

# RETURN TO SOCIAL WORK COUNCIL TOOLKIT

A how-to communications kit for councils



## OVERVIEW

The Return to Social Work programme is an initiative developed by the Local Government Association (LGA) and the Government Equalities Office (GEO). Designed to support councils with social worker recruitment, this programme will provide 200 former social workers with free, high-quality training to enable them to return to the profession.

To ensure a large number of former social workers apply for the programme, we ask you to help us by using this toolkit to share the campaign with your networks. In this guide you will find a variety of ready-made communication templates to make sharing this opportunity as easy as possible. Please feel free to tailor the examples to suit your area and organisation.



## SUGGESTED TWEETS

- We are proud to support @LGacomms Return to Social Work programme. It offers 200 former social workers free training so they can #ReturnToSocialWork. Apply before 31 March 📩 [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work)
- Know a brilliant social worker who wants to #ReturnToSocialWork after a career break? Tell them about the free, high quality training programme offered by @LGacomms. Visit [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work) for more information
- Want to #ReturnToSocialWork after a career break? Apply for a free training programme with @LGacomms and you could return to practice by autumn. Visit [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work) for more information
- Thinking of returning to social work after a break? @LGacomms' free training programme can help. It offers:
  - 👍 work placements
  - 👍 coaching and mentoring
  - 👍 specialist training... and more!Apply now to #ReturnToSocialWork 📩 [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work)
- Calling all former social workers in (enter location). Do you or a friend want to #ReturnToSocialWork after a career break? Apply for a free training programme and get back to supporting your local community. Visit [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work) for more details.
- @LGacomms is delighted to announce the launch of their #ReturnToSocialWork programme! Free training will be given to 200 former social workers so they can restart their careers in local government. Apply now! 📩 [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work)
- If you left social work in the last 2-10 years, you may qualify for a place on the free #ReturnToSocialWork programme run by @LGacomms. Find out more and return to practice by autumn 📩 [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work)

PLEASE VISIT OUR  
WEBSITE FOR A  
COLLECTION OF  
VISUALS TO ACCOMPANY  
THESE TWEETS



## SUGGESTED FACEBOOK POST

Are you a social worker who has been out of practice for between two and 10 years? Did you know that you can apply for free training to restart your career?

We are proud to support @LocalGovAssoc's Return to Social Work programme that offers 200 social workers:

- 👍 work placements
- 👍 coaching and mentoring
- 👍 specialist training... and more!

Apply by 31 March and you could find yourself back in the job you love by autumn!

Visit [www.local.gov.uk/return-to-social-work](http://www.local.gov.uk/return-to-social-work) for more information and to apply.

#ReturnToSocialWork

PLEASE VISIT OUR  
WEBSITE FOR A  
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TO ACCOMPANY THIS  
POST



## SUGGESTED LINKEDIN POST

Are you a qualified social worker who has been out of practice for 2-10 years and who wants to return to the profession?

If the answer is yes, you may be eligible for the free Return to Social Work training programme, developed by the **@LocalGovernmentAssociation** and **@GovernmentEqualitiesOffice**.

Getting back into social work can be tough, but with the right support you can regain the confidence and knowledge you need to get back to your chosen profession.

Visit [local.gov.uk/return-to-social-work](http://local.gov.uk/return-to-social-work) for more information and to apply.

#ReturnToSocialWork

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## ADDITIONAL FACEBOOK/ LINKEDIN POST

Are you a qualified social worker who wants to return to work after a career break?

The **@GovernmentEqualitiesOffice** has published a useful toolkit full of tips and advice to help you return to your chosen profession.

Getting back into social work after time away can be tough, but with the right support you can regain the confidence and knowledge you need to get back to making a difference to people's lives.

Read the **free** guide today and [#ReturnToSocialWork](#).

**[www.gov.uk/government/publications/help-and-support-for-returning-to-work](http://www.gov.uk/government/publications/help-and-support-for-returning-to-work)**

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THIS POST



## SUGGESTED INTRANET POST

### Heading

FREE training for former social workers!

