

SOCIAL MEDIA

C.E.R.T-IFY YOUR TEAM

Social Media for Care Providers

In 2026, your next carer is checking your Instagram before they check your job ad.

C.E.R.T-IFY YOUR TEAM

CREATE

Foundations

EXPAND

and achieve

RETAIN

Talent

TRAIN

and empower

Why Social Media Matters Now

Care providers still focus on job ads, salaries and benefits to attract carers. In 2026, that's not enough. Carers want to work for organisations that align with their values and appreciate their hard work. Where do they check first? Social media. If you're invisible online, you're invisible to the right candidates.

1

SHOWCASE YOUR TEAM

Share staff achievements, testimonials, and 'day in the life' stories. Let candidates picture themselves on your team before they apply.

2

ENGAGE, DON'T BROADCAST

Reply to comments. Answer questions. Be human. Stop posting and logging off. Passive candidates are watching how you respond.

3

BE AUTHENTIC AND HUMAN

Carers don't want corporate jargon. They want real people, real impact, real appreciation. Show good days AND hard days honestly.

Be Real, Be Consistent

One brilliant post a month beats four posts of recruitment shouting into the void. Build a presence that's genuinely worth following.

4**POST CONSISTENTLY**

One post a week makes a real difference to visibility. Diversify content, don't just say 'come work for us', show them why.

5**LEAD WITH VISUALS**

Get on camera. Show the team, the clients (with consent), the testimonials, the day in the life. Faces and stories outperform copy every time.

6**STOP BEING INVISIBLE**

If you're struggling to attract and retain staff, your online brand is part of the problem. Candidates want to see a company that genuinely cares.

7**BUILD THE TEAM, NOT JUST FILL THE GAP**

Use social to attract people who fit your values. The right hires don't just apply, they follow, engage, and eventually message you.

Social is the front door. Is yours open?

Pick your next step.

RECOMMENDED NEXT STEP

ONLY £197

The FMC Recruitment Health Check

A full diagnostic of your recruitment, retention and onboarding, with a 9-stage scored audit and a personal blueprint to fix what's broken.

GET MY HEALTH CHECK

OR TAKE ONE OF THESE STEPS

RECRUITMENT COST CALCULATOR

See exactly what poor recruitment is costing you.

LEARN MORE

BOOK A DISCOVERY CALL

30 minutes. No pitch. Just a proper conversation.

LEARN MORE

EXPLORE FMC SERVICES

Mentoring, automations, ATS and managed service options.

LEARN MORE