

Effective ways of communicating to target demographic groups

There are lots of different ways of communicating with potential recruits for your organisation.

- Your website
- Online including job sites and advertising on search engines such as Google
- Social media
- Jobs boards
- Newspaper and magazines
- Radio and TV
- In your local community including schools, colleges and community groups
- Careers and job fairs
- Open days

For some demographic groups, there are ways that work better than others. Here are our top tips to help you target these groups.

- Young people
- Graduates
- Older workers
- Under-represented groups including male workers, disadvantaged groups such as care leavers, long-term unemployed people and people who have a criminal record
- People with disabilities
- Women returning to work

Demographic group	Channels to communicate	Key messages and top tips
<p>Young people (16-24 year olds)</p>	<p>Social media Social media is massively popular with younger people. Instagram has a young audience with 39% of UK users aged 16-24. Facebook is a good platform for mass advertising to all ages. There are 2.5 million 13-17 year olds on Facebook. Twitter</p> <p>For most social media channels people will need to follow your page to see your posts. However, if you're willing to invest, paid for advertising on social media allows you to target users based on their age, location and gender.</p> <p>Schools and colleges Contact your local schools and colleges and offer to do a presentation. Provide teachers and careers advisors with information about social care and your vacancies. You can request copies of our Think social care and Job roles in social care booklet by emailing marketing@skillsforcare.org.uk</p> <p>Careers fairs and events Contact your local schools and colleges to find events in your area. National organisations such as Prospects and Milkround organise national events. You could</p>	<p>Here are the key things young people might want to know about.</p> <ul style="list-style-type: none"> ▪ Career progression ▪ Opportunities to develop and learn on the job, complete qualifications and do training ▪ The skills and qualifications needed to work in the job – less emphasis on experience ▪ Accessible entry routes into the sector, including Apprenticeships <p>Here are our top tips for communicating with young people</p> <ul style="list-style-type: none"> ▪ Keep it short and to the point ▪ Make sure online content is mobile and tablet friendly ▪ Use images and real life case studies of young people working in social care ▪ If you're publishing videos online or on social media – make sure it has subtitles ▪ Be realistic about what the job entails ▪ Use national campaigns and key term dates to target young people for example results day (August), back to school (Sep and Jan), UCAS deadline (Jan) or choosing GCSE options (Feb onwards). <p>Read Using social media to help you recruit workers for more top tips.</p>

	<p>hold an information stand or do a talk.</p> <p>Online Make sure your vacancies are online, especially on your website. You could also advertise vacancies on careers advice websites such as Prospects and Not going to uni. You could send them articles, blogs and case studies to increase awareness of your organisation. They might also promote these on social media.</p>	<p>Find out more about becoming an / Care...Ambassador service. Ambassadors are people who work in social care, who volunteer to talk to potential recruits about their role.</p>
<p>School leavers and graduates</p>	<p>Social media Social media is increasingly used by graduates in a professional capacity. LinkedIn is increasingly being used by 18-28 year olds to make professional connections. Facebook is the most popular social network for job seekers. Twitter is a great network to raise awareness of your organisation.</p> <p>Universities Contact your local university and offer to do a presentation. Provide information about careers in social care and vacancies at your organisation. They will often promote graduate jobs on their website or on a jobs board.</p> <p>Graduate fairs Universities will often organise graduate fairs to help students find jobs. Graduates appreciate the opportunity to talk to employers about their vacancies.</p>	<p>Here are the key things graduates might want to know about.</p> <ul style="list-style-type: none"> ▪ Challenging work with responsibility. ▪ Opportunities for career progression. ▪ Meaningful rewards. ▪ Opportunities to develop and learn on the job, complete qualifications and do training. ▪ Open style management. <p>Here are our top tips for communicating with graduates</p> <ul style="list-style-type: none"> ▪ Use powerful and active words such as 'implement', 'responsible' and 'managing'. ▪ Use key term times to target graduates for example April-May when most courses finish, July-Oct when they graduate, or Sep when most graduate schemes open. <p>You could host a graduate as part of our Graduate management training scheme.</p>

	<p>Online Make sure your vacancies are online, especially on your website. You could also advertise vacancies on careers advice websites such as Milkround and Graduatejobs.com. You could send them articles, blogs and case studies to increase awareness of your organisation. They might also promote these on social media.</p> <p>Email A lot of careers advice organisations send out emails to graduates who are looking for jobs. Contact them and include your vacancies.</p>	
<p>Over 55's</p>	<p>Facebook The demographic of Facebook users is shifting and more people over 50 are now using the site. You could post vacancies in local groups on Facebook, such as buying and selling groups or community groups. You can also pay for advertising to target people over a certain age in your local area.</p> <p>Adverts in local newspapers, magazines, radio or bill boards Research suggests older workers are more likely to interact with offline adverts than younger people. Target local establishments such as GP surgeries, dentists, local library, churches etc.</p> <p>Job websites There are lots of websites that promote vacancies</p>	<p>Here are the key things older workers might want to know about.</p> <ul style="list-style-type: none"> ▪ Flexible working opportunities. ▪ The culture of the organisation is inclusive and not prejudiced to older people. ▪ Workplace benefits such as health insurance, employee assistance. ▪ Opportunities to upskill or retrain. ▪ How they can make a difference. <p>Here are our top tips for communicating with older workers</p> <ul style="list-style-type: none"> ▪ Use phrases such as 'reliable', 'rewarding', 'positive impact', making a difference' and 'feel appreciated'. ▪ Make it clear that qualifications which are no longer current may still be applicable