### Body

Do you know a qualified social worker who has been out of practice for 2-10 years and who wants to return to the profession? If the answer is yes, they may be eligible for the free Return to Social Work training programme, developed by the **Local Government Association** and the **Government Equalities Office**.

Getting back into social work after a period away can be tough, but with the right support returning social workers can regain the confidence, experience and knowledge they need to get back to making a difference to people's lives.

The Return to Social Work programme provides this support through hands-on work placements, specialist training, comprehensive coaching,

and mentoring – all completely free. Once registered and ready to re-enter the workplace, the programme will even help candidates prepare for their interviews.

Returning couldn't be simpler.

To ensure nobody misses out on this opportunity, please tell people to visit our **website** for more information and to apply.

If you have any questions drop the LGA an email at [returntosocialwork@local.gov.uk](mailto:returntosocialwork@local.gov.uk) and they will do their best to help.

The deadline for applications is midday on 31 March.



## SUGGESTED EMAIL

### Subject line

Free training for former social workers

### Body

Good Morning/Afternoon,

Are you or do you know a qualified social worker who has been out of practice for 2-10 years and who wants to return to the profession? If the answer is yes, you may be eligible for the free Return to Social Work training programme, developed by the **Local Government Association** and the **Government Equalities Office**.

Getting back into social work after a period away can be tough, but with the right support you can regain the confidence, experience and knowledge you need to get back to making a difference to people's lives.

The Return to Social Work programme provides this support through hands-

on work placements, specialist training, comprehensive coaching, and mentoring – all completely free. Once registered and ready to re-enter the workplace, the programme will even help candidates prepare for their interviews.

Returning couldn't be simpler.

Visit our **website** for more information and to apply.

Social work isn't just a career, it's your career. Join us now, and let's make a better future for those in need.





## SUGGESTED PRESS RELEASE

### SUCCESSFUL RETURN TO SOCIAL WORK CAMPAIGN REIGNITED

The Local Government Association, which represents councils across England and Wales, has teamed up with the Government Equalities Office to reignite the Return to Social Work programme following its success in 2017.

The national scheme, which aims to get former social workers back into the care sector, has already trained and recruited dozens of staff.

Candidates will be eligible to apply for the scheme until 31 March, with the programme beginning in May 2020. Applications vary according to how long trained social workers have been out of the profession.

Social workers and support staff are highly qualified professionals and do one of the most important, challenging jobs across local government. They do an incredible job every single day, but too many are finding it difficult to return to work.

60 per cent of councils say the retention of care staff is one the biggest challenges facing the sector.

The LGA says that by getting more social workers back into our communities, we can ensure that vulnerable adults and children can continue to rely on the support of social workers they so desperately need.

The scheme's success could also see it replicated across other local government professions identified as at risk of recruitment crises – including planning, ICT and legal departments, central to the functioning of local government.



Across these professions, 55 per cent of councils report that they have difficulties recruiting planners, 24 per cent report difficulties recruiting legal staff and 17 report difficulties recruiting ICT professionals.

Cllr Ian Hudspeth, Chairman of the LGA's Community Wellbeing Board, said:

"Councils are committed to ensuring children and adults of all ages have access to high quality care and support.

"We are delighted to open up the scheme again after it proved so successful last year. Councils are desperate to get good quality, trained professionals on their books.

"The LGA looks forward to working with the Government Equalities Office to ensure our communities are equipped with social workers that they need as demand increases."

Minister for Women and Equalities, Liz Truss, said:

"No one should be held back in their career because they have taken time out of their job to care for a loved one.

"Councils across the country need the talent, experience and care these people can bring to this vitally important work.

"We are investing in returners to work – giving them the opportunity to refresh and grow their skills. By acting on this issue we can fill empty jobs across the country and achieve true equality in our workplaces."

ENDS





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We consider requests on an individual basis.