

Communication Plan – Templates

Below you will find some useful text templates to assist you with wording. Copy, paste, use however you see fit.

**Manager intro template**

Hi [manager name],

Employee referrals are proven to be the best way to tackle our staff shortages by helping us find quality people who stay.

So, we are going to turbocharge our referral scheme by launching Care Friends, a brand new staff referral app for the care sector

It's really easy to use, check out this 2 minute video to find out more...

<https://vimeo.com/463691177>

There's a waiting list of care providers for the app and we have been given the opportunity to pilot it before its official unveiling.

We'll send more details very soon, thank you in advance for helping us make a success of this important pilot!

**Care Friends Suggested Job Advert Wording**

Hi! You’re probably reading this job advert because a friend or connection of yours thinks you would make a great addition to our care team and has shared it with you.

They think you could have what it takes to be a wonderful [Role] in our [company highlights]. Our main priority is to find people with the right values, behaviours and attitudes that match our own. It’s a great start that one of our team thought you could fit the bill!

You don’t need to have previous experience in this field, nor do you need qualifications – above all we want someone who shares our values of:

[Core values]

[Core values]

[Core values]

[Core values]

If you’re interested in finding out more, just complete and send us the short Expression of Interest form below. It’s not a formal application, but it could be the first step to a rewarding role working alongside current and future friends!

Once we receive it, I will be in touch to answer questions and chat more.

Thanks! [name of hiring manager/recruiter]

**Introduction Messaging**

It’s people like you who make our company special, who enable us to do the very important job we do, every day. We’re always looking for more amazing team members; people who will make a difference to our clients, providing them with the best possible care.

You will already have a network on social media and friends and family who could make great care staff. We want to make it simple for you to recommend us as a great place to work. So to make it easier for you to refer people to us, we’re launching a new employee referral app called Care Friends. Care Friends will make it much more convenient for you to encourage your network to join us. It’s easy to do. Simply download the app by visiting the app store and register.

Once that’s done, you can start earning. Simply share a job with your friends and you’ll start to earn points. More points will apply if they apply, attend an interview, if they get a job, start work and if they stay in the role for a certain time. You can earn points in other ways too, just by supporting your company or clients.

Being a Care Friend is easy. It will help us grow our team and enable us to support more people who need our help whilst putting extra cash in your pocket.

Download the app today and start earning right away.