



Scottish Care
Voice of the independent care sector

SOCIAL CARE CAMPAIGN TOOLKIT

CARE HOMES



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PURPOSE

The purpose of the social care campaign is to bust myths about the independent social care sector and negate the negative perceptions placed by the media and others. This toolkit will focus on care homes.

There are two strands to the campaign:

1. Communicating to the **public**, to change their perceptions of the care homes and educate them about the sector.
2. Increasing knowledge within **decision makers** and **politicians** to influence change.



AUDIENCE

PUBLIC

The public do not understand what social care is all about, we need to engage and educate them.

Over the past 2 years, the media and politicians have shifted a focus to care homes, often in a negative light, e.g. Covid-19 outbreaks, deaths, profiteering and other issues. Stories like these would have impacted the public's perceptions of the sector. We need to highlight all the positives of the sector and bust myths, using heartfelt stories to engage with the public and educating them with facts.

MEDIA

We also need to engage with the media with human and positive stories, this in turn will change public view of the care home sector.

POLICITIANS / DECISION MAKERS

By targeting the public and media, this will hopefully get the attention of politicians and decision makers, which is a key way to influence change.

THEMES

3 themes has been identified as part of this campaign, they are:

1. **CRITICAL ROLE OF CARE**
2. **FUNDING**
3. **FAIR WORK**

KEY MESSAGES

CRITICAL ROLE OF CARE

- Care homes are **essential** to the health and social care system.
 - Care homes deliver high quality social care and support the health and wellbeing of Scotland's citizens.
- Care homes are places where relationships are built and residents get to take part in activities and feel safe and supported.

FUNDING

- **Composition of the care home sector.**
 - There is a diverse range of independent care homes in Scotland - mostly made up of small, family-run or non-for-profit organisations, with a number of bigger, corporate companies.
- Facts on the **National Care Home Contract** and how **funding** works in the care home sector.
 - Showing what the cost of care is versus what the NCHC pays for.

FAIR WORK

- **Valuing our care home workforce.**
 - The workforce needs to be remunerated with better pay, terms and conditions.
- Care home workforce are full of **quality, skilled, professional** individuals.

STRAPLINES & HASHTAGS

The strapline for the campaign is:

CARE ABOUT CARE

It is important for the strapline to be short, snappy and to the point. This strapline showcases what this campaign is about and that we all need to start to 'care about care'.

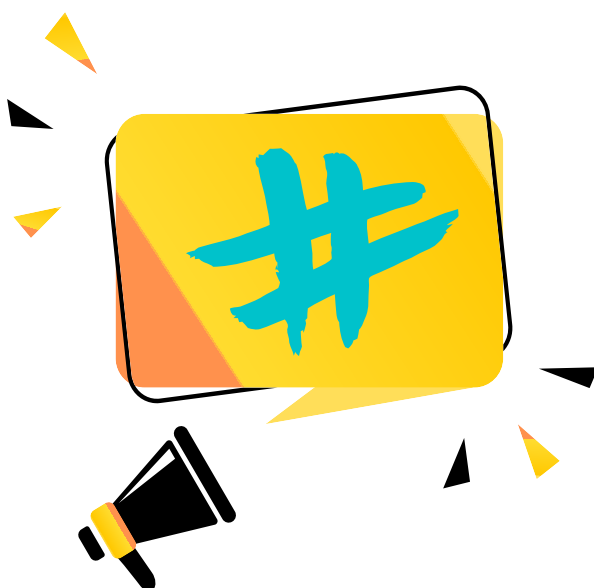
From this we have identified 2 hashtags to be used across the campaign and the different social media platforms.

#CAREABOUTCARE #SHINEALIGHT

Hashtags help make content discoverable in on-platform searches and, effectively, reach more people. We encourage you to use these chosen hashtags in any social media posts to aid the campaign to reach a larger audience.

#careaboutcare is derived from the strapline is a easily remembered and identifiable hashtag.

#shinealight is appropriate as we are trying to 'shine a light' on the care home sector, the people and the workforce with positive stories.



SOCIAL MEDIA PLATFORMS

Scottish Care's main social media are **Twitter** and **LinkedIn**, please make sure to follow us on these platforms and to tag us **@scottishcare** when posting any campaign material. We are looking to branch out to our social media platforms though, so watch this space!

Social media is a powerful marketing tool and can increase awareness and engagement. There are a number of different social media platforms out there, so we are going to focus on a few main ones to help you choose which platform to use.

