Recruit with Social Media
Today you’ll find out:

- what social media is
- why we should all be using social media
- how social media can help you
- how to get started
- how to use social media for recruitment
What is social media?

“Social media” is the collective name for virtual communities, that enable people to create and share information online.
Statistics

- Social media is now the UK’s favourite online activity - average user spends 1hr50m on social media each day
- 9.8 billion active social media users across the world in Jan 2020
- 1 in 3 people using 2+ social media sites every day
  - 77% actively engaged with or contributed to social media in the past month.
  - 90% of companies on social media use these platforms for brand awareness
Why social media?

- Raise the profile of your organisation – social media is a great way to reach lots of people.
- Doing social media well can bring some real benefits to your organisation.
- It can increase your customer loyalty – people can keep up to date with what you’re doing as an organisation and see the great work you do.
- It can increase traffic to your website.
- You can learn lots from social media by looking at what people are saying around a particular topic, best practice and sharing your thoughts and opinions.
- You can make useful connections and networks with other people – which can help you to expand this network.
Social media channels

- LinkedIn
- Twitter
- Facebook
Facebook
About Facebook: the stats

- 2.32 billion active users
- 74% of users log in everyday
- for every 20 minutes on Facebook 1 million links are shared
- 94% of adults in the UK between the ages of 25 to 34 have their own profile
- 48% of all 18 – 34 year olds check it when they wake up
- biggest growing demographic is people aged between 55-64
Social Care on Facebook

Saltwood Care Centre
2 July

Meet the Saltwood Care Centre team 😊

Lynne is our Activities Assistant and a familiar face around the home. It’s her role to help/animate, our Activities Organiser, with the various activities that the care home provides for residents.

Activities can range from arts & crafts and Bingo, to sit & get fit and visits from local schools, farms and even a pet... See more

Saltwood Care Centre
1 September 2018 • 

Post... don’t forget to share this post, we’ll donate £1 to the Hythe Dementia Awareness Forum for every ‘share’)

Get involved! On a recent visit from the children of Saltwood Play and Learning Centre, we all joined in on the Okey Cokey and had lots of fun! The children sang and danced, and our residents did their seated exercise activity 🎵

The positive impact of cross-generational interaction on older people - and especially those with dementia - is invaluable!... See more

Saltwood Care Centre
20 January

We welcome your review!

Here’s one of our latest 5 star reviews ***** (from Peter)

To share your comments on Saltwood please click on the link below, or post a review on our Facebook page. We’d love to hear from you...


“

My partner has Alzheimer’s and at Saltwood she is in a safe and caring environment. I’ve had my own health issues and felt well looked after and well supported and smiling

Saltwood Care Centre's Summer Fête

SATURDAY AUG 3 2-3PM

Saltwood Care Centre • Hythe

13 people interested
How can you use Facebook in your organisation?

- set up a page
- encourage people to like your page (put it in your email-signature and on your website and on signs around your premises)
- post what you’re doing: activities, events, news, job vacancies, blogs
Tips for posting

- Ask questions
- Ask for people’s opinions
- Include a ‘call to action’
- Put what you want to say first
- Use a picture
- Mix it up - 60% friendly posts and 40% information giving posts.
Recruitment on Facebook

• use your Facebook page to advertise jobs – encourage your follows to share
• Facebook have selling page or job pages were you can post jobs
• think about the pictures you are using – review the pictures to see what has worked – use real people
• consider your target audience - use different approaches for each target group
• target paid advertisement
• choose a call to action – recruitment is not 9-5 – respond quickly.
Twitter statistics

- 330 million users in the world – 13.7 Million in the UK.
- 6 thousand tweets a second
- The average Twitter user has 707 Followes
- Biggest growing demographic is people aged between 55 – 64.
- It took **3 years, 2 months and 1 day** to go from the first Tweet to the billionth.
How can you use Twitter in your organisation?

- Set up a profile
- Start following others and invite them to follow you
- **Post what you’re doing:** activities, events, news, job vacancies, awareness days
- **Use #hashtag**s to get yourself noticed
- **Tag People in your post @PiaRathje**
- **Tag organisation** who will retweet your posts @JCPinKent –
- Invest in paid advertisement
Be careful…
Social Care Twitter users

ClarkeCare Ltd Retweeted
NewtonCourtVillage @NewtonCourt · Mar 22
ANOTHER 'Excellent' 5.5 review on @carehome_co.uk · 'Very good home, quality of meals & service is excellent, staff very helpful' R S March 19 😊😊😊😊😊.
01284 756610 #AssistedLiving #BuryStEdmunds @ClarkeCareLtd @wibse @PennyMPHOTOS @TerryGclem @Buryflyer @Rossi8210

Check Out Our 🍀

St Monica Trust @St_Monica_Trust · Jul 3
We’re looking for a professional, ambitious & confident Clinical Audit Lead to join our quality team in #Bristol.

Applications by 13 July: bit.ly/31DtwmJ

Vic Rayner liked
Rushall Lodge Care Home @RushallLodgeCH · 20h
Alice, one of our residents at #RushallLodge, celebrated her 106th birthday with us recently. She enjoyed an amazing cake and a birthday message from the Queen. Happy birthday Alice! 🎂

#CareHome #Rushall #TunbridgeWells

Bulletin Jobs and National Care Forum
How can you use Social media to recruit:

Oxfordshire County Council used social media promotion as part of a recruitment campaign in Oxfordshire.

- Free posts on Facebook and Twitter to their followers
- Paid-for advertising to 18-25 and 45-65 year old females in Oxfordshire

Their tips:
- Speak directly to your audience
- Put a human face on your campaign
- Focus on the positive
LinkedIn
About LinkedIn

- A professional network
- Over 250 million monthly active users
- 30% stated that they used the platform once a week
- 25 million LinkedIn profiles are viewed every day
- One in three professionals on the planet are on LinkedIn
- You can increase your LinkedIn views by 11 times by including a photo
- 56% of members are male, 44% of members are female
How can you use LinkedIn?

- set up a profile
- connect with other people and companies
- post about what you’re doing (professionally!)
- join groups and their conversations
- build your network
- Recruitment of senior staff
Tips for using LinkedIn

- fill in your profile completely
- make sure you have a professional photograph
- make your profile ‘open’ so people can see who you are
- bring your profile up to date:
  - check your job title is current and promote your role
  - what do you offer your area?
  - what do you bring to the role?
Before you get started using social media

- remember whatever you post is there forever, so make sure it’s right.
- it’s not just a working hours thing … just like social care isn’t 9-5.
- be yourself but be careful – especially around sensitive topics.
- be clear about your social media guidance/policy
- decide who has control over your social media
- create a social media plan – who are your targets, what are you trying to achieve - Review regularly.
Putting it all together

Facebook  
I like donuts

Twitter  
I’m eating a #donut

LinkedIn  
My skills include eating donuts
Stay connected…

- For more information on recruiting for your workplace visit [www.skillsforcare.org.uk/recruitment](http://www.skillsforcare.org.uk/recruitment)
- For updates, sign up to Skills for Care newsletter at: [www.skillsforcare.org.uk/enews](http://www.skillsforcare.org.uk/enews)
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