

SCOTTISH GOVERNMENT

# ADULT SOCIAL CARE RECRUITMENT

STAKEHOLDER TOOLKIT

---

THERE'S MORE TO CARE THAN CARING



# CONTENT

---

There's More To Care Than Caring	<b>Page 3</b>
Supporting you	<b>Page 4</b>
Physical campaign assets	<b>Page 5</b>
Digital campaign assets	<b>Page 6</b>
Suggested social media posts	<b>Page 7</b>
There's More To Care Than Caring microsite	<b>Page 8</b>
There's More To Care Than Caring field campaign	<b>Page 9</b>
Get in touch	<b>Page 10</b>

# 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. However, as an adult social care provider you'll know that the sector is often overlooked or misunderstood by potential candidates. Therefore, this campaign seeks to improve the public's perception of what working in the sector entails, its career opportunities and importantly to recruit new entrants to the adult social care sector into frontline jobs – in particular jobs in care at home, care homes and housing support. The campaign launches on 27 January 2020 and runs until 22 March 2020.

**To help address current vacancy levels in the sector for care workers to support adults (people aged over 18) and to complement recruitment activity in the sector, the Scottish Government has launched a recruitment campaign.**

The campaign, 'There's More To Care Than Caring', aims to attract candidates who are not only caring, but have the right attitude and attributes, for example patience, respect and teamwork. In order to achieve this ambition and promote adult social care as a positive career choice, we want to work collaboratively with organisations like you.

The campaign includes out-of-home, digital, radio and podcast advertising throughout Scotland. Field teams will support this by visiting high-footfall locations throughout the country to engage with our audience face-to-face.

We are looking to target individuals with attributes which suit working in the sector; those who classify themselves as 'caring' or have cared for someone previously (whether through work or within their family).

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 would like to work with organisations like you in our joint mission to find the best candidates who are well suited to a career in adult social care in Scotland.**

There are many ways we can support you in promoting a career in adult social care, as well as attracting the right candidates, including:

- Providing printed materials which you can share across relevant events and communications.
- Providing suggested copy and digital assets to share with your audience across social channels, such as Facebook, Twitter and Instagram.
- Providing a link to digital downloadables, allowing you to readily print additional materials for distribution and display.
- Providing an email signature, which can be used in communications with your database.
- Providing website banners for use on your website to share the campaign with your online audience.





# PHYSICAL CAMPAIGN ASSETS

---

There will be a whole host of eye-catching materials for you to use to help aid recruitment.

Printable materials include:

- A5 leaflets
- A4 posters
- A3 posters  
(including room for your logo and any bespoke elements or messaging).

Please visit [www.caretocare.scot/stakeholder-resources](http://www.caretocare.scot/stakeholder-resources) to download and print the above assets.



# DIGITAL CAMPAIGN ASSETS

---

To help promote the campaign and the recruitment message, we have created a digital toolkit.

This includes suggested social posts, copy, an email signature, web banners and images.

You can download these assets here:  
[www.caretocare.scot/  
stakeholder-resources](http://www.caretocare.scot/stakeholder-resources)



# SUGGESTED SOCIAL MEDIA POSTS

---

Can you appreciate that routine means everything to Joe? If you're understanding and practical, look into a career in adult social care at [CareToCare.Scot](https://www.caretocare.scot)

Can you give Alice dignity every day? If you're responsible and respectful, look into a career in adult social care at [CareToCare.Scot](https://www.caretocare.scot)

Can you remind Shoaib what his son's called without a fuss? If you're calm and considerate, look into a career in adult social care at [CareToCare.Scot](https://www.caretocare.scot)

Can you help Jess get out and about to live life? If you're empathetic and patient, look into a career in adult social care at [CareToCare.Scot](https://www.caretocare.scot)

Can you help Jess get out and about to live life? Apply for a job in adult social care with [stakeholder name]. Learn more about this rewarding career at [CareToCare.Scot](https://www.caretocare.scot)

Can you appreciate that routine means everything to Joe? Apply for a job in adult social care with [stakeholder name] and make a difference in people's lives. Learn more at [CareToCare.Scot](https://www.caretocare.scot)

Can you give Alice dignity every day? Apply for a challenging and rewarding career in adult social care with [stakeholder name]. Learn more at [CareToCare.Scot](https://www.caretocare.scot)

You'll find images to go with these posts to download at [www.caretocare.scot/stakeholder-resources](https://www.caretocare.scot/stakeholder-resources)



# THERE'S MORE TO CARE THAN CARING MICROSITE

The campaign microsite is an invaluable resource for those wanting to learn more about a career in adult social care.

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 the Scottish Social Services Council's career website and details on qualifications, registration and career progression.

**ASC** ADULT SOCIAL CARE

WHAT IS ASC? WHY CHOOSE ASC? STORIES NEXT STEPS FREE 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

**STORY**

Start applying for roles immediately

**STORY**

Develop your skills with on-the-job training

**STORY**

Make a positive difference to people's lives

**STORY**

ANDREW TAYLOR

**STORY**

GEM CROFT

**STORY**

KELLY INNES

VIEW ALL STORIES

### Download your careers in adult caring guide

Our handy guide has all the info you need to begin a career in adult social care.

GET YOUR GUIDE NOW

Useful links: Sitemap, Privacy Policy, Accessibility, Stakeholder Resources

Fairer Scotland



# THERE'S MORE TO CARE THAN CARING FIELD CAMPAIGN

---

The campaign will be visiting a major train station and three shopping centres throughout Scotland. The field activity will give our audience face-to-face personal advice on how to apply for a career in adult social care, as well as valuable insights into the rewarding nature of the career.

We endeavour to have adult social care ambassadors present at each event to provide first-hand insights into their own experiences of working within the sector. Our hope is that real-life accounts will help to promote a career in adult social care, as well as give our audience a taste of the vast and fulfilling opportunities in the sector.

In addition to this, there will be trained, experienced field staff on hand to engage and excite potential candidates about the campaign and a job in the adult social care sector.

'There's More To Care Than Caring' field activity is intended for a broad but relevant audience. This includes anyone who may already be considering adult social care as a career for them, those who may never have considered it as an option before, as well as those who may know someone perfectly suited to the career.

Here's where you can find the field events in 2020:

Event	Date	Location	Time
The Gyle	1 February	Edinburgh	9am - 6pm
Glasgow Central	4 February	Glasgow	7am - 7pm
Union Square	6 February	Aberdeen	9am - 8pm
Eastgate	8 February	Inverness	9am - 5:30pm



# GET IN TOUCH

---

We would be very grateful for your support on the campaign, and would be delighted to discuss how we could work together.

For more information, please email  
Lucy Kennedy  
Senior Account Manager  
**lucy.kennedy@union.co.uk**  
0131 625 6000

Disclosure Scotland provides important services for employers in the adult social care sector. Free training is available, which you can sign up for **here**.