TWITTER

Twitter is a microblogging platform with the purpose to connect people and allow people to share their thoughts via short messages called '*Tweets*'. The character limit for a tweet is currently at 280 characters. You can also use Twitter to post pictures, short videos and GIFs.

Twitter can be effective in:

- Networking.
- Engaging people that are relevant to you.
- Using hashtags to group and categorise tweets.
- Expanding your reach.



FACEBOOK

Facebook is a social networking platform which allows users to connect with family and friends, posting comments, sharing photographs etc. You can set up a Facebook Business Page to keep you connect with people and offer key information about your care home and any upcoming events. Many care home relatives use Facebook, so it is a good way to network with them and as place to post updates about your care home.

Facebook can be effective in:

- Networking and nurturing relationship.
- Building awareness.
- Communicate to your audience.
- Building a community.



INSTAGRAM

Instagram is a photo and video sharing app, which relies on visual content rather than text. It allows users to connect with followers in a personal way.

Instagram can be effective in:

- High engagement.
- Using hashtags to increase awareness.
- Encouraging creativity.



LINKEDIN

LinkedIn is a social network that focuses on professional networking and career development. It's similar to Facebook in allowing users to post comments and share photos, so think of it like a professional version of Facebook.

LinkedIn can be effective in:

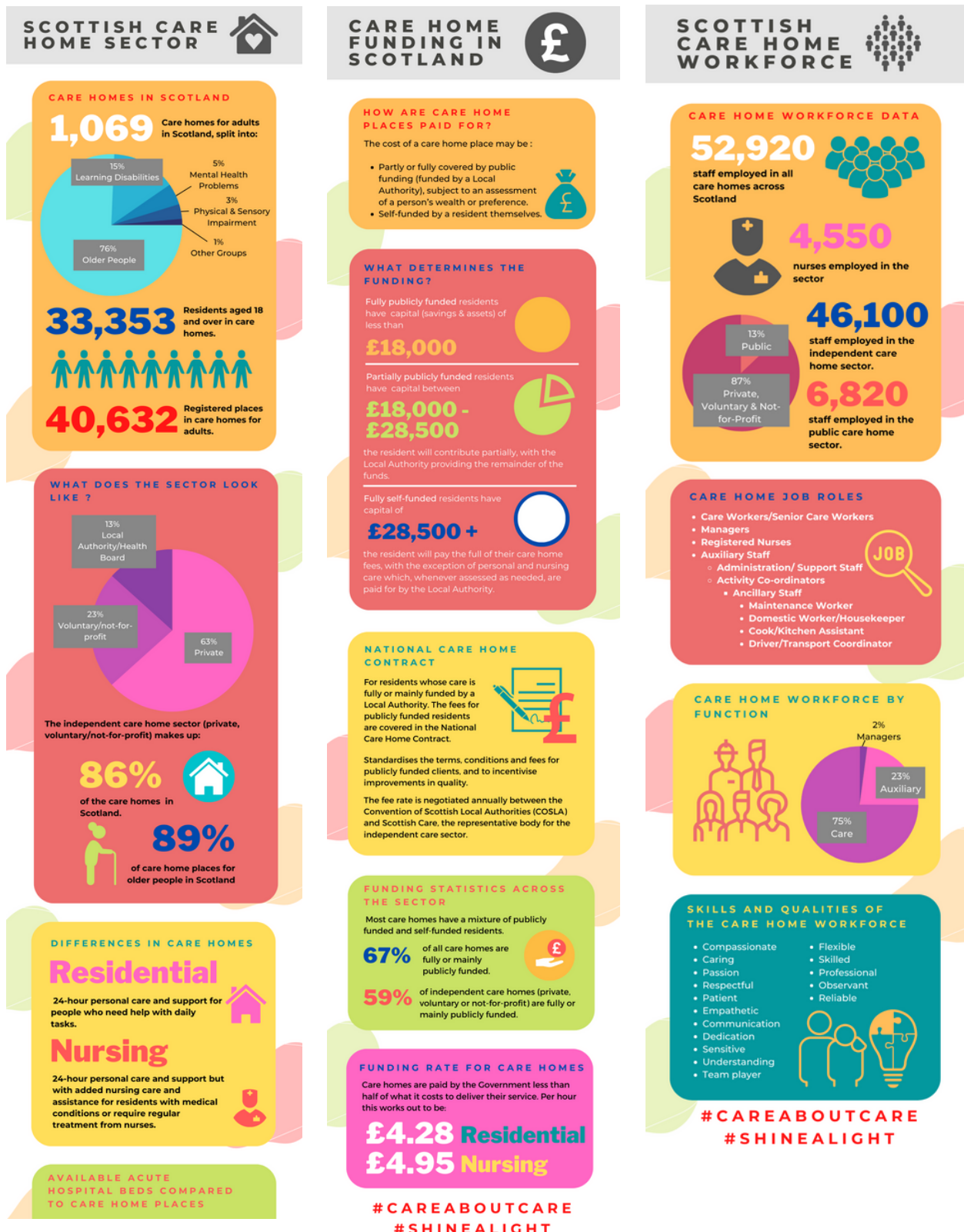
- Networking and building professional connections.
- Improve awareness.



