

Social care – Making a difference

Campaign narrative and social media posts

Northern Ireland



Campaign narrative

The main campaign remains consistent with previous years as there is now a recognisable campaign identity that has evolved.

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

The main message will remain, as it acts like an anchor to connect across the campaign in its entirety.

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.



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Supplementary messages

The following audiences are listed as top three in terms of their prioritisation and in terms of the size of focus on them as part of the campaign. The proposed messages will be interwoven through campaign activities and materials.

1. Messages for people thinking of getting into social care

Purpose: Recruiting people into social care as a rewarding, flexible, long-term career — with the Care in Practice (CiP) Framework as a foundation for growth.

Tagline

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

Messages

1. I want to make a real difference to my community and improve people's lives. Sounds like you? Social care could be the career you've been looking for — with real flexibility, genuine career progression, and the chance to change lives every day. Join us.
2. Social care is the workforce of the future. The demand for skilled, compassionate practitioners is growing — and so are the opportunities. Join a profession that will be at the heart of communities for generations to come. Be part of something that truly matters.
3. Not many careers let you change someone's life every single day. In social care, that's exactly what you'll do. Join an agile, well-trained and supported workforce — and discover a career where you are valued, developed and empowered to be your best.
4. Social care is a lifelong career — and it starts here. Whether you're just leaving school, exploring an apprenticeship, or looking for a Level 2 qualification to get started, there's a pathway into social care that works for you. With the Care in Practice Framework, you'll have the tools, training and support to grow throughout your career.
5. In social care, no two days are the same. Whether you need flexibility to fit around family life, study or other commitments, social care offers roles that work around you. Start your journey and build a career that grows with you.
6. It's never too late to find a career that truly matters. Social care offers flexible roles that fit around your life — whether you're returning to work, juggling family, changing direction, or looking for something more meaningful. Whatever stage you're at, there's a place for you.



2. Messages for the social care workforce – from the social care workforce

Purpose: Giving the social care workforce a voice — recognising their value and diversity through the perspectives of their peers, their employers, and the wider system, and supporting retention.

Tagline

Together in social care, we are strong, skilled and valued.

Messages

1. Together in social care, we are strong, compassionate and skilled — meeting complex needs, every day, in our communities. We are proud of what we do, and of the difference we make.
2. Together in social care, we are part of the glue that holds health and social care together. Our work is often not visible until we are needed.
3. I am proud to employ social care practitioners. They are our greatest strength. That's why we invest in training and development, and create workplaces where every member of our team feels supported and proud of their career in social care. We see you — and we value everything you do.
4. Together in social care, we bring our values to work every day — our commitment to people, to dignity, and to making a real difference. We chose this career because it matters. And we stay because it matters.
5. Together in social care, we are recognised and valued — by the people we support, by our communities, and by other health and social care professionals who know that great care only happens when we work together.
6. Together in social care, you are the quiet backbone of our communities. You may not always make the headlines — but every day, in homes, in care settings and on the streets where we live, you are there. We see you. We need you. And we appreciate you.



3. Messages for other health and social care professionals e.g. nurses, GPs, social workers, paramedics, AHPs etc

Purpose: Building understanding, respect and recognition of social care among other health and social care professionals.

Tagline

Do you truly understand what social care practitioners do? It's time to look closer.

Messages

1. Social care is the glue in health and social care. When it works well, you might not notice it — but when someone needs it, it becomes so important. Not sure what social care practitioners do every day? It's time to find out.
2. Together, health and social care professionals are stronger. When we understand and respect what each other does, we deliver better outcomes for the people we support. Social care practitioners are specialists, advocates and partners in care.
3. Social care is invisible until you need it. Help us change that. If every health and social care professional truly understood and valued what social care practitioners do, we would build a stronger, more connected system for everyone.
4. Behind every successful hospital discharge and every person supported at home — there's often a social care practitioner at the heart of it. Their work is skilled, complex and essential. Recognising that matters — for them, and for the people we all serve.
5. Recruitment and retention in social care depends, in part, on how valued practitioners feel across the whole system. As a fellow health and care professional, you have a role to play. Recognise your social care colleagues. Understand their skills. Champion their contribution.
6. We are on the same team. Whether you work in a hospital, a GP surgery, a community setting or a care home, we are united by the same goal — to support people to live well. Social care practitioners are an important part of that team. When we work together, with a shared sense of purpose, we are unstoppable.



Campaign hashtags

#Yes2SocialCare

#MakingADifference

#SocialCareChangingLives

#ThankyouSocialCare

#SocialCareMatters

#CareerChangetoCare

#ChampionTheirContribution

Social media handles

 [@northern-ireland-social-care-council](#)

 [@NISocialCareCouncil](#)

 [@niscc.bsky.social](#)

 [@ni_scc](#)

 [@ni_scc](#)

