

Example Fostering messages



- Speak to the audience in an informal way.
- Address people's fears, emotions and barriers first.
- Use quotes from:
 - Foster carers
 - Kids who have come through care and are living happy lives
 - Birth children of foster parents (many people said they feared for the safety of their own children.)

We have found that boosted Facebook posts offer best value for money boosting outside of the audience on our Corporate page. We have trialled £50 and £70 to boost our events which are significantly more successful than non-boosted events.

Facebook is also useful for open dialogue and continuous communication. The journey from thinking about fostering to enquiring is long, we are trying to build a rapport with the public by answering their queries, correcting misinformation and negative comments and following up after events and promotions with e.g. "Thank you for your interest, if you couldn't attend this time please keep us in mind and share this with your family and friends. These children need everyone's support."

Ask what the public can do for a child in need and ask what the service can do for the foster carer.

Myth busting and misconceptions

There is an urgent demand for foster carers. Without local foster carers we will struggle to meet the needs of children.

When we cannot recruit local foster carers we have to send kids to private care outside of the area which is difficult for them at an already challenging time.

You don't have to have had kids yourself you can get the experience needed elsewhere.

Fostering is not a one-size fits all - there are many different types of foster care.

There is no 'type' of foster carer. Our foster carers are different ages, backgrounds, religious affiliations etc.

You can continue to work another job as long as you can meet the needs of the child.

You do not need any specialist qualifications.

Fostering income is usually non-taxable and does not affect other income.

The minimum age is 21

You do not have to be married or have a partner. Foster carers come from all sorts of family types – for example, single people, married, civil partnerships, co-habiting, heterosexual, same sex partnerships.

There is no upper age bracket, we have many older foster carers who are great foster carers because:

- they have valuable life experience
- may relate better to older children (urgent demand for teens)
- may have spare rooms (empty nest recruitment)
- fostering is another stream of income (non-taxable)
- can provide short-term foster care if duration of fostering is a concern

Fostering is not about taking kids off of a loving family. Social workers and foster carers always try to keep the family together, taking a child into care is a last resort and even then they may go back to the immediate or extended family. It may be part of the foster carer's role to help the family build structure back into their life.

Fear of the unknown - Peoples' lack of knowledge about fostering allows their fears of what could go wrong to override their judgement of the role and if it is something they could do. The realistic day-to-date of the role helps people become more familiar and less fearful of the role. Also highlighting the diversity of the role, having foster carers from different walks of life and different children of all ages, abilities and needs helps to bring it out of the dark.

Fostering is important! Some people expressed that fostering was like 'damage control' and the kids couldn't really be helped. Although kids in care have worse outcomes than average children, many come on hugely with the right care and support. Fostering gives these children hope for a future they almost certainly could not have if they are left to fend for themselves. The "fostering changes lives" message needs to be refreshed and hashed out because it becomes trite.

There is support available. This was a huge barrier. We heard "my friend/relative fostered/adopted and the kids are chucked through the door and left." Once again not knowing if there was support made people decline to consider it further saying, "if I knew from the start there would always be support I might look into it."

 **North East Lincolnshire Council**  Like Page ...
 Published by Lauren Thompson [?] · 8 March · 

#ProudtoFoster 🌈 Local foster dad Chris said, "I always thought being gay would be frowned upon either by the service or maybe the birth parents of the foster kids but I was pleasantly surprised. Our social worker was so endearing and empathetic. I witnessed some violence growing up and had a relationship breakdown; I thought this was a weakness but she showed me this was strength and that I had built up resilience and life experience that I could use to help the kids."

4,291 People reached **438** Engagements Boost Post

   24 8 comments 12 shares

 Like  Comment  Share 

Most relevant ▾

 Write a comment...    

 **Rachael Tasker** Would love to foster. I just don't have the room atm. X
 Like · Reply · Message · 7w

 **North East Lincolnshire Council** Hi Rachael, thank you for your kind words. Please share this post with your family and friends in case they are interested in fostering 😊
 Like · Reply · 7w 1

 **Rachael Tasker** North East Lincolnshire Council will do 😊
 Love · Reply · Message · 7w 1

 Write a reply...    

