

The graphic features a central orange rounded rectangle containing the text 'SOCIAL CARE CAMPAIGN'. The background is white, with a pink abstract shape in the top-left corner and a light green abstract shape in the bottom-right corner.

SOCIAL CARE CAMPAIGN

Thank you!



Hashtag Analysis - #careaboutcare

- 3.4k posts
- 10.6M potential impressions
- 2.1k users



Hashtag Analysis - #shinealight

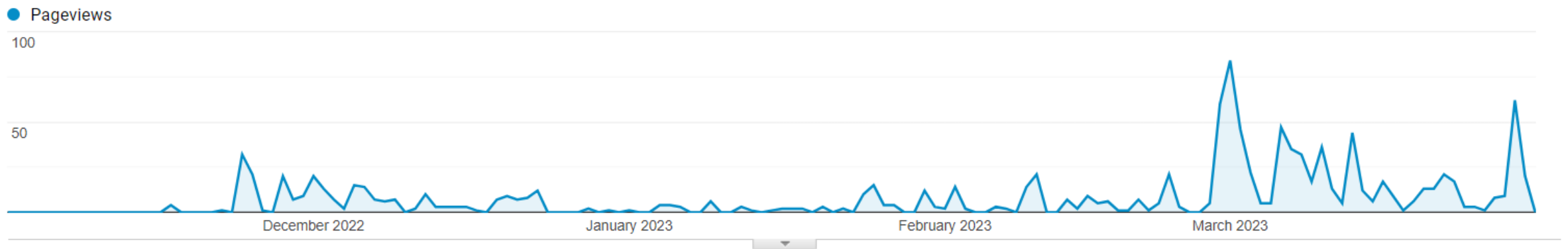
- 3.8k posts
- 16.6M potential impressions
- 2.5k users



Webpage Analytics

- 1,142 page views all time
- 612 page views in March

**SOCIAL CARE
CAMPAIGN**



Interview Series

Top Tweet earned 7,743 impressions

Listen to Jennifer Carruthers [@rashielee](#) speak about her drive to change the stigma of social care and achieve a future where social care nurses are valued like nurses in the NHS and other fields.

Watch the whole video on:
youtu.be/201esjm3otY

[#careaboutcare](#) [#shinealight](#).
pic.twitter.com/Zv1V7U6loi

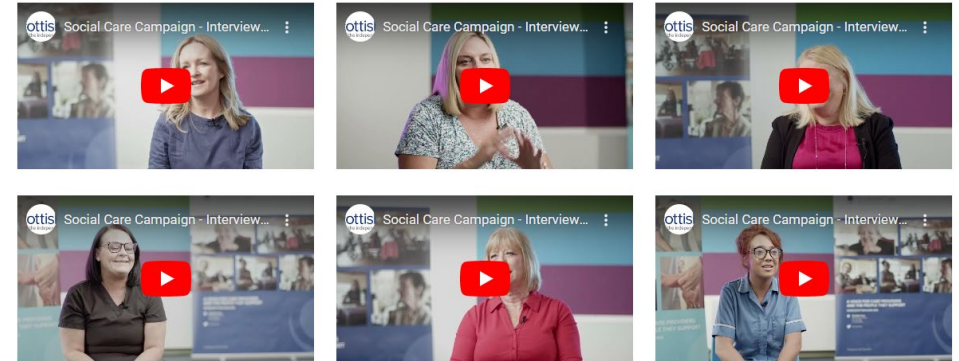


1 14 18

Social Care Campaign Interview Series

We interviewed a number of people who work in the care home and homecare sector for this campaign. Please take a look at the videos below and share them far and wide. It's important for everyone to hear [honest experiences and stories from the workforce](#).

In this interview series, we hear the highs and lows of working in social care – what drew them to work in the sector, what motivates them to keep going and what they find challenging.



- 9 interview videos across care homes and homecare
- Released on Twitter, on Youtube and webpage

Twitter Chat

- 9 questions to get the conversation going
- Focusing on positives but also challenges in the sector

#CAREABOUTCARE
#SHINEALIGHT

WHAT DOES
SOCIAL
CARE MEAN
TO YOU?



← Tweet



Linzi @CoxbBlair · Mar 15

...

Replying to @scottishcare

Social care means I can continue working as otherwise I'd be home 24/7 caring for my husband.



5



9



342



Craig Colligan (BSc Adult Nursing, MSc ... @craigcol... · Mar 15

...

Replying to @scottishcare

Social care is about providing the care and support people need to live an independent, meaningful, and positive life.



1



7



Jenni Mack ❤️ @weejenhen · Mar 15

...

Replying to @scottishcare

Social care to me means caring for Individuals, individually and personally. Building trust and relationships where those who draw on care and their families know that care is personalised, supportive and not just the bare minimum. Caring about mental as well as physical health.



1



6



11



457



Tom Wilson @tomtom7t · Mar 15

...

Replying to @scottishcare

Social care is our vital and everyday enabler to achieving equity. It's the funded and unfunded, the paid and unpaid, the formal and informal, the community and the individual (one day all might have equal standing).



