

**Getting your team to act as employee ambassadors**

**Paul Ince** 00:07

Hello and welcome to our final video in this series on working smarter with social media when you're recruiting new and retaining existing staff members, we've covered a lot over the videos particularly about the platform's the content you should post and some of the tools available to help you. But let's look at how other people can actually help you meet your objectives. How can people within your existing team contribute to the success of your strategy? How can they demonstrate what it's really like to work for your organisation? How can they show the great work that you do and by extension, the great team that any new recruit will be part of empowering your team members in your social media strategy can have multiple positive effects. Let's explore some approaches that will put a relatable and empathic face on your organisation while informing potential new recruits about your culture. First, encourage team members to talk about their roles. They could share a brief video introducing themselves describing their role and expressing what they love about their job and the organisation. It's one thing for you to claim what your company culture roles are. But it adds so much weight when existing staff are prepared to say it themselves. And this is something you can set up quite easily. You'll need to create a safe environment for your team to be comfortable being on camera. So choose part of a setting that they're familiar with, there's possibly three of interruptions, set the camera rolling, and talk to them. Don't make a big deal with clapper boards and tape to and all that kind of stuff. You can cut out clips in any moments you don't like in the Edit afterwards. For now, just make people at ease and talk to them like a colleague. You may have people who are super confident certainly use them. They may be happy talking directly to camera. But for those that aren't get them looking at you while you talk and filmed at an angle there'll be less self conscious. Then pick out the best bits and post those. Secondly, consider sharing videos of your team performing tasks or interacting with the people they support. This gives candidates and authentic Dan the life view. Like the first suggestion, just film what happens. Try and stand back and let your team perform their role as naturally as possible. capture things as they occur then in the editing process. You can set the key moments that show your organisation and your team members at their best. Now of course, if you're showing care taking place, it may be that the people you support end up being filmed. You should have a company policy on this. Can the people you support that are potentially in the video consent? Did it understand what they're consenting to where your video will end up and how it will be used? The simple answer may well be Yes. In which case if that meets your criteria for what's out, that's fine. You may decide to edit out people or pixelate or blur people rarely you need to think about them and also their loved ones to equally think about what you're actually filming personal situations or intimate care and not really required to be filmed to show someone that part of their role. Check with senior leadership on what is your approach. You have a great team. So show them all together. Get your team doing short intros into who they are and what their role is. It's nice for a potential candidate to see who they might be working with. You can set this up in advance. Choose the list of people you want to show send them questions you'll ask so they have time to come up with something. And it means you can also map the answers. Then just film them while you ask those questions. Make it fun and light hearted include fun facts like claims to fame or favourite food or whatever. There are many people working in the care sector that have their own social media accounts and are publicly creating content about what they do. You only have to search for terms like care work or care worker or social care, even care talk and you'll see what's out there. Now these people may be sanctioned to create content by that employer, but most won't specifically have had that proactive authorization. So you'll see a wide variety of content by these coworkers and I'm sure some of the content you might watch your wince up because you'll feel it's perhaps not appropriate. Some of it is super creative funny shows the cast actor in the best light that it deserves. The question is what do you do about it? And what should you do? I think where you see a piece of content from one of your team that shows the organisation in a great light and where it meets all of your safeguarding criteria, I see no reason why you can't share that, for the benefit of your organisation. I'd even go as far as to say, get these people involved in creating content for the official company accounts. They obviously understand social media and are created. However, if you see stuff that you feel puts your organisation in a bad light, refer to your social media policy and maybe consider talking to them about how they can create better, safer content. One of the biggest challenges I hear about is staff creating content with a uniform on that identifies the company. I think it's only really an issue if you don't like something, but it is something worth discussing with the team. It's not realistic to try and control every staff members personal social media use, but it is reasonable to give the team advice on how to keep people safe, and how not to bring the organisation into disrepute. It's a challenge that all organisations have in today's world. And I'm afraid being clear about what those boundaries are and encouraging positive messages is what will help everyone. Finally, let's not forget the importance of word of mouth and referrals. Your existing team can use their own social media to tell their friends about vacancies in your organisation and link them to the application process. Don't forget care friends the app launched in partnership with Skills for Care that makes it easier for your team to refer their friends and get rewarded for doing so. Find out more about care friends at care friends.co.uk. Your team's experience and input can help make your social media presence more dynamic and personable. I suggest encouraging them to be involved in having honest and open conversations about how you can all share your organization's work in the best light possible. Thank you for joining me on this video. And in the whole series good luck in creating better content, managing your social media activity and enhancing the caring communities we've built