



Grow your reputation

As care providers, we operate and recruit locally. In the community around our setting, word about us gets around fast amongst applicants, staff, ex-staff and their networks. The smartphones which our employees carry mean it is now very easy to leave negative reviews online about an employer, which many prospective applicants will see for months and years to come. These can be on social media, on dedicated employment review sites like Glassdoor, or on internet job boards.

Of course, inspection ratings, such as those given by the Care Quality Commission in England, will also be influential.

The importance of protecting your reputation as a good employer has never been more important. Before we look at a few effective ways of marketing your employer brand, I'd like to point out that most of your reputational problems will come from treating staff with disrespect. If you think that is happening in your organisation, then jump straight to Section 3. You need to get that fixed first.

Win some awards. A great way of communicating to applicants that you are a good employer is to win a 'good employer' award and shout about it. Display it on your website, email footers and social media pages. Being a finalist is also fine.