Recommendations

Practical approach toolkit: Retaining the next generation

These recommendations are inspired both by St Monica Trust and wider good practice. They focus on how to use digital platforms and technology to recruit and retain younger workers through apprenticeships. Each recommendation includes examples of practical steps you can take, and we suggest referring back to the relevant building block for more context. These insights draw on strategic, operational and cultural learning and can be adapted by other providers seeking to engage younger people in adult social care.

At the end of this section, you'll find a list of resources to support implementation.

Digital and technology	Yes	No	N/A
Use digital systems to streamline recruitment and onboarding for younger and under represented applicants. ■ Adapt platforms to include apprenticeship-specific eligibility screening and real-time application tracking. ■ Use mobile-friendly formats to reduce barriers for applicants with limited digital access or confidence. ■ Monitor conversion rates and feedback to refine outreach and improve recruitment outcomes.			
Action			

Digital and technology	Yes	No	N/A
Invest in digital infrastructure to support flexible working and inclusive access for apprentices. ■ Extend Wi-Fi coverage to all workspaces, including outdoor areas, to enable mobile-first working. ■ Provide devices and training to apprentices, especially those without personal tech or stable data plans. ■ Ensure systems are accessible via mobile apps to support bring-your-own-device (BYOD) policies.			

Action

Digital and technology	Yes	No	N/A
Involve staff in selecting and testing digital tools to ensure relevance and usability. ■ Run hands-on demos and scoring sessions to gather feedback from frontline teams and apprentices. ■ Prioritise intuitive, mobile-friendly platforms that suit non-desk-based roles and neurodiverse users. ■ Run forums and workshops with staff and apprentices to select and test new digital tools with staff and the people you support.			

Action

Digital and technology	Yes	No	N/A

Leverage technology to reduce administrative burden and improve operational efficiency.
 	
  ■ Replace manual reporting and automate scheduling to free up time for staff development.
  ■ Use mobile-enabled systems for clocking in, rota management and performance reviews.
  ■ Use care platforms with integrated messaging tools to streamline communication and reduce email overload.			

Action

Digital and technology	Yes	No	N/A

Tailor digital learning systems to support diverse needs and flexible training delivery.
 	
   ■ Offer multilingual content to support staff with English as an additional language.
   ■ Celebrate training milestones and use dashboards to track progress and motivate learners.			

Action

Digital and technology	Yes	No	N/A
Adapt communication tools to meet the preferences of younger apprentices and frontline staff. ■ Use WhatsApp, voice notes, and in-app messaging to improve engagement and responsiveness. ■ Gather feedback on communication preferences and adjust platforms to reduce digital clutter (e.g. too many platforms, excessive notifications, irrelevant messages etc.)			

Action

Digital and technology	Yes	No	N/A
Promote digital inclusion and intergenerational support across the organisation. ■ Encourage apprentices to support colleagues and residents who are less confident using digital tools. ■ Provide drop-in IT support sessions to troubleshoot issues and foster digital literacy. ■ Use peer learning to bridge generational gaps and accelerate adoption of new systems.			
Action			

Further support

- <u>Digital skills self-assessment tool</u> – Identify current digital capabilities and training needs across your workforce to support safe, confident use of technology in care delivery.
- <u>Digital Care Hub</u> – Get advice and support on technology, data protection and cyber security in the adult social care sector.
- <u>Digital skills eLearning</u> – Get accessible, flexible training to build your workforce's digital confidence and capability at all levels.
- <u>Using social media for care recruitment</u> – Learn how to optimise your social media usage for recruitment.