

Hot Tips!

Get more
app users

Best Practice for more app users

Below you will find some best practice tips/suggestions to help increase your app users and engagement with your referral program.

How are your staff invited to join?

The best way to invite employees to download the app is by pre-registering them in the portal with their work email and personal mobile phone number and then sending the text invite to this number. Your employees' network is often already on their personal phone, which makes it easier for them to reach into it.

Once invited, the employee will automatically receive 3 reminder texts over 4 weeks to sign up, if they haven't already.

Not just during the launch

Our most engaged clients regularly update their pre-registered user list, by adding new starters and removing leavers. Perhaps, once a month, provide your super user with a list of starters (and leavers) to upload to the portal for pre-registration and bulk invitation.

Alternatively, add a Care Friends flyer to the new-starter on-boarding pack with the "magic link" so they can register themselves. Ask your Client Success Manager about this option.



Remember: each new starter comes with their own fresh network!

Continue to widen the net and use your champions!

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. Overall, keep on communicating and reminding people of the program.

Celebrate!

Recognise your staff for their help

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. Use your insights tab and leaderboard for up-to-date data.



Hot tip: Video one of your super-referrers talking about how easy it was to share, how much they made so far and why they love referring. It doesn't have to be super fancy! [See an example here.](#)

Award bonus points

Organisations who use the bonus points functionality get 20% more shares than those who never give out bonus points.



Consider moving your reward and recognition program over to Care Friends.



Do an App User Boost

Ask your Client Success Manager about running an app user boost, which generates fresh momentum amongst your employees. We will assist in re-igniting interest by sending out text message invites to all employees who have not registered. A competition or extra bonus points for certain roles adds a bit of fun. Recommended 4 to 6 months after launch.

Promote and reward peer-to-peer sharing

Your existing app users can share the app with colleagues who haven't yet registered (and earn points for doing so, if you would like them to). This is known as peer-to-peer sharing. [Read this article to learn how to set this up.](#)

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Post active and different jobs

Although it's easy to have all your most common vacancies permanently listed on the app, this can quickly get stale. It is recommended to only have active vacancies on the app and perhaps also include some other jobs, instead of always the same ones.

Each time a vacancy is made active in the portal, a notification is sent to all app users, reminding them to refer. With "permanently open vacancies", this notification does not occur.

Use notifications

The notifications functionality in the portal lets you send messages to all your app users, specific people or everyone at a certain site. You can even schedule notifications ahead of time. Use this to remind people of jobs, particularly if you are using "always-active jobs".

Organisations with high engagement use the notifications to not only remind people to share jobs, but also to celebrate successes, send out holiday wishes, remind people of upcoming events, or to send simple, but caring messages, such as: *we appreciate all that you do for us.*

App growth webinar

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