This is an example of a quote from one of our foster carers. It is quite personal and addresses their fears they had before enquiring which many other people may also have.

The first response was from someone who may consider fostering in the future- our response thanks her for her interest and asks that she share this with her friends and family. Fostering often has mixed responses from the public so it is important to highlight positive comments and manage negative ones.

It's easy to get caught up in 'professional' language which appears corporate and impersonal. Personal and friendly responses that put the public at ease and let them know there is a real person reading and replying to their messages get the best response.



Families First

9 March 2018 · 🌐



We urgently need caring individuals to foster and adopt. If you can't, you can still help, please share this event with your family and friends. Helping families is a community effort.

01472 325545

www.nelincs.gov.uk/fostering/

<https://www.oneadoption.co.uk/.../about-one-adoption-north-hu...>



THU, 15 MAR 2018

Fostering and adoption event

Lucarllys · Grimsby

92 people interested

★ Interested

543

People reached

16

Engagements

Example post asking people to share with their family and friends.

 **North East Lincolnshire Council** Like Page ...
 8 March · 🌐

#ProudtoFoster Read what this local foster couple had to say, "As a foster carer I feel like I get to see life at its realest. Although it is sometimes difficult, it is the most empowering thing I have ever done. We have come a long way ourselves. I was always shy but found my voice when I started fostering and I am a voice standing up for the kids when no one else would. We were so nervous for our first placement but now we feel like we can take on the world." 🌍🏡👨‍👩‍👧👦🏠 www.nelincs.gov.uk/fostering

NELINCS.GOV.UK ⓘ

Fostering - North East Lincolnshire Council
 Urgently needed: carers for teenagers! North East Lincolnshire have a high number of older children that come into care, it could be argued at the...

1,402 People reached	17 Engagements	Boost Post
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👤 Linda Salkeld and Tim Leaning 2 shares

👍 Like 💬 Comment ➦ Share ⚙️

Performance for your post

1,402 People Reached

4 Likes, Comments & Shares 📈

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

13 Post Clicks

0 Photo views	8 Link clicks	5 Other Clicks 📈
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Another example of a foster carer quote: why they like doing it and what may appeal to others, it is realistic and shows that the foster carer has benefitted by growing and becoming more confident.

Most relevant ▾



Write a comment...



North East Lincolnshire Council Thank you to everyone who showed an interest in finding homes for the kids. We had three people attend the event, we need as many people as possible to consider fostering these children in order to find the best match. If you could not attend but are interested in fostering please enquire as soon as possible 01472 325545.

Like · Reply · 30w



North East Lincolnshire Council Thank you to everyone who has commented and shown interest and compassion in finding loving foster homes for these children. We would like to clarify that the children are not from the same family and will likely be needing separate homes, meaning you would not be required to foster three children. We hope to see you at the event tomorrow. 😊

Like · Reply · 31w



Kerry Blanch Sharon Epum x

Like · Reply · Message · 31w



Write a reply...



...



Lisa Gregory Roberta Smith do you know anyone, who is a genuine, caring, special person, who can give one of these children unconditional love and support ? I wish I could do it! Xx

Like · Reply · Message · 30w



Roberta Smith Lisa Gregory would have loved too but big lugs has flown the nest so us time now xx

Like · Reply · Message · 30w



Lisa Gregory Roberta Smith yeah I know mate xx you know loads of people, just wondered if any of them carers already? Xx

Like · Reply · Message · 30w



Write a reply...



These are some of the responses to our event to find homes on weekends and school holidays for children with additional needs. In the post we used a combination of emotive language, highlighted the urgency of the situation and encouraged people to share this with their friends which can be seen above.

Our fostering team says that many new recruits have come to us through word-of-mouth so it is important to make the message go further by getting the conversation going among the public.

