



Demographic group	Channels to communicate	Key messages and top tips
Young people (16-24 year olds)	<p><b>Social media</b> Social media is massively popular with younger people. <a href="#">Instagram</a> has a young audience with 39% of UK users aged 16-24. <a href="#">Facebook</a> is a good platform for mass advertising to all ages. There are 2.5 million 13-17 year olds on Facebook. <a href="#">Twitter</a></p> <p>For most social media channels people will need to</p> <p>willing to invest, paid for advertising on social media allows you to target users based on their age, location and gender.</p> <p><b>Schools and colleges</b> Contact your local schools and colleges and offer to do a presentation. Provide teachers and careers advisors with information about social care and your vacancies.</p>	

hold an information stand or do a talk.

**Online**

Make sure your vacancies are online, especially on your website. You could also advertise vacancies on careers advice websites such as [Prospects](#) and [Not going to uni](#). You could send them articles, blogs and case studies to increase awareness of your organisation. They might also promote these on social media.

Find out more about [becoming an / Care...Ambassador service](#). Ambassadors are people who work in social care, who volunteer to talk to potential recruits about their role.





	<p><b>Careers and jobs fairs</b>  You could hold an information stand or do a talk at local jobs fair. Your local Jobcentre Plus or council might organise these. If not, why not contact other organisations in your area and organise your own.</p>	
<p><b>People with disabilities</b></p>	<p><b>Specialist recruitment agencies</b>  You could search online for recruitment agencies who specialise in recruiting people with disabilities.</p> <p><b>Jobs or notice boards in local community</b>  You could target places where people with disabilities are more likely to visit such as GP surgeries and local community centres.</p> <p><b>Link with local support groups or charities</b>  There are often lots of local groups and charities that support people with disabilities. They might help promote your vacancies and their details can often be found online or on local notice boards.</p>	<p>Here are the key things people with disabilities might want to know about.</p>

want to get back into work will attend. You could hand out fliers at the school gates, put up posters or do a talk to a local group.

### **Online jobs board**

There are online jobs boards dedicated to women that you could advertise on.

vouchers, health contributions or the opportunity to go out on a lunch time.

Here are our top tips for communicating with older workers.