INFOGRAPHICS

We have developed a range of infographics with data and statistics on the sector. There are 3 infographics to tie in with our themes. One on the composition of the care home sector, one on funding and one on the workforce.

Please share these infographics on your website and send to relevant people. You can click on each infographic below to access and download them.



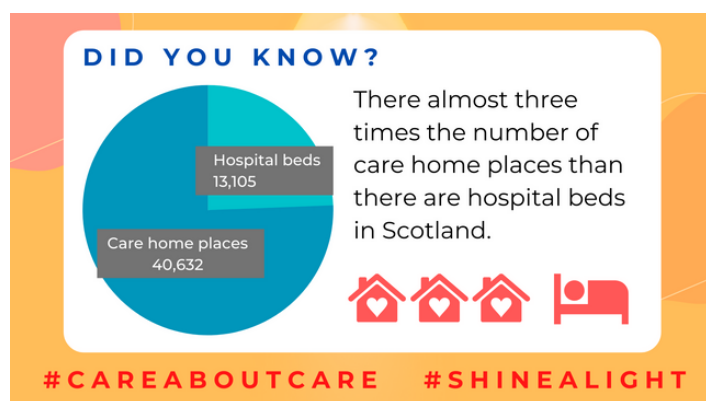
SOCIAL MEDIA VISUAL ASSETS

From the infographics, we have developed some social media graphics and sample posts for members to share. These are available in different sizes to cater to your social media platform.

[You can download these graphics here.](#)

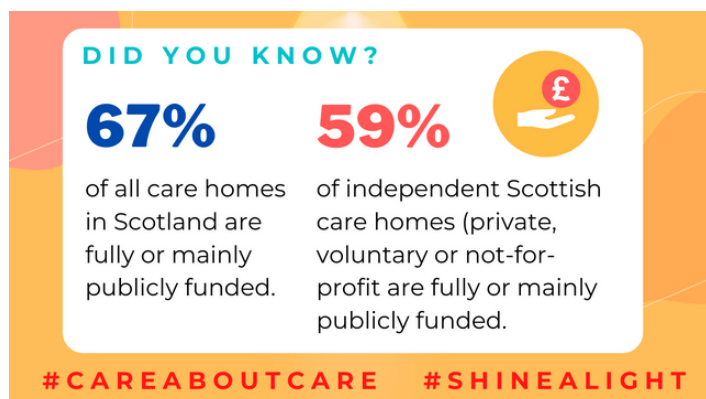
More social media graphics will be created. If you have any ideas of other topics to include in these graphics, please contact us at comms@scottishcare.org.

SAMPLE POSTS



Care homes are essential to the health and social care system, providing 24-hour quality care and support to our citizens. There are actually almost 3 times more care home places than hospital beds in Scotland!

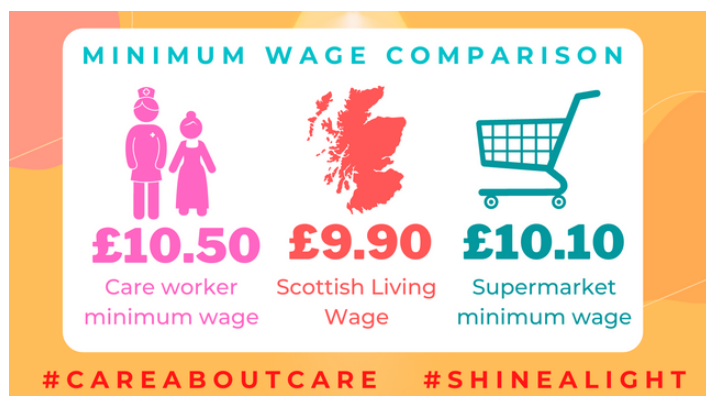
#careaboutcare #shinealight



Do you know how care home places are paid for? Most care homes have a mixture of publicly funded and self funded residents. Fees for publicly funded residents are paid for by the Local Authority.

