

Create
your own
STORY!

How to attract young people **INTO YOUR ORGANISATION**

Young-People Friendly Recruitment Practices



CONGRATULATIONS

you're looking
to recruit young
people to work in
your organisation.

What a fantastic way to grow your own talent, bring in new skills and ideas and improve your brand.

To maximise your success, it's important to check that your recruitment practices are young-people friendly. This series of quick and easy tips and guides will help you.

Here are some tips on [how to attract young people to work for you](#) – and some sample job adverts too.



Know your audience

Younger people may have different motivations, different hopes and fears and different benefits that they are looking for. We've developed a set of personas to help you to "walk in young people's shoes" and target your advert to answer the questions young people are likely to have.

View personas here.

[Person 1 - Luke](#)

[Persona 2 - Stacey](#)

[Person 3 - Abbie](#)

[Persona 4 - Amy](#)



Social Media is the best place

Think about how and where young people best absorb information and use this information to promote jobs in your organisation. We've done some research and social media comes out tops.

[Here's a guide to help you.](#)



Make your advert fun and funky

We talked to young people to find out the type of colours/images they are drawn to.

[Here's a visual of what they chose.](#)



Hone in on the main requirements

That young people have when looking for a job and design your marketing messages around them. We've done some research to help you. [View here.](#)



Target your advert

To answer the questions young people are likely to have. We've produced some sample adverts that you might want to adapt or use as a guide to create your own. [You can view these here.](#)



Use photos or videos of peers providing care

It's a great opportunity to bust some myths and stereotypes about social care and show the fun side. Here's some clips we produced for the NW ADASS regional campaign – feel free to use them, adapt them or make your own version. [View here.](#)



Make your application form simple to use

The evidence tells us you'll get a much better response from young people if they can click through and complete the form on their mobile. If you appoint, you can then ask them to provide the more detailed information that you'll need. [Here's the link](#) to the stripped back application we used for our North West campaign.



Ensure a quick turnaround

Last but not least, when you receive an application, ensure a quick turnaround so you don't lose people along the way.

directors of
adass
adult social services
North West

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