Covered in this issue: An overview of the last fortnight
- Pilot activity finished: Evaluation begins
- Our campaign hashtags
- Your FAQs answered on Basecamp
- The campaign toolkit: Do you have insight for us?
- Casting has begun for our new imagery
- Information to cascade to your networks

Pilot activity finished: Evaluation begins
Pilot activity in Gloucestershire and Tyne and Wear finished on 27th November. We are now compiling key learnings which have and continue to inform the shape of the next phase. We will be submitting a report on this and, subject to approval, will run activity from early 2019 until April (exact timings TBC). We will share a summary of these key learnings as soon as possible. As well as Google Analytics and media metrics, we also asked the care providers to chart their applications, using evaluation packs that we distributed. We continue to ask all those that participated in the pilot to take photographs of their wall charts and send them to kalina@morecarejobs.co.uk.

Our campaign hashtags
Last week, we asked for feedback on either using two short hashtags: #everydayisdifferent #workincare or a single, longer hashtag: #everydayisdifferentwhenyoucare. Thank you to those who weighed in on our Basecamp discussion over the hashtag(s). It was great to see lots of discussion and it generated very useful insights. We have decided to go for a combined approach. We used your feedback as well as guidance from our creative agency and will use: #everydayisdifferent #workincare. We’d be grateful if you could take note of these to use them when we enter the next phase in 2019.

Your FAQs answered on Basecamp
We received some questions surrounding what to communicate to whom, when to communicate this, and what to do between now and February. As the campaign grows, we regularly update our FAQ document. This is a useful reference point for those who are new to the campaign and would like to know the background, or for those who are unsure how to prepare their networks for the next phase. The FAQ document is now available on Basecamp so please do go and familiarise yourself if you haven’t already.

The campaign toolkit: Do you have insight for us?
We are still scoping out a campaign toolkit which will detail what the campaign is, how providers can support it (e.g. posters, leaflets etc.) and signposts to best recruitment marketing practice. With help from a number of providers, we aim to have this ready by late January/early February. If you have experience in what has / has not worked for your organisation and would be happy for us to feature them in the toolkit, email chloe.nuttall-musson@dhsc.gov.uk. We will provide more detail on where / how the campaign toolkit would be available to providers by early January.
Casting has begun for our new imagery: What have we learned?

Following feedback on our creative imagery, we approached willing members of the Adult Social Care sector (care workers and users of services) to ask if they’d like to participate in the evolved campaign imagery. Casting is underway for the images that will form our collateral.

**What worked well in the pilot:** The focus on people rather than tasks was positively received. The elevation of the care worker to a role such as “companion”, and “good listener” also resonated.

**What could be improved:**
- Make the scenarios resonate more with reality, but not in a negative way.
- Clearer demarcation between residential and domiciliary settings is important.
- Continue to represent a broad range of demographics as well as a wider spread of scenarios, ensuring they are realistic and interesting.

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**Please continue to cascade this to your networks:**

If you have a newsletter or regular email update that you circulate, we would be grateful if you could cascade the following:

The Department of Health and Social Care (DHSC) is developing a campaign to boost recruitment into the Adult Social Care sector. This is across all roles in the sector and across all types of social care and locations. DHSC are working closely with national bodies and trade associations, including Skills for Care on this. The Department aim to run this campaign across England in early 2019, pending the results of pilot test and learn activity which has just finished. You can see more of the campaign imagery here: www.everydayisdifferent.com. You may have heard about this from organisations such as Skills for Care, or through trade press.

Keep an eye out for further communication in the New Year. In the meantime, please continue to post your vacancies on the DWP Jobs website. You can also support the campaign by liking the Facebook page: www.facebook.com/everydayisdifferent.

Finally, the stories of care workers and users of care services have been the most powerful campaign tool so far. If you would like to tell your story about your work in social care, or you know someone who would, please email casestudies@morecarejobs.co.uk.

**Tweet for your local care providers:** “Local care providers, please get involved with @DHSCgovUK [Twitter] / @everydayisdifferent [Facebook]’s adult social care recruitment campaign which aims to launch next year. Get in touch for more information.”

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**What do you think?**

As ever, we welcome your feedback on every aspect of the campaign. Please email any feedback or comments to chloe.nuttall-musson@dhsc.gov.uk.