

Create your own STORY!

#stepintosocialcare

The ultimate social media toolkit
encouraging care recruitment.



Your campaign toolkit...

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Intro- **DUCTION!**

Hello and welcome to our
#createyourownstory and
#stepintosocialcare campaign.
This has been designed to
advertise the shortage in our
care workforce across the
Northwest.

We have produced this communications
pack to support our recruitment drive to
fill the vacancies.

To enable our local authorities and social care
organisations to support the campaign and
increase our reach as much as possible,
we have provided you with this toolkit of
assets to use on your social media channels.

Please do let us know if you require
anything further.

CONTACT

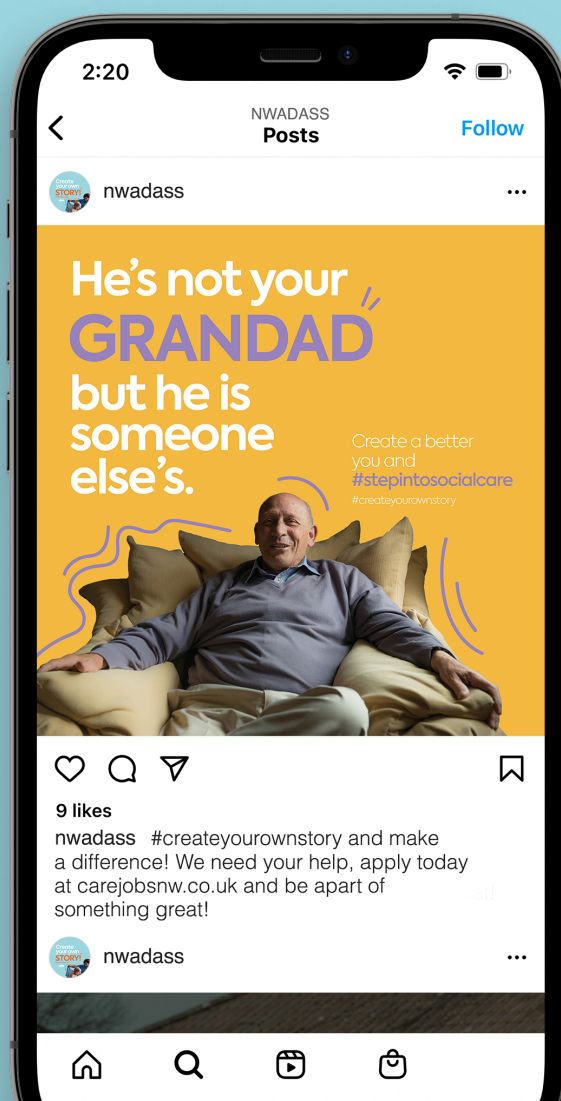
Andrew Burridge (Programme Manager)

✉ Andrew.Burridge-nwadass@wigan.gov.uk

Social Media **ASSETS & CAPTIONS**

It's great to mix up the length of your captions or the style of your content. Sometimes something quick, witty and snappy is great, other times try to take the opportunity to connect with your audience through a smart storytelling caption or video.

In this pack we have included a variety of captions and assets that you can use across your social channels to support our recruitment drive in social care to help fill the vacancies.



Social Media Assets & Captions

Sizes available

Tik Tok & Instagram Reels

Video (1920x1080)

Recently
GRADUATED
and in need
of a job?

Make a difference and
#stepintosocialcare
Discover roles today
at **carejobsnw.co.uk**

#createyourownstory (link in bio)

Instagram

Static & Carousels (1080x1080)

Put a smile on
**SOMEONE'S
FACE**

Change a life and
#stepintosocialcare
Discover the roles
at **carejobsnw.co.uk**
#createyourownstory



Facebook

Static & Carousels (1200x630)

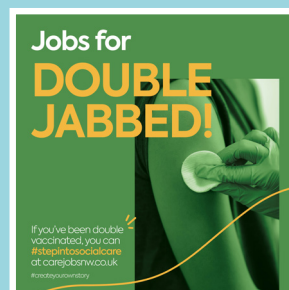
Care for them
like you would
**CARE FOR
YOURS**

