



SCOTTISH GOVERNMENT

Adult Social Care Recruitment

Stakeholder Toolkit

There's More To Care Than Caring

Content

There's more to care than caring

Page 3

Supporting you

Page 4

Website overview

Page 5

Digital campaign assets

Page 6

Suggested social media posts

Page 7

How to guides

Page 8

Get in touch

Page 9

There's more to care than caring

Adult social care (ASC) is an important and rewarding career. It offers training, support, career progression, and a genuine sense of achievement and fulfilment.

However, as a sector, adult social care is often overlooked and misunderstood by potential candidates.

This campaign will provide a better representation of what a career in ASC entails and aid recruitment in this sector. With a particular focus on front line positions such as 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 is launching a new adult social care recruitment campaign for 23/24.

The campaign aims to attract candidates with a broad skillset who are not only caring, but also organised and dependable. 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 23/24 campaign includes an initial burst of partnerships activity designed to reach younger audiences and parents of younger children with attributes that suit a career in care, including those who consider themselves to be a naturally caring person, or who have past experience of caring for someone, and encourage them to consider a job in adult social care:

For the August 2023 activity we will encourage these target audiences to consider a role in adult social care:

School/college leavers

Aiming to reach those pupils who will have received exam results on 8 August.

College and university students

Aimed at people who study relevant healthcare courses and are looking to gain experience and supplement their income while studying.

Parents of school age children

Aimed at parents with children returning to school in mid-August.

This initial burst will use the existing campaign message 'There's more to care than caring'. This will be followed by the launch of a brand new adult social care recruitment campaign later in the year. A refreshed stakeholder toolkit will be shared to support this new activity to coincide with the launch.

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
- New social media posts linking to relevant case studies which are targeted towards our audiences of; School/college leavers, college and university students and parents of school age children have been created.



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.
- Learn about Craig's path to a career in adult social care and see if it could be right for you too.
- Camille began a career in adult social care during her gap year to develop her skills as a healthcare professional.
- Arlene began a career in adult social care when her boys were in primary school as it offered the flexibility that she needed.

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](#)