Find out more about care home funding: [insert link to funding infographic]

#careaboutcare #shinealight



The care home workforce is filled with skilled, compassionate and professional individuals. They are often undervalued and under-rewarded. We need better wages, terms and conditions, and a proper valuing of the workforce and sector in Scotland.

#careaboutcare #shinealight

SOCIAL MEDIA TESTIMONIAL TEMPLATE

We have created a social media graphic template for you to update and share positive stories/quotes/testimonials about the care home sector. These could be quotes from providers, managers, staff, service users, relatives or partners from the community (e.g. GP's, nurses, local schools). So please feel free to share this across your networks so we can engage more people.

The main purpose of this graphic is to bust myths about the care home sector, highlighting how valuable care homes are to providing quality care and as an essential part of the health and social care sector.

We have created the graphic in a range of sizes for use on different social media platforms. Links to access these templates available at the bottom of this page.

Please note that you will need a Canva account to use this template on www.canva.com (you can sign up for a Canva account for free if you don't have one already).

You will need to insert three elements into the graphic:

- Photo
- Name, title and organisation
- Quote/Message

Remember to use the hashtags **#careaboutcare** and **#shinealight** when posting on social media and tag us on Twitter and LinkedIn **@scottishcare** so that we can reshare! It may be also useful for you to tag other relevant individuals, organisations or partners to gain a larger reach.



Social Media Templates

[Twitter](#)

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

Please see below for instructions on how to use template.

