**App Growth & Engagement Tips**

**Have staff had an easy road to signing up?**

Ensure all staff are invited to download the app via the Care Friends Portal. This simplifies joining Care Friends as it sends an invite text message to their personal phone. Ideally, your employees use their personal phones for Care Friends. This streamlines job sharing as your employees' network is already on their personal phones, not their work phones. Once invited, the employee will automatically receive 3 reminders over 4 weeks to sign up, if they haven’t already.

**Widen the net**

Inevitably, there will be some people that are a little slower to get involved, so follow up with reminders via your usual staff communication channels, including your site champions. You can also widen your reach by encouraging employees to share the job more broadly via social media. Check out our Communication Templates for suggestions!

**Celebrate successes**

Share Care Friends updates with your employees. Mention the number of team members who are registered and earning rewards, highlight successful hires and show appreciation for 'super-referrers'. Once staff see others getting rewarded, they will want to join in.

**Award Bonus Points**

**F**or positive feedback, hard work, displaying the right values etc. Organisations who use bonus points get 20% more shares than those who never give bonus points.

**New starters**

Ensure Care Friends is included in your onboarding packs! Contact us to receive your own customised onboarding brochure.

**Incentivise Site Champions**

Have a Care Friends champion at each of your sites to advocate Care Friends. Find a fun, outgoing tech-savvy employee who might like to earn more points themselves to help you reach site sign up or job share targets!

**Keep on communicating**

Initially, use your usual communication methods to remind people to use Care Friends. Once most staff have signed up you can use the 'notifications' tab in the Care Friends portal. There is even a way to schedule notifications ahead of time, to all staff or particular sites.

Watch UK Care Friends Webinar about App Growth [here](https://vimeo.com/526080490)

Watch a star Care Friends recruiter [here](https://vimeo.com/520370158)