6



9



603



Letter to First Minister Candidates

- Calling on candidates to make social care a priority
- No response from candidates
- Sent to 49 media contacts
- Third Force News Article -
<https://tfn.scot/news/scottish-care-calls-on-first-minister-leadership-candidates-to-make-social-care-a-priority>
- Added on website – 88 page views
<https://scottishcare.org/scottish-care-issues-letter-to-first-minister-leadership-candidates/>
- Social media – 6,508 impressions

Support Pledge

- 38 signatures
- If you haven't ready, sign up on:
<https://scottishcare.org/social-care-campaign/#1669198625784-8612e2eb-2222>

I pledge my support
to #careaboutcare



I want to see:

- ✓ The social care sector being recognised for its true value in society and supporting individuals to live fulfilling lives.
- = Social care workers getting parity with NHS colleagues in terms of pay and conditions.
- 👤 Better pathways into the sector and resources from the Scottish Government to help address the recruitment and retention crisis.
- £ More investment and funding to ensure the sustainability of the social care sector.

SOCIAL CARE
CAMPAIGN

#CAREABOUTCARE
#SHINEALIGHT

We pledge our support
to #careaboutcare



We want to see:

- ✓ The social care sector being recognised for its true value in society and supporting individuals to live fulfilling lives.
- = Social care workers getting parity with NHS colleagues in terms of pay and conditions.
- 👤 Better pathways into the sector and resources from the Scottish Government to help address the recruitment and retention crisis.
- £ More investment and funding to ensure the sustainability of the social care sector.

SOCIAL CARE
CAMPAIGN

#CAREABOUTCARE
#SHINEALIGHT

SOCIAL CARE CAMPAIGN SUPPORTERS



Other updates from the team

- Jenny White – West Lothian Independent Sector Lead
 - Sent out letters to MP's, MSP's and Councillors
 - Arranged meetings and attending surgeries
- Paul Dundas – Fife Independent Sector Lead
 - Collated stories for the campaign as part of the Fife Health & Social Care Director's Monthly Staff Briefing
<https://sway.office.com/hZExDpBpIOd2kqNj?ref=email>
 - Care home providers secured a 4 week radio campaign on #careaboutcare

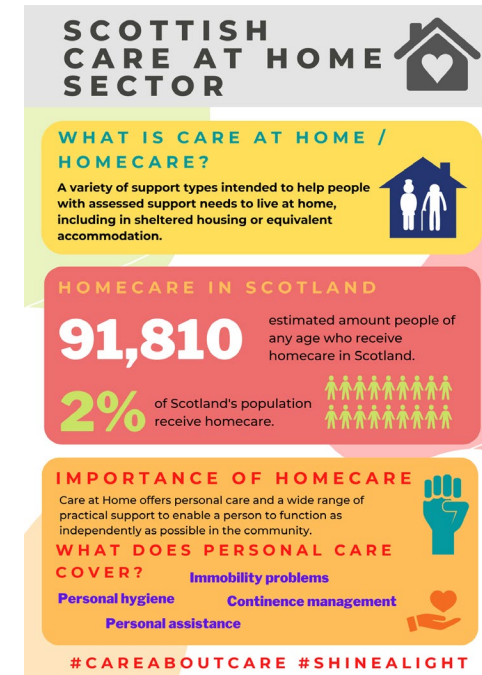
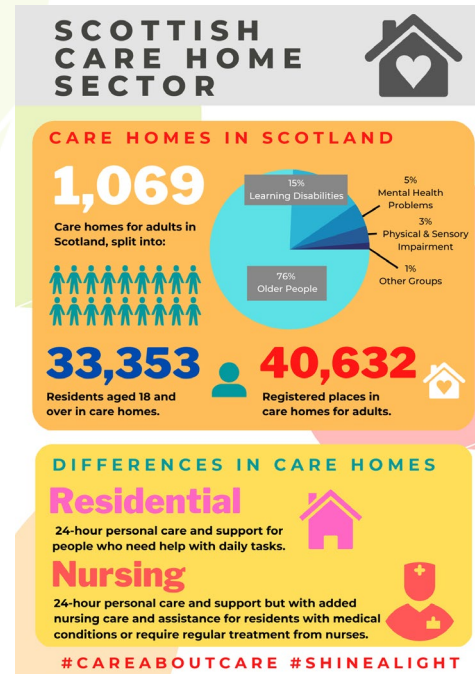
What next?

- **Next campaign meeting – 15 May**
 - Care Home – 11:00 – 12:00
 - Care at home – 14:00 – 15:00
 - Contact tracy.doyle@scottishcare.org
- **Day in Life Videos**
 - Filmmaker is finalising care at home one
 - More filming done on care home
 - Feedback by the end of today to comms@scottishcare.org



What next?

- Infographics
 - A4 printouts
 - New infographics
- Future of care graphics
 - Workshop in the future
 - Chance to win smart light –
 - Tag @scottishcare and @CareTech_Scot, use #CareAboutCare #ShineALight
 - Winner drawn end of April



We are committed to the future of care by...



add your quote/answer here.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

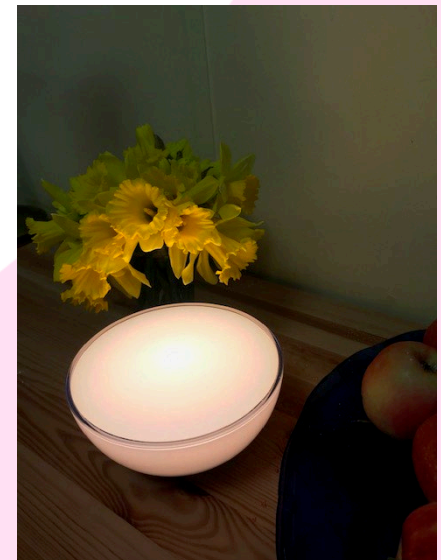
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Name

Job Title/Role - Organisation

#CAREABOUTCARE #SHINEALIGHT



**Any other
ideas?**

