

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

## 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 messages through your usual staff communication methods, including your champions!

**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!

**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!

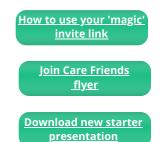
## Get new starters onboard

This is the key to the long term success of your app. 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

Use your 'magic' invite link to encourage new starters to register for the **app** as soon as they accept a job offer. Remember they bring a whole new pool of candidates to refer!

Include Care Friends in new starter offer letters or onboarding packs

**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



<u>Watch Mark's Top Tips</u>

<u>Video</u>

<u>Download engagement</u>

comms templates

Download our success

templates

How to award bonus

points

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