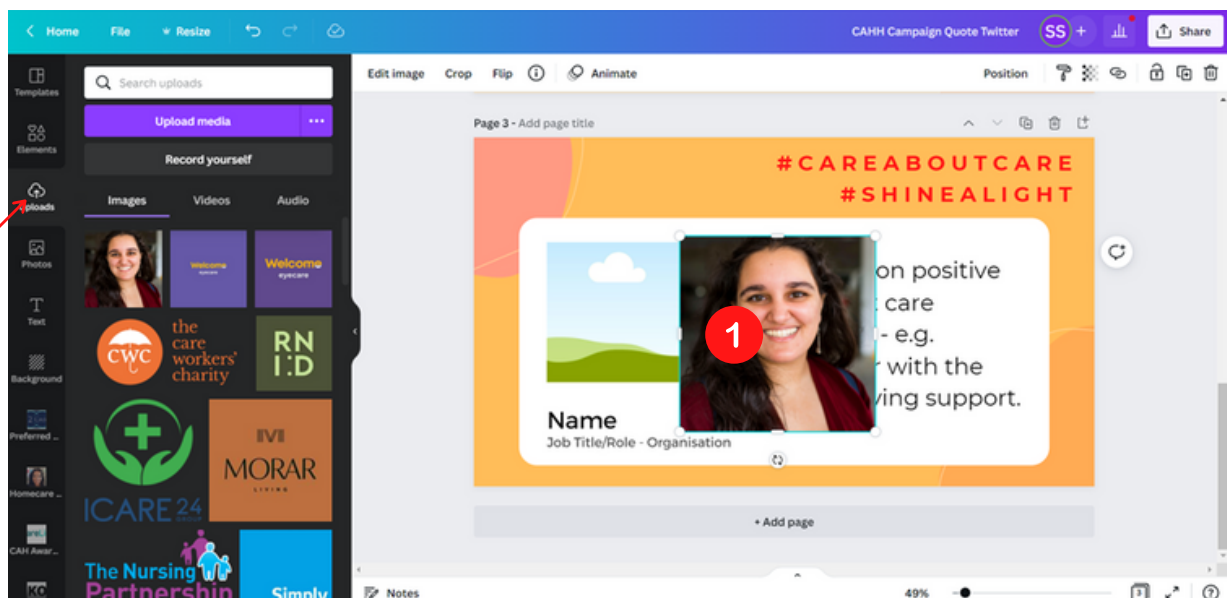
INSTRUCTIONS TO USE TEMPLATE

Upload photo here



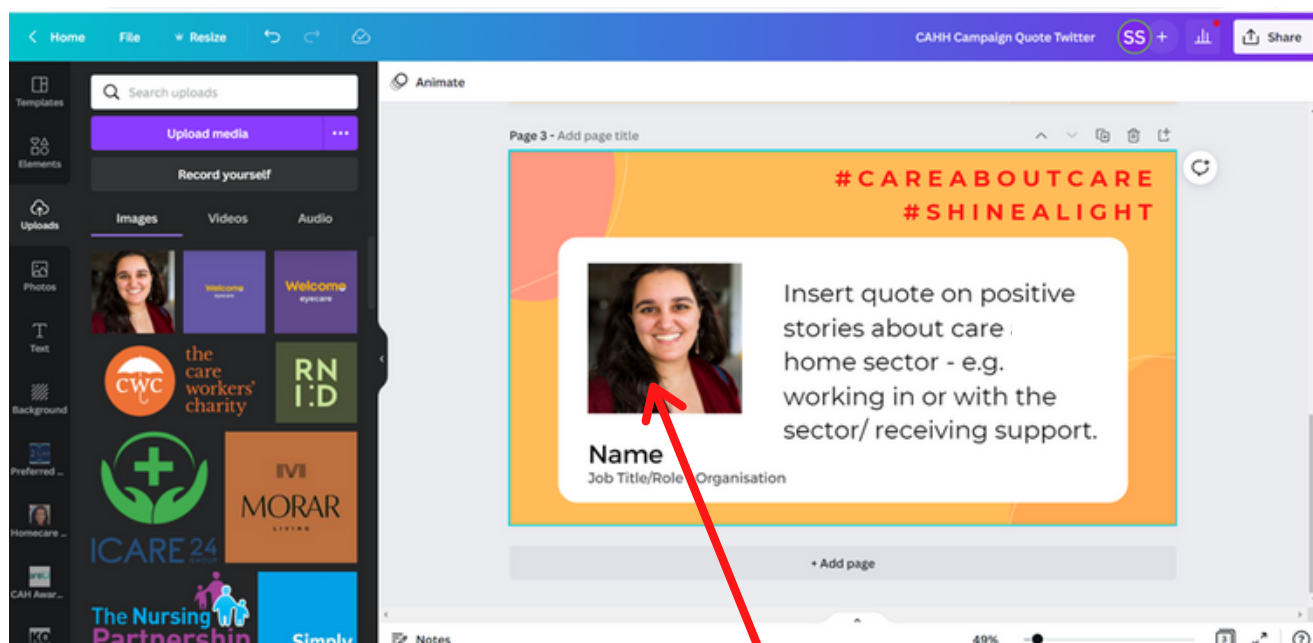
Quote/
message
here

Include name, title and
organisation here

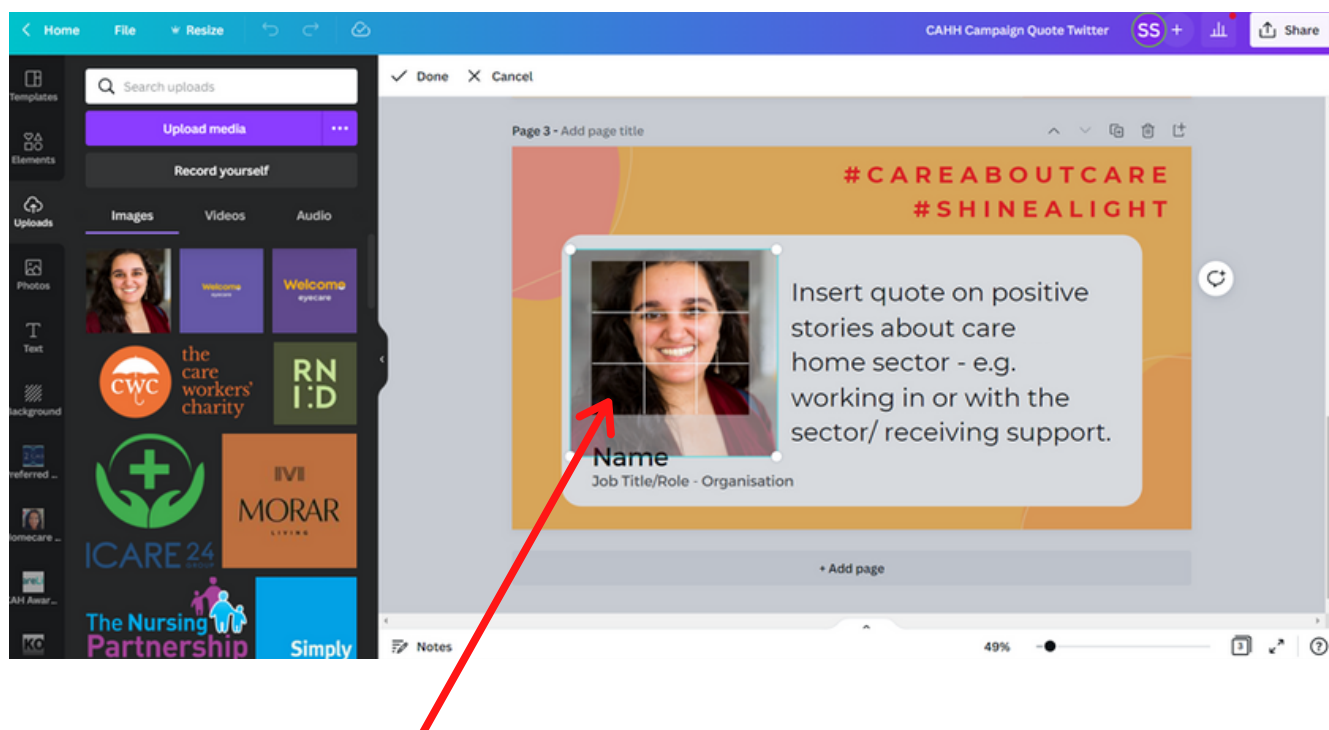


You can upload your photo to Canva in 2 different ways

