



**SCOTTISH GOVERNMENT**

# Adult Social Care Recruitment

**Stakeholder Toolkit**

**You can make the difference.**

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# You can make the difference

Adult social care is an important and rewarding career. It is a fulfilling job, and a chance to make a real difference to people's lives. It offers training, support, opportunities for career advancement, and a genuine sense of accomplishment. However, this sector is often overlooked and misunderstood by potential candidates.

For the past four years, the Scottish Government has run the Adult Social Care recruitment campaign to encourage more people with the right attributes to consider a role in adult social care. This year, following new insight gathering, the creative has been refreshed, and a new campaign launched designed to:

- Communicate the benefits of working in adult social care, both to the care worker and the people they are supporting
- Highlight the breadth of different roles available in the sector, the variety in each working day, and the range of working patterns available
- Help people recognise the skills and qualities they have that would make them a good fit for a role in adult social care
- Diversify the workforce, attracting men, younger people and more people from ethnic minority backgrounds to consider working in adult social care
- Direct people to more information about the sector and how to apply for a role

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.

Our target audiences include:

## **Career changers and returners**

Aimed at naturally caring people between 25 and 54 years old, looking to start a new career in, or return to, adult social care.

## **Young people**

Aimed at career starters, aged between 18 and 24, who are still early in their career journey or are just leaving education, who are naturally caring.

# 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
  - How to make the most of your local media guide
  - How to run your own recruitment campaign
- New social media posts linking to relevant case studies which are targeted towards our audiences of young people and career changers.

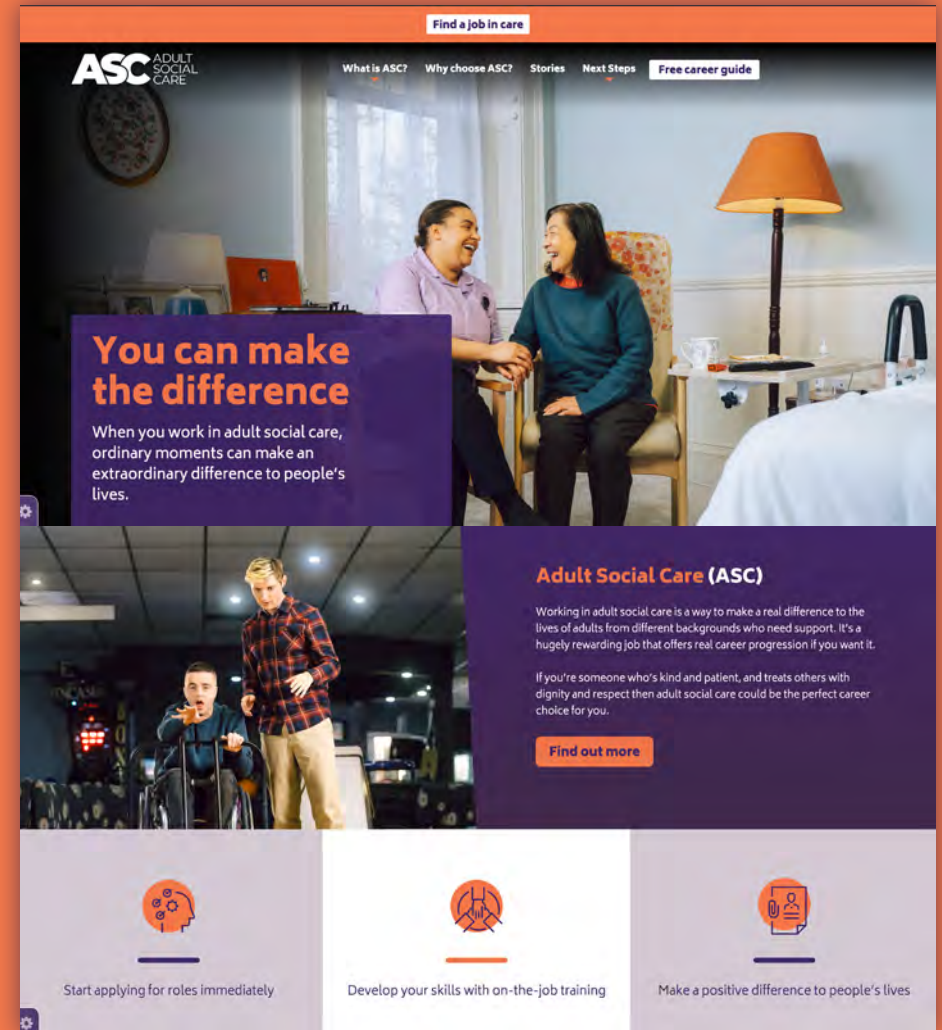


# Campaign website

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



# 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, dependable 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) #CareToCare.
- If you're understanding, hardworking 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) #CareToCare.
- If you're thoughtful, dependable 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) #CareToCare.
- If you're creative, empathetic 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) #CareToCare.
- Apply for a job in adult social care with (stakeholder name). Learn more about this rewarding career at [CareToCare.scot](https://www.caretocare.scot) #CareToCare.
- 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) #CareToCare.
- Apply for a rewarding career in adult social care with (stakeholder name). Learn more at [CareToCare.scot](https://www.caretocare.scot) #CareToCare.
- There are a variety of roles available in adult social care. Visit [CareToCare.scot/stories](https://www.caretocare.scot/stories) to find out more #CareToCare.
- When you work in adult social care, you can make an extraordinary difference to people's lives. Visit [CareToCare.scot](https://www.caretocare.scot) and find out how to become part of the team #CareToCare.
- Find out what makes working in adult social care so rewarding with these real care worker stories. Visit [CareToCare.scot/stories](https://www.caretocare.scot/stories) #CareToCare.

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](mailto:sgmarketing@gov.scot)

## Useful resources:

[International Recruitment Code](#)

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