Create a better
you and
#stepintosocialcare
#createyourownstory



Social Media Assets & Captions

Instagram Static Assets



Social Media Assets & Captions

Instagram Carousel Assets

LET'S CHANGE

the story of Social Care work

Discover the challenges of social care professionals and how you can help. [#carejobsbmw](#)

Learn how, swipe ➡

68% OF SOCIAL CARE WORKERS STAY IN social care WITH MANY TRANSFERRING INTO SENIOR LEADERSHIP & management roles IN A RELATIVELY SHORT TIME

Why do we need YOUR HELP?

This recruitment campaign is running across the North West because we have vacancies in every area of social care. We are looking for support and care workers, activity and wellbeing workers as well as team leaders and supervisors. Caring for people is amazing. You'll get to work with fantastic people who will teach you amazing things and change how you think about the world. Social care is all about the relationships you build. It's like you're an extended family. And when you've got those special relationships, supporting people with whatever they need just feels like you're giving someone in your family a bit of help.

How can you help?

BECOME A TEAM LEADER OR SUPERVISOR!

You'll manage a group of care support workers to ensure they provide high quality support. You could work in the community or in a care home.

You'll be managing and supporting people who have been and are being helped to get their lives back and helping your manager to run the workplace. You'll really make some great progress in working in care.

What do we need FROM YOU?

Start your application today! All we need to apply to:

- Your contact details: name, email address and phone number
- Tell us the sort of jobs you are interested in
- A little bit about why you want to work in social care
- And the location you would like to work

We will then pass your application through to the social care organisations who have vacancies for the sorts of jobs you're interested in and in the location you'd like to work in. If they like what they see in your application, they'll invite you in for an interview.

Create your own STORY!

Apply today and **MAKE A 1/2 DIFFERENCE!**

— Visit [carejobsbmw.co.uk](#) to apply!

It's simple things for you, but **BIGGER THINGS** for someone else

Discover how you can help and make a difference in the lives of people in the North West. [#carejobsbmw](#)

Learn how, swipe ➡

"I AM RESPONSIBLE FOR ASSISTING THE RESIDENTS WITH EATING AND DRINKING, TAKING ANY MEDICATION AND ANY OTHER PERSONAL CARE REQUIRED"

— AMIR, 21

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How can you help?

BECOME A CARE WORKER!

You'll support people with all aspects of their day to day living. This could include things like getting up, washed and dressed in the morning, going out shopping or to other activities, the bathroom, cooking, and/or a meal to eat. It could include helping people prepare and eat meals, take medication, and any number of other day to day activities.

Care workers usually work in people's own homes so it can involve travelling to different people's houses. Care workers are also sometimes called domiciliary workers.

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Apply today and **MAKE A 1/2 DIFFERENCE!**

— Visit [carejobsbmw.co.uk](#) to apply!

ENJOY A NATTER?

What if you only had to have a conversation to make someone's day?

Discover how you can help and make a difference in the lives of people in the North West. [#carejobsbmw](#)

Swipe for more ➡

"SEEING JAMIE WITH A SMILE ON HIS FACE AT THE END OF THE DAY MEANS EVERYTHING"

— ALEX, 30

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How can you help?

BECOME A CO-ORDINATOR!

You'll support and coordinate people who need care and support and support them in many ways. You might easily work in a care home, a day centre or supported living accommodation. You might be doing things like organising the sort of activities they like to do, organising activities and ensuring they are safe and suitable for the people who will be attending them. You might be people who will be attending them. You might be people who will be attending them.

If you're a person in a child, then your chance to share it with others: cooking, sport, gardening, woodwork, anything really.

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Create your own STORY!

Apply today and **MAKE A 1/2 DIFFERENCE!**

— Visit [carejobsbmw.co.uk](#) to apply!