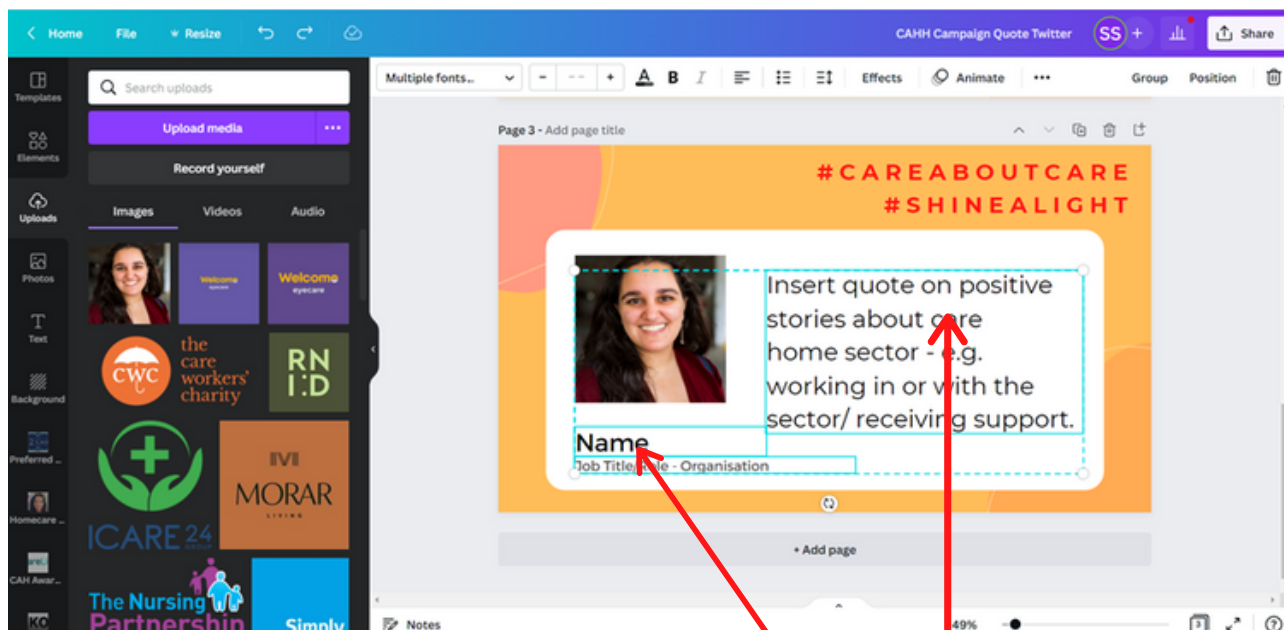
1. Copy and paste the photo or directly drag the photo file from your computer onto the graphic
- or**
2. Click **Uploads** and upload from your device then drag the photo from **Uploads** onto the graphic



