

# Every day is different when you care



Department  
of Health &  
Social Care

## Adult Social Care Recruitment Campaign

2018-2019

Fortnightly Update: 8<sup>th</sup> April 2019

### End of campaign advertising: Photography Exhibition

Sunday 7th April brought an end to the first phase of the national adult social care recruitment campaign advertising. To mark this milestone, we held a photography exhibition at the House of Commons last Tuesday, showcasing twenty-four photographs to celebrate the relationships between the remarkable workforce and those they support. We were joined by those featured in the photographs, sector organisation representatives and the Minister of State for Care, Caroline Dinenage. Thank you to all who contributed to this event's success. Some photos are shared below, but we will continue to share more images on Facebook.



### What next? Website developments continue

Whilst paid for advertising has finished, the [campaign website](#) and [Facebook page](#) remain active and we will continue to post case studies on there. In April or early May, we will launch a key development on our website which allows users to search for jobs without leaving [www.everydayisdifferent.com](http://www.everydayisdifferent.com). The website will pull in and display relevant job adverts from DWP Find a Job, without the user needing to click out to the DWP site until they want to apply for the role. The user will simply be asked to indicate the location where they wish job vacancies to appear, and adverts for 'social + care' roles within 10 miles of this will show. Please continue to post your vacancies on DWP Find a Job; this change will not affect the process care providers go through to advertise vacancies. All your vacancies uploaded to DWP Find a Job will be pulled through to the campaign website. We are also currently commissioning and editing more case study videos to go alongside Simon's, Dee's, and Marita's on the website. Keep an eye out for these.

### Evaluation begins

Evaluation of campaign activity is underway, using interviews with care providers, online surveys with a representative sample of 20-55 year olds across England, and analysis of digital metrics. A link to a short survey for care providers to complete will soon be ready, and we will be asking sector organisations to cascade this link through their communications channels. We are aiming to have a summary of key results by June.

### Our ask of the sector

Please continue to share our Facebook content widely with your networks; this is the best way to generate interest in lieu of paid for advertising. Similarly, please continue to upload all vacancies to DWP Find a Job. Whilst advertising has finished, we aim to continue driving traffic towards our website via social media.

**Case studies:** Thank you to all who have submitted case studies. We have received over 150 forms and are working through them. We hope to continue sharing them in the interim period and in future phases if funding is secured.

### Transition to a Monthly Update:

For the time being, we will change the frequency of these updates to monthly intervals, rather than fortnightly. The next update will therefore be circulated on **Tuesday 7th May**.

### Your feedback:

Send in your feedback and recommendations for improvement to [chloe.nuttall-musson@dhsc.gov.uk](mailto:chloe.nuttall-musson@dhsc.gov.uk). As we evaluate this phase of the campaign, your comments will feed into 2019/2020 plans should funding be secured, enabling us to make future activity more effective.