Change your perception for a job **IN SOCIAL CARE!**

It's rewarding, exciting and a great job! [#carejobsbmw](#)

Swipe to learn how you can help ➡

did you know only 27% OF SOCIAL CARE WORKERS are under 25 IN THE NORTH WEST

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How can you help?

BECOME A SUPPORT WORKER!

You'll support people with all aspects of their day to day living that they struggle to do independently. You might provide advice for people who are struggling to manage their money. You'll be a source of emotional support and encouragement to people who are struggling to manage their money. You'll be a source of emotional support and encouragement to people who are struggling to manage their money.

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Create your own STORY!

Apply today and **MAKE A 1/2 DIFFERENCE!**

— Visit [carejobsbmw.co.uk](#) to apply!

An opportunity **FOR SUPPORT.**

is an opportunity for the future

We need your help! [#carejobsbmw](#)

Learn how, swipe ➡

BY 2050, WE AIM TO FILL 275,000 JOBS WITHIN THE care sector

Why do we need YOUR HELP?

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How can you help?

BECOME A REHABILITATION OR REABLEMENT WORKER!

You'll support people in their independence, often working in homes or in care homes, and help them access support with housing, learning, social activities and life skills such as cooking or budgeting.

You could work with lots of different people including adults with learning difficulties, mental health conditions, drug or substance abuse issues.

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Create your own STORY!

Apply today and **MAKE A 1/2 DIFFERENCE!**

— Visit [carejobsbmw.co.uk](#) to apply!


Social Media Assets & Captions

Facebook Static Assets



He's not your **GRANDAD** but he is someone else's.

Create a better you and [#stepintosocialcare](#) today at [caregator.co.uk](#)



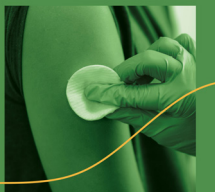
Step out your comfort zone **TO HELP SOMEONE** with theirs

Create a better you and [#stepintosocialcare](#) today at [caregator.co.uk](#)



An opportunity for support **FOR THE FUTURE**

Create a better you and [#stepintosocialcare](#) today at [caregator.co.uk](#)




Jobs for **DOUBLE JABBED!**

If you've been double vaccinated you can [#stepintosocialcare](#) at [caregator.co.uk](#) today



He was a **WAR HERO.** Why not be theirs?

We need you [#stepintosocialcare](#) and make a difference [caregator.co.uk](#)




Change your perception for a job **IN SOCIAL CARE!**

It's rewarding, social and a great skills booster. Create a better you and [#stepintosocialcare](#) today at [caregator.co.uk](#)



Hidden disabilities are not visible, but **YOU CAN BE SEEN**

Create a better you and [#stepintosocialcare](#) Apply today at [caregator.co.uk](#)




TO CARE FOR THOSE WHO ONCE cared for us IS ONE OF THE highest honours

[#stepintosocialcare](#) and apply today at [caregator.co.uk](#)




If you've got yours, why not **GIVE IT A SHOT?**

You'll need to be double jabbled to [#stepintosocialcare](#)



How many other jobs can you say **MAKE A DIFFERENCE?**

Change someone's life and [#stepintosocialcare](#) today at [caregator.co.uk](#)



Care for them like you would **CARE FOR YOURS**

Create a better you and [#stepintosocialcare](#) today at [caregator.co.uk](#)




It could be as simple as having **A KICK ABOUT!**

It's the simple things for you but bigger things for them. [#stepintosocialcare](#) and play your part [caregator.co.uk](#)



CAN'T COMMIT TO 9 TILL 5? Need a job that fits around family?

[#stepintosocialcare](#) where there are plenty of flexible jobs available. Apply now at [caregator.co.uk](#)




Put a smile on **SOMEONE'S FACE**

Change a life and [#stepintosocialcare](#) Discover the roles at [caregator.co.uk](#)



SUPPORT a family in need

Make a difference and [#stepintosocialcare](#) Discover roles today at [caregator.co.uk](#)



NO ONE cares UNTIL SOMEONE CARES, BE THAT someone

Change a life and [#stepintosocialcare](#) Apply today at [caregator.co.uk](#)

Social Media Assets & Captions

Tik Tok Video Assets

Be apart of
someone else's
STORY!