Drag the photo into the dedicated space and it should 'pop' into place

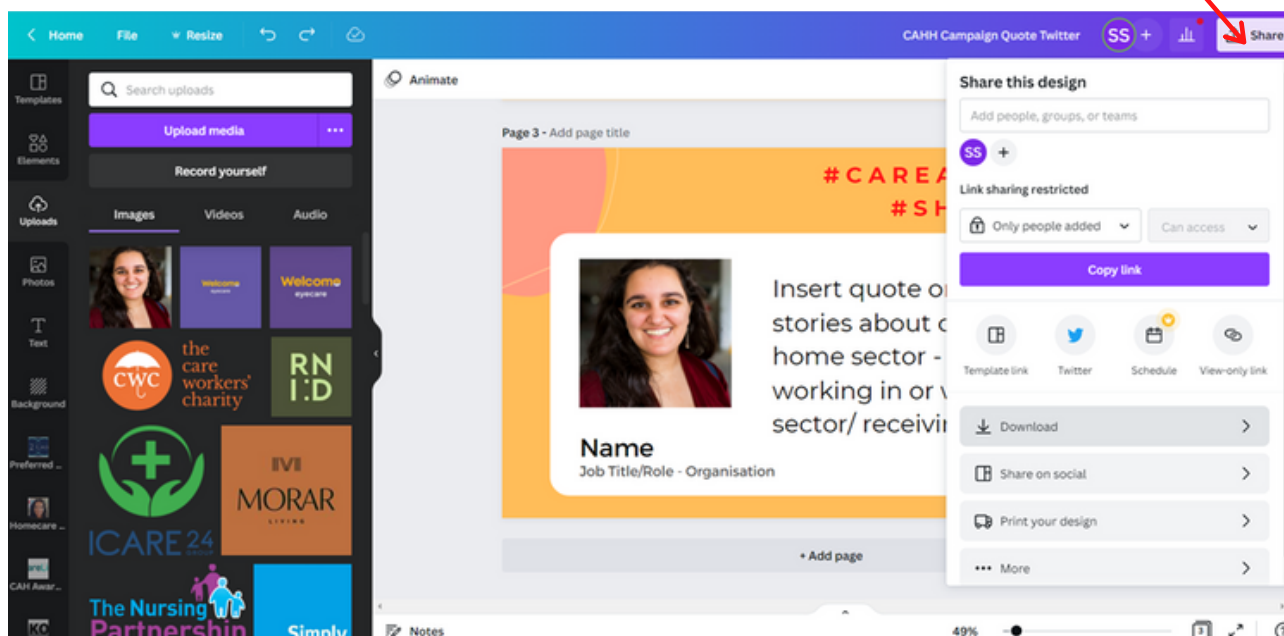


Once the photo is in place, you could also double click on it to position or crop the image.



Double click on text boxes to edit

When the graphic is finished, click the **'Share'** button and then **'Download'** make sure that the **File Type is selected as PNG** before you download it.



That's your graphic ready to be shared on any social media platform of your choice. If you come across any issues at all, please contact comms@scottishcare.org and we will try and assist you.

SOCIAL MEDIA VIDEOS

Another way to share testimonials and positive stories is through posting video clips on social media. Social media posts with video clips tend to have more exposure and engagement. It offers an opportunity to tell a story and adds a human touch to the campaign.

Some important points to consider when filming social media clips are:

- **Keep the video short and concise.**
 - Very few people are going to watch long videos on social media. Keep your videos bite-sized and easy-to-consume while still providing value.
 - Videos should capture attention, share a message, and get viewers to act all in short span of time.
- **Try to use natural lighting.**
 - When you're indoors, be sure to shoot videos near a window or door where there's sufficient light. You can also opt to take things outdoors.
- **Plan the speech in advance.**
 - Speakers should plan the key messages they are trying to get across before filming, so there are less mistakes and post-editing required.
- **Relate back to the campaign hashtags.**
 - A good way to tie in your videos with the campaign is to use the hashtags **#careaboutcare** or **#shinealight** either by editing the video with the hashtag on it, using the hashtag in the social media post, or simply just saying it on camera or writing it on a piece of paper and holding it up whilst filming.
- **Limits on social media platform.**
 - **Twitter**
 - **Length:** 1 Second - 2 minute 20
 - **Aspect ratio:** 16:9 (landscape or portrait), 1:1 (square)
 - **Facebook**
 - **Length:** 1 seconds - 240 minutes
 - **Aspect ratio:** 1:1 (square) or 4:5, 9:16 and 16:9 (vertical)
 - **Instagram**
 - **Length:** 3 seconds- 1 minute
 - **Aspect ratio:** 4:5
 - **LinkedIn**
 - **Length:** 3 seconds- 10 minutes
 - **Aspect ratio:** 16:9 (landscape), 1:1 (square), or 9:16 (vertical)

MEDIA

As part of this campaign, it is important for members to engage with the local media with positive stories or any critical issues.

