

Endorsement Framework



Hints and tips to make the most out of your Endorsed Provider status

It's important to promote your endorsed provider status – you've worked hard to achieve this badge of honour so why not flaunt it!

There are many benefits of being endorsed:-



You'll be instantly recognised as a quality learning provider raising the profile of your business



Your clients and learners will have confidence in the quality and delivery of the training you provide



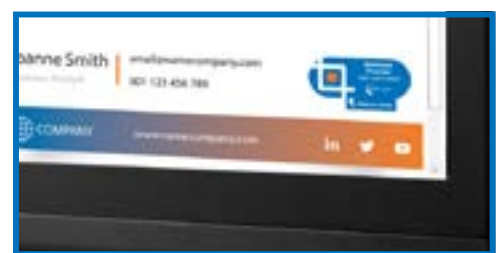
You can improve staff morale by sharing the success of being recognised as a high quality learning provider

We've created this handy little guide so you can make the most out of your endorsement.

Logo

Make sure you use your Skills for Care endorsed provider or centre of excellence logo.

- on your website - you could feature this in various places on your website... on your homepage, in your "about us" section and in your website footer so that it appears on every page of your website.
- on any brochures or other printed materials you may have – make sure your endorsed provider or centre of excellence logo is clearly visible.



Social media

- let the world know about your endorsement through your social media channels
- tag us @SkillsforCare in your posts and we'll share your news with our followers



How to make the most out of the benefits of being endorsed



Endorsed provider directory

We're regularly asked by employers where they can look to find high quality learning and we direct everyone to the Skills for Care endorsement directory at www.skillsforcare.org.uk/findalearningprovider.

Make sure your website is user friendly, attractive and clearly shows your endorsed provider status.



Endorsed provider newsletter

You'll receive a quarterly update with news, updates and opportunities exclusively available to you as an endorsed provider... make sure we have the right email address so you don't miss out.



Programme licences

Don't forget about our licenced programmes exclusively available for endorsed providers.

Find out more at www.skillsforcare.org.uk/programmelicences



Benefit from the Skills for Care networks

We'll use our networks to promote our endorsed providers including enews, our national information line, our locality managers and our registered managers networks, so please ensure that your contact information is up to date.



Bookshop

As an endorsed provider you can benefit from a 10% discount from any full priced publication in the bookshop.

Visit www.skillsforcare.org.uk/bookshop to view our publications.



Share your good new stories

Let us know about any benefits you've had since becoming endorsed – we love to share your good news stories through our blog section on our website, social media and opportunities through our registered managers network.

