



84%

of UK population uses social media

THINK ABOUT YOUR OBJECTIVES



- Recruit new staff?
- Reach passive job seekers?
- Showcase yourself as an employer?

If your content doesn't move towards one of your objectives- is it really worth posting?

USE THESE UNIVERSAL CONCEPTS:



TALK LIKE A FRIEND



BE RELEVANT TO YOUR AUDIENCE



POST LESS FREQUENTLY BUT OF HIGH QUALITY



ONLY PICK PLATFORMS THAT MEET YOUR OBJECTIVES



SOCIAL MEDIA CAN BE A COST-EFFECTIVE WAY TO RECRUIT COMPARED TO OTHER FORMS OF RECRUITMENT

REMEMBER WHOSE ATTENTION YOU'RE COMPETING WITH:



- Other social care employers
- Other businesses & organisations
- People's friends & family

TOOLS THAT COULD HELP YOU:

- **Scheduling:** Buffer, Hootsuite, Later
- **Graphics:** Canva, Adobe Express
- **Video:** CapCut, InShot



Canva



Later



REMEMBER:

Social media is just another means of communication

IS IT WORKING? HOW TO TELL:

- Followers
- Engagement- reactions, comments, shares
- Clicks
- Job applications

⚡ PLATFORMS: KEY BITS OF INFORMATION TO HELP

KEY DEMOGRAPHICS

(BUT PEOPLE OF ALL AGES ARE ON ALL PLATFORMS)



ALL AGES



- Start with 2x a week increase/decrease based on results
- Video content performs best
- Audience interaction is key find ways to get people to comment
- Use all the features of a page to help Facebook know who you are for (About, Events, Opening Hours etc.)
- Use Events for recruitment days
- Don't forget groups posting in there can help spread your message



ALL AGES



- Great for new and commentary
- Use platform to listen to what people think about a topic
- All about the conversation
- Can be fast moving do you have time to keep up?



UNDER 35



- All visual content!
- Constantly changing try to use the latest parts to get more reach
- Create posts and stories for your followers with your objectives in mind
- Reels will get more reach, but will be worldwide more than local
- The words you use in captions matter use keywords to find people you want to see it
- Hashtags must be in the caption, not the comments



SENIOR LEADERS



- The 'professional network' don't be scared to still use emotion, but probably best not to post your dinner!
- Senior leadership tend to be here more than frontline carers
- Images and video are also important on LinkedIn
- Good for events
- Real power is in the network you build as an individual, not necessarily a company page



UNDER 30



- Rapidly growing, hugely popular
- A great opportunity to promote career opportunities to young people
- Easy for content to be seen by lots of people a chance to raise your profile on a national scale
- Must be entertaining or educational boring content won't cut it
- You don't have to dance!
- Use your team who enjoy it to create for you