



Care Friends®

# App Growth Tips

Ensuring Care Friends is a success takes a little work and needs regular reminders. Here are some easy ways you can get some quick wins for long term success and a steady stream of high quality, long staying candidates.

## Top Tips

**Watch a short video from Mark, one of our star recruiters** on how he achieved 100% sign up and maintains engagement with the app

[Watch Mark's Top Tips Video](#)

## Keep the conversation going

**Widen the net** - inevitably, there will be some people who are a little slower to get involved, so be sure to follow up with an awareness campaign of messages through your usual staff communication methods, including your champions!

[Download engagement comms templates](#)

**Celebrate successes** - Share regular updates on the number of team members who are registered and earning rewards, successful hires, appreciation for super referrers and reminders of how staff can share and how much they can earn. Once staff see others getting rewards they will want to join in too!

[Download our success templates](#)

**Award bonus points** for positive feedback, hard work and displaying organisation values. Organisations who use bonus points get 20% more shares than those who never give bonus points. That's 20% more opportunity to get great candidates coming to your door!

[How to award bonus points](#)

## Get new starters onboard

**This is the key to the long term success of your scheme.** We recommend asking new staff to download the app as soon as they accept a job offer, or at the latest during induction training. There are a few ways you can do this

**Authorise new starters to register for the app and send them an invite** as soon as they accept a job offer. Remember they bring a whole new pool of candidates to refer!

[Authorise new starters to use the app](#)

**Send out a how to guide with their offer letter or onboarding pack**

[Download How to Guide](#)

**Include the app in your induction training** - allocate 10 minutes of your induction training for a quick overview of the app. Ask trainees to download the app during training so they can ask any questions

[Download new starter presentation](#)

Look out for our 'How to improve your employee engagement' series arriving in your inbox soon!

We love to share tips, so get in touch with [support@carefriends.co.uk](mailto:support@carefriends.co.uk) if you would like any advice or have any ideas you would like to share with the Care Friends community!