

Social care – Making a difference

Campaign narrative and social media posts

Campaign narrative

The following messages will be interwoven through campaign activities and material.

Main campaign message: “Working together. Making a difference”.

Working together. Making a difference.

To those who step forward with a smile on their face and a light in their heart. The men and women of compassion and understanding who defy the challenges put in their path to think of others before themselves.

To all the people with the steadfast belief that working in social care is not reserved for one or the other, it's for everyone from every walk of life.

And to everyone who understands and believes in the power of a kind word or gesture, has the courage to dig deep when it's needed most and then gets up the next day with the drive and determination to do it all over again.

You are the difference.



Working together. Making a difference.

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Messages for people thinking of getting into social care

Purpose: Promoting the value of social care and encouraging people to choose it as a career.

Tagline

Working together to change people's lives... Make a difference and embark on your journey into social care.

1. I want to make a real difference to my community and improve peoples' lives. Sounds like you? Join us in social care and change lives.
 2. Would you like a career where you can change somebody's life? Join us in social care, where you can work flexible hours and have opportunities for career progression. It will change your life– as well the lives of others.
 3. Join us in social care and support someone to live a full and valued life. There aren't many careers where that's on offer.
 4. They don't see themselves as people who change lives but the people they support often do. Join us in social care...not just a job but a career that makes a difference.
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Messages for the social care workforce

Purpose: Promoting the diversity of social care across all ages and encouraging social care workers to stay in social care by showing how they are valued.

Tagline

We know how important you are. Together, thanking social care workers by saying we value you.

1. We know how important you are. Thank you to our social care workers for going above and beyond for the people they support in our community and treating them with dignity and respect.
2. One day, we might all need a social care worker. Thank you to our social care workers – people who change lives and go the extra mile every day. We know how important you are.
3. We know how important you are. Thank you to our social care workers. You do not stand out in a crowd... but we see you and you are valued.
4. We know how important you are. Thank you to our social care workers for continuing to care for us, in the places we call home.

Messages for the public/community

Purpose: Elevating the contribution of people within social care with a specific focus on people who do not yet know the value of social care. Messages from social care workers as this is their campaign.

Tagline

Together as social care workers we make a difference to those we support.

1. Together as social care workers, we are strong and compassionate as we meet a wide range of care needs in the community.
 2. Together as social care workers, we are valued by the community and other health and social care professionals, and we are proud of all we do.
 3. Together as social care workers, with other professions, we are part of the glue that holds our health and social care system together.
 4. At some time, we all may need the support of a social care worker. Together as social care workers, we ensure better care and support for us all.
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Social media posts

Post 1: Have a wee try – Megha's story

"It's a privilege to care for people at the most vulnerable stages of their lives."

After arriving in Northern Ireland from Eastern India to study a Master's in Public Health, Megha Acharya never expected that a part-time job in social care would become her full-time passion.

Now working as a Care Coordinator at Nazareth House Care Village in Belfast, Megha combines her medical knowledge with genuine compassion, supporting people living with dementia and helping to create care plans that prioritise dignity, empathy, and individual needs.

Working with a small, locally-run provider has given her a voice, room to grow, and the chance to build meaningful relationships with residents.

Her advice? "Start small. Smaller providers give you the space to learn, grow and truly make a difference."

To Megha and all the dedicated social care workers across Northern Ireland - thank you. Your compassion, commitment, and care are truly making a difference in people's lives every single day.

Read Megha's story [here](#).

#MakingADifference #SocialCare #Yes2SocialCare

Post 2: A passion for care – Mark's story

After starting his healthcare training in the Philippines and stepping in to care for both of his parents during their final years, Mark Espina's path to social care was deeply personal.

Now based in Antrim and working in the dementia care unit at Massereene Manor, Mark has brought his passion and dedication to Hutchinson Care Homes, and he hasn't looked back.

"It was hard, but it was also meaningful," he reflects on caring for his parents. "That's when I started thinking about care work more seriously."

Despite the emotional challenge of leaving home, Mark has found purpose, and a second family here in Northern Ireland. His journey is a powerful reminder that care knows no boundaries, and that the social care sector in Northern Ireland thrives because of people like him.

To Mark and to every social care worker across NI, thank you. You're making a difference every single day.

Read Mark's full story [here](#).

#MakingADifference #SocialCare #Yes2SocialCare

Post 3: You wouldn't stop smiling – Louise's story

"They don't see me as a support worker, they see me as a friend."

Louise Breen's journey into social care started long before it became her career. Growing up caring for her mum, Louise always had a natural instinct to help others.

As a volunteer, she quickly saw the difference she could make, and she's never looked back. Now working with Positive Futures, Louise brings empathy, compassion and connection to every single person she supports.

Her story is a powerful reminder of the heart that drives this profession.

To Louise, and to every social care worker across Northern Ireland, thank you. You are the difference.

Watch Louise's story [here](#).

#MakingADifference #SocialCare #Yes2SocialCare

Campaign hashtags

#Yes2SocialCare
#MakingADifference
#YouAreTheDifference
#SocialCareChangingLives
#EmbarkOnYourJourney
#ThankyouSocialCare
#SocialCareMatters
#CareerChangetoCare
#TogetherAsSocialCare

Social media handles

 [**@northern-ireland-social-care-council**](https://www.linkedin.com/company/northern-ireland-social-care-council)

 [**@NISocialCareCouncil**](https://www.facebook.com/NISocialCareCouncil)

 [**@NI_SCC**](https://twitter.com/NI_SCC)

 [**@ni_scc**](https://www.instagram.com/ni_scc)



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Working together. Making a Difference.

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We invest in people Platinum