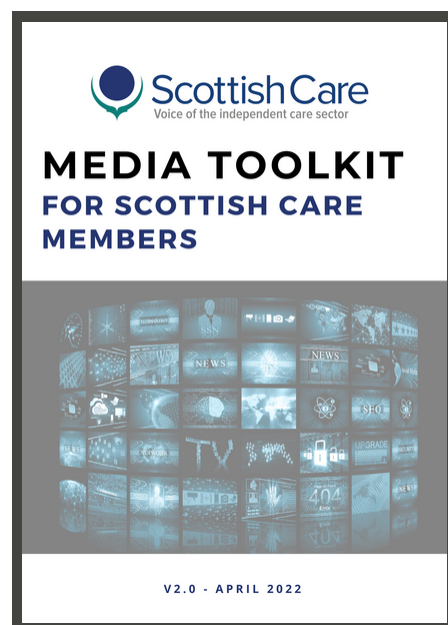
Whilst Scottish Care can reach out to the media on a national level, stories from members on a local level are more likely to be picked up. The aim is to drip feed the media with consistent stories (whether that be positive stories or an issue that needs resolved) from different sources. As more members engage with media, hopefully this will garner more attention from the public and politicians/key decision makers.

MEDIA TOOLKIT

We have refreshed our Media Toolkit - a guide that was developed to provide members with some tips and advice on how to handle media enquiries.

Scottish Care members have been experiencing increased media interest over the past two years. This Media Toolkit should help members gauge whether or not to engage with the media with key points to consider when doing a media request.

[Access the Media Toolkit here.](#)



DRAFTING A PRESS RELEASE

A press release is a written official statement that is distributed to targeted members of the media. The purpose of a press release is to accurately represent and promote news. This could be information on a good news story such as an event or some activities that your care home is undertaking. Or it could be a way to highlight concerns to the media.

A press release is an easy way to engage journalists and get your story published. It helps garner attention and awareness as journalists and media outlets have a far wider reach than we do.

Some considerations to drafting a press release:

- **Is the content newsworthy?** A few points to consider:
 - **Impact** - is someone going to be affected by this information
 - **Immediacy** - is this news urgent?
- **Is the headline attention-grabbing?**
 - The heading should contain action verbs, clearly explaining what the release is about.
- **Keep the release succinct and concise**
 - 1 or 2 pages long.
 - Provide just enough information for media outlets to publish their own stories.
- **Add a quick bio about your company at end of the press release**
 - To give context to the release and contact details for journalists to reach out to

An example of a press release is available below. You can [download it in a Word document to edit here](#).

COMPANY
LOGO

For immediate release / Embargoed until (when the release should be published)
Date of release

HEADLINE

Lead into the release - Explaining your content in one or two sentences.

Body - Easily skimmable information. It's also a good idea to add quotes throughout the body to back up your points/arguments

Ends

Notes for the editors - Any other relevant information to the press release, e.g. links to testimonials or photos

Company Bio - A small paragraph describing your company

Press Contact - Contact details of your media or communications lead, someone that journalists can get in touch with for more information.

LETTERS TO MSP

HOW TO WRITE TO YOUR LOCAL COUNCILLOR OR MSP

You can send your MSP a letter in the post or via email. You can find their contact details on www.writetothem.com

WHAT TO SAY IN YOUR LETTER

Before you start, note down the:

- **outcome you want** - for example, for your MSP to put pressure on the local council
- **main points you want to say** – include relevant dates and times, and how you've been affected
- **steps that have already been taken**, like phone calls or discussions
- **relevant laws, policies or government guidance.**

Use these notes to help you write the letter.

It can help to break the letter down into three parts:

- a beginning that explains why you are writing
- a middle section that gives detail and facts
- an end section that says what action you expect and when you expect to get a reply.

Your letter is more likely to get the outcome you want if it includes all relevant information and makes it clear to the reader what they've been asked to do next. It's important that the reader is clear who sent the letter and how to get in touch with you. State your case simply and clearly. Stick to the facts.

Close your letter with a final sentence like:

- I thank you for your assistance
- I look forward to hearing from you.

Then end the letter with your signature and name. Don't forget to read it over and check that you've included everything you wanted to say. If you've used a computer, run the spell checker to check for typing errors. It's usually a good idea to get someone else to check it for you as well, if you can. They may spot things you've missed.

Make sure you sign, date and keep a copy of the letter. You may need to refer to your letter again or provide a copy as evidence of action you've taken.

You can include copies of other documents, if you think it will support your case. Make sure you mention what you have enclosed in your letter.

An example of the letter format is available below. You can [download it in a Word document here](#). For any specific issues to raise we can develop a template for members to adapt and send.

	Doe Care Home 123 White Street Glasgow G12 3AB
John Smith MSP 1 Brown Avenue Glasgow G34 5CD	
1 April 2022	
Dear John Smith	
SUBJECT	
Reason for writing	
Facts of the case	
What you would like to happen next and when	
I look forward to hearing from you.	
Yours sincerely	
Jane Doe	



If you have any questions relating to this toolkit, please contact Scottish Care:

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