

Developing a digital and social media recruitment campaign for care

Essex County Council

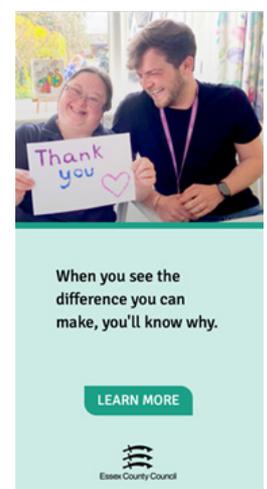
To help address the recruitment and retention challenges within social care, Essex County Council (ECC) is running a digital and social media recruitment campaign as part of its wider workforce strategy. The campaign encourages targeted individuals to consider a career in care by directing them to the [Everyday is Different](#) campaign site, and is based on ECC's discussions with local care workers.

The ultimate aim was to support local care providers to fill vacancies across Essex and ensure that people with the right values and behaviours were encouraged to apply. ECC also wanted to improve the perception of care and present it as a viable and rewarding career path.

With evidence showing that a large portion of the existing social care workforce will retire in the coming years, ECC's campaign focused on targeting younger people to help establish a social care workforce of the future.

The successful three-week pilot, which ran from August-September 2020, led to just under 8,000 clicks through to the site. Since then, the social media campaign, which is supported by other PR activities, has gone from strength to strength, with November 2020 seeing a 100% increase in engagement compared to the pilot scheme.

A crucial part of the campaign's success has been the involvement and cooperation of care providers. To ensure maximum take up, ECC notified local care providers of their intentions to conduct the campaign via email and the Care Provider Information Hub. ECC also held a series of sessions on workforce and recruitment with the Essex Care Association and secured their approval. All care providers were given an ECC email address to ask questions and provide general support for the campaign.



“The research conducted to help us understand our audience, our care market engagement and our partnership with the Department of Health and Social Care have all been crucial to the success of this campaign.”

Tom Bendy
Procurement Services, Essex County Council

Once on board, ECC proposed two main asks of care providers:

- [advertise vacancies on the Everyday is Different website](#), with the campaign increasing interest in job applications through this site
- [register on Join Social Care](#) to find applicants for their vacancies and keep checking this site for new applicants.

ECC worked closely with the Department for Health and Social Care to use existing recruitment campaign material from the [Everyday is Different initiative](#), which included videos, images and digital banners.

ECC also worked with a local online marketing company to create a targeted digital and social media recruitment campaign, using Facebook advertising, YouTube advertising, and digital banners on local news sites.

ECC continues to review the campaign, refine tactics and build local case studies to increase engagement. The flexibility of digital and social media recruitment campaigns has allowed for targets and budgets to be changed over time, in order to meet demand in different geographical areas and in different areas of care, such as community care, care for those with learning disabilities and personal assistants.

With the help of the campaign, ECC is changing perceptions of care in local communities and playing a key role in encouraging more people to work in the sector.

Top tips for a successful digital and social media recruitment campaign



Carry out initial research to understand your target audience



Secure support from care providers through care market engagement



Partner with the DHSC if possible to access and utilise existing resources



Work with the DHSC to evaluate the success of the campaign in generating enquiries and applications



Contract an effective digital marketing agency and provide a very clear brief



Consistently refine tactics based on lessons learnt to boost engagement

For more information contact Procurement Services, Essex County Council:
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