Change a life and
#stepintosocialcare
Discover the roles
at **carejobsnw.co.uk**

#createyourownstory (link in bio)

Looking for
a job that will
MAKE A DIFFERENCE?

#stepintosocialcare
and apply today
at **carejobsnw.co.uk**

#createyourownstory (link in bio)

Recently
GRADUATED
and in need
of a job?

Make a difference and
#stepintosocialcare
Discover roles today
at **carejobsnw.co.uk**

#createyourownstory (link in bio)

Know someone
who needs a job?
SHARE
and spread
the awareness

Change a life and
#stepintosocialcare
Discover the roles
at **carejobsnw.co.uk**

#createyourownstory (link in bio)

What are you
doing after your
GSCE'S?

Make a difference and
#stepintosocialcare
Discover apprenticeships
at **carejobsnw.co.uk**

#createyourownstory (link in bio)

Think this could
BE YOU?

#createyourownstory

#stepintosocialcare
and apply today at
carejobsnw.co.uk

(link in bio)

Content TEMPLATES

You can use these content templates when creating social media posts.

Social Care work might just be for you.

Change a life and #stepintosocialcare
Discover the roles at carejobsnw.co.uk

#stepintosocialcare #NorthwestJobs
#carejobs #jobsincare #careerchange
#recruitment

While a task is easy for you, it may be difficult for others.

It's the simple things. #stepintosocialcare
Apply today at carejobsnw.co.uk

#stepintosocialcare #NorthwestJobs
#carejobs #jobsincare #careerchange
#recruitment

Day? Month? Year? It doesn't matter, making someone's life better can be one of the best things you can do.

Make a difference and #stepintosocialcare.
Discover roles today at carejobsnw.co.uk

#stepintosocialcare #NorthwestJobs
#carejobs #jobsincare #careerchange
#recruitment

Do what you can to help the ones who need it most.

Change a life and #stepintosocialcare.
Discover the roles at carejobsnw.co.uk

#stepintosocialcare #NorthwestJobs
#carejobs #jobsincare #careerchange
#recruitment

Useful HASHTAGS!

Used correctly, hashtags are a fast-track to getting your content seen by more people and subsequently, more engagement on your posts.

SEO (Search engine optimization) is the process of improving the quality and increasing the quantity of website traffic to a website or a web page from search engines like Google. In SEO, we talk about using keywords and long-tail keywords. Long-tail keywords are usually more specific and get much less traffic but have a higher conversion value. If you have a pair of white canvas size 9 shoes to sell, you could try using the keyword 'shoes'. A lot of people will be searching for shoes in general, or you could use the long-tail keyword phrase 'white canvas size 9 shoes' – far fewer people will be searching for this but for those that are, your shoes will be the perfect fit.

The same concept applies to hashtags. Use specific 'longtail' hashtags where your content has a chance to be seen, rather than getting lost in a sea of shoes.



Useful Hashtags!

Tips:

- Aim for hashtags that don't have too many posts in the search (some have millions!).
- When doing hashtag research, look for top posts that on average have a similar amount of likes to your own. This will tell you whether you have a chance of getting into the top posts.
- You can use up to 30 hashtags per post but try to keep them relevant and focused.
- Creating a branded hashtag could help you build a community around your brand and encourage user generated content.

Hashtags to use!

#createyourownstory
#socialcare
#careerchange
#carehome
#caregiving
#northwest
#recruitment
#keyworker
#carejobs
#careworker
#jobsincare
#stepinsocialcare

#cherisheverymoment
#careyoucantrust
#caringforothers
#youngcarers
#healthcare
#supportworker
#carersuk
#nowhiring
#jobsearch
#recruiting
#northwestjobs

When's best TO POST?

To build a good following and engagement rate, you need to be posting your content at the right time otherwise most of your followers will never see it. The best way to solve this is to test the waters and experiment with the timing of your posts, to see which posts get the most engagement.

