you're someone who's kind and patient, and treats others with dignity and respect then adult social care could be the perfect career choice for you.

[Find out more](#)

Digital campaign assets

To help promote the campaign and the recruitment message, we have created this digital toolkit for you to use.

Within the toolkit, you will find links to:

- A4 posters.
- Leaflet.
- One-page conversation tool document.
- Suggested social post copy and images.
- Email signature.
- Web banners.
- Example news release.
- How to guides:
 - How to best use social media
 - How to get the most out of local media
 - How to run your own recruitment campaign

You can download these assets here:

[CareToCare.scot/Stakeholder-Resources](https://www.careto.scot/Stakeholder-Resources)



Suggested social media posts

- 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.
- If you're patient, compassionate and looking to make a difference, adult social care could be the career for you. Find out more 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 [CareToCare.scot/Stakeholder-Resources](https://www.caretocare.scot/Stakeholder-Resources)



How to guides

If you are running your own recruitment campaign, we have developed three 'How To' guides to help you get started.

You can access these guides below:

How to best use social media

How to get the most out of local media

How to run your own recruitment campaign



Get in touch

We would be very grateful for your support on the campaign and look forward to working with you.

For more information, please email:
sgmarketing@gov.scot

Useful resources:

[International Recruitment Code](#)

**[National Safer Recruitment Guidance |
Care Inspectorate Hub](#)**

