

The Good Care Campaign

Guidance to create and submit your video snippets

#GoodCare
#GoodCareMonth

Why get involved?

There are over 4000 vacancies in Adult Social Care in Hertfordshire alone. We need to inspire the public to choose a career in care.

The best way to do this is to show people what it's like, the career pathways available and who they may be supporting

It is a chance to promote your own organisation and vacancies, and show people what you do to support your staff

Top Tips for your video recording

1

Introduce yourself, your name, job position and company you work for

2

Say out loud the question you are going to answer before answering it. You may also have someone else ask you the question 'behind the camera'

3

Please answer one question per video snippet

4

Make sure you are in a good environment to record the video. For example, Minimal background noise; Good lighting; In the office or care environment; In front of a promotional banner if you have one

5

You can complete your video recording on a phone or laptop or tablet device, make sure you have a working microphone and good camera!

Click the images to see video examples



How to submit your video

Send the video via:

1. WeTransfer, our preferred method. This can be accessed via mobile or a computer by clicking <https://hcpa-ltd.wetransfer.com>
2. Email, if the file size fits to footage@hcpa.co.uk

Provide Consent by clicking the following link: www.hcpa.info/consent

Please note consent must be provided for anyone that appears in the video





Videos from Managers/Recruiters

What do you look for in a Care Assistant/Support Worker?

What does your recruitment process involve?

How do you develop your employees skills?

What support do you give to your staff?

How has your career developed since starting in care?

Staff Video Question Ideas

What does your job involve?

What do you enjoy most about your job in care?

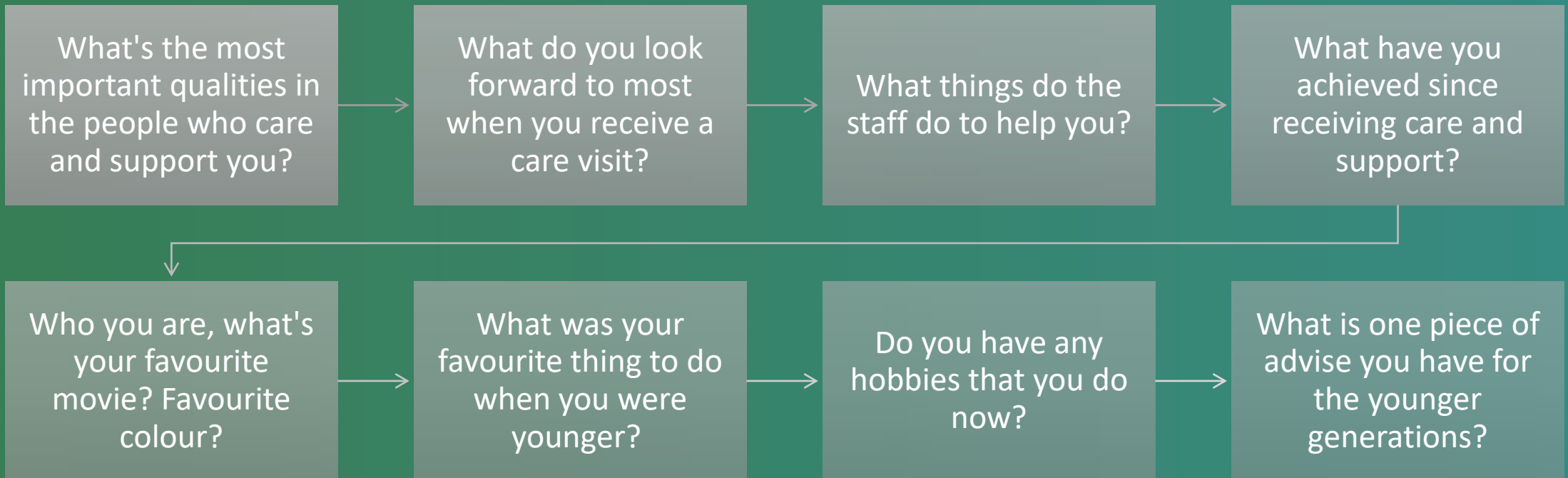
Why did you choose a career in care?

What training and qualifications have you completed relevant to your job in care?

What is your favourite Academy discount and how much have you saved?

How do you enable people to live as independently as possible?

Videos from people you support



Other Video Snippets

Think outside the box!



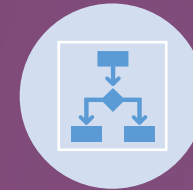
Dancing videos along to staff or clients favourite song



Staff team building sessions or days out



Tour around the home or office



'A day in the life' Multiple video snippets throughout a staff members day to show their job role

Would you like
further support?

- Visit www.hertsgoodcare.com/campaign
- Call 01707536020 option 3
- Email goodcare@hcpa.co.uk
- Follow us on social media @hertsgoodcare