Below we have put together our recommendations for when is best to post. These are generic and may vary depending on the platform or post you are using.

MONDAY: 7am–8.30am, 11am–12pm and 5pm–8pm

TUESDAY: 8am–12pm and 5pm–8pm

WEDNESDAY: 7am–8am and 5pm–8pm

THURSDAY: 8am–12pm and 5pm–8pm

FRIDAY: 7am–8.30am, 11am–12pm and 5pm–8pm

SATURDAY: 9am–11am, 2pm–4pm, and 8pm–10pm

SUNDAY: 8am–9am and 4pm–9pm



When's best to post?

Best times for health/social care (sproutsocial.com)

FACEBOOK

Best times: Monday through to Friday at 11am

Best day: Tuesday

Worst Day: Sunday

INSTAGRAM

Best times: Sunday 8am-9am, Tuesday 8am-12pm and 5pm-8pm

Best day: Monday and Tuesday

Worst Day: Saturday

TWITTER

Best times: Monday 9am-12pm and Tuesday 8am-1pm

Best day: Tuesday

Worst Day: Sunday

TIKTOK

Best times: Tuesday 9am, Thursday 12pm, Friday 5am and 1pm

Best day: Thursday and Friday

Landing Page **GRAPHIC**!!

Size Available: 1920x1080



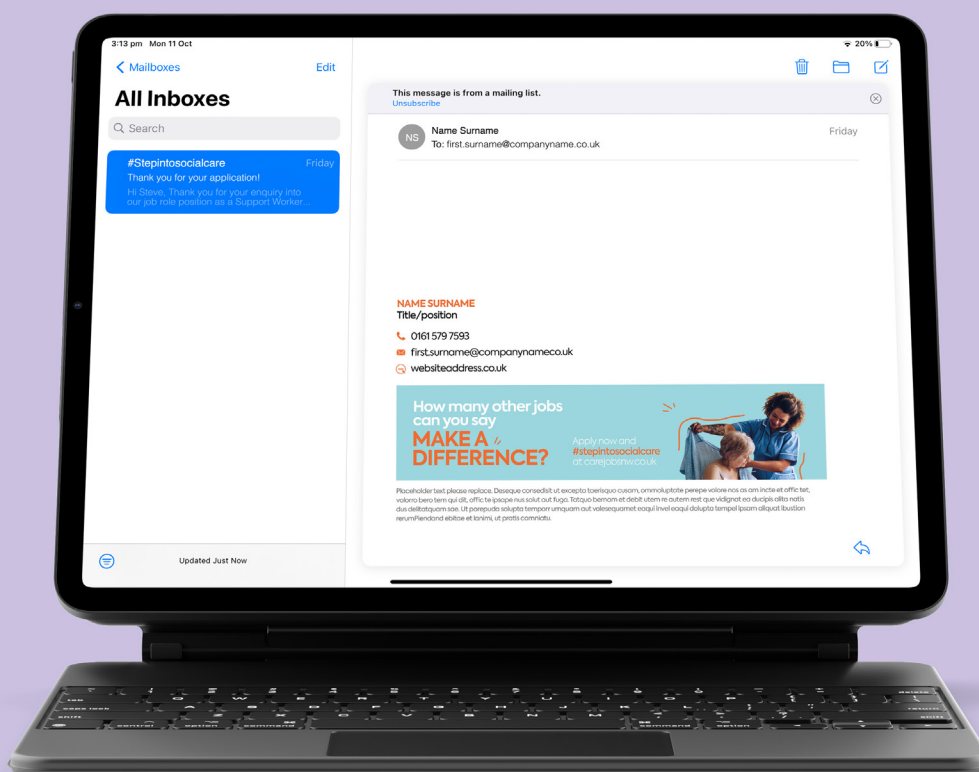
Email **SIGNATURE** //

Size Available: 1650x374

How many other jobs
can you say
MAKE A //
DIFFERENCE?

Apply now and
#stepintosocialcare
at carejobsnw.co.uk







Campaign Toolkit 