	<p>such as Indeed or Fish4Jobs. You could also find websites that specifically promote roles to older workers.</p>	<ul style="list-style-type: none"> ▪ Specifically say you welcome applicants of all ages. <p>Age Action Alliance has produced an Employer toolkit: Guidance for managers of older workers.</p>
<p>Under-represented groups, including male workers, disadvantaged groups such as care leavers, long-term unemployed people and people who have a criminal record.</p>	<p>Local community groups There may be local community or support groups for under-represented groups. To find contact details you might need to look online, find out more from your local council or library, or keep an eye out for posters around the area.</p> <p>Jobcentre Plus – including sector based work academies Jobcentre Plus work with people who are unemployed and may be able to match suitable candidates with your vacancies. Contact your local centre to see how they could help.</p> <p>Local volunteer groups People who are unemployed might be volunteering locally to try and increase their experience. People who volunteer might have similar skills and values to the people you want to recruit. Contact them and see if they can promote your vacancies.</p> <p>Newspaper or magazine adverts Local newspapers are a great way of raising awareness in your local community. If you hold an open day, a special achievement or a big birthday, send an article in and mention that you are recruiting.</p>	<p>Here are the key things under-represented groups might want to know about.</p> <ul style="list-style-type: none"> ▪ Opportunities for work experience. ▪ Opportunities to develop and learn on the job, complete qualifications and do training. ▪ Fair and equal treatment in the workplace. ▪ Protection at work (fair pay, health and safety, job security). <p>People may be unemployed for a variety of reasons including redundancy, moving into work following maternity or paternity leave, ex-offenders or people who have been reassessed and transferred to Job Seekers Allowance after having previously claimed Incapacity Benefit for a number of years.</p> <p>Here are some of the key things unemployed people might want to know about.</p> <ul style="list-style-type: none"> ▪ Job security. ▪ Flexible working opportunities. ▪ Opportunities to upskill or retrain. ▪ The skills and qualifications needed to work in the job – less emphasis on experience. ▪ Focus on values and transferable skills.

	<p>Careers and jobs fairs You could hold an information stand or do a talk at local jobs fair. Your local Jobcentre Plus or council might organise these. If not, why not contact other organisations in your area and organise your own.</p>	
People with disabilities	<p>Specialist recruitment agencies You could search online for recruitment agencies who specialise in recruiting people with disabilities.</p> <p>Jobs or notice boards in local community You could target places where people with disabilities are more likely to visit such as GP surgeries and local community centres.</p> <p>Link with local support groups or charities There are often lots of local groups and charities that support people with disabilities. They might help promote your vacancies and their details can often be found online or on local notice boards.</p>	<p>Here are the key things people with disabilities might want to know about.</p> <ul style="list-style-type: none"> ▪ Equal access and opportunity to demonstrate skills and knowledge. ▪ Flexible working opportunities. ▪ Reasonable adjustments made. ▪ Access to support network. <p>Read our Guide to support the recruitment and retention of disabled workers for more top tips.</p>
Women returning to work after a career break	<p>Specialist recruitment agencies You could search online for recruitment agencies who specialise in recruiting women into flexible, ‘family-friendly’ jobs, for example Mumsnet jobs.</p> <p>Local community There are often lots of community groups such as ‘tots and mums’, or school PTA groups that women who</p>	<p>Here are key things women returning to work might want to know about.</p> <ul style="list-style-type: none"> ▪ Flexible working opportunities. ▪ Opportunities to upskill or retrain. ▪ Opportunities for career progression. ▪ A positive workplace culture of support and trust. ▪ Wellbeing initiatives such as childcare

	<p>want to get back into work will attend. You could hand out fliers at the school gates, put up posters or do a talk to a local group.</p> <p>Online jobs board There are online jobs boards dedicated to women that you could advertise on.</p>	<p>vouchers, health contributions or the opportunity to go out on a lunch time.</p> <p>Here are our top tips for communicating with older workers.</p> <ul style="list-style-type: none">▪ Say in your job adverts that you will consider part time or flexible working arrangements.▪ Focus on values and transferable skills rather than experience.▪ Motivate people to apply for your roles. Phrases such as 'rediscover your skills' might motivate women returning to work to take the role. <p>Robert Walters UK published <u>A guide for employers: attracting and engaging women returning to the workforce.</u></p>
--	--	---