

SPARKLE
FOR
SOCIAL CARE

Corporate Supporter Pack

#SparkleforSocialCare
#ChampioningSocialCare

championing
social care



#SparkleforSocialCare

“Care workers bring a bit of sparkle back to the lives of society’s most vulnerable, and by digging out the Christmas decorations, or donning a sparkling novelty tie, people across the country are showing that they care too. Seeing the way people have rallied around to help one another get through this crisis is inspiring. As a society, we rightly recognise NHS staff, but we often overlook the care workers who look after residents in care homes and those who provide care in people’s own homes. The Sparkle for Social Care movement is one way of saying a massive thank you to all these care workers for the amazing work they do.”
- Avnish Goyal, Chair of Championing Social Care

We know how important it has become, this year more than ever to show support to those working in social care. We really hope that #SparkleforSocialCare allows you to demonstrate your company values and shout about how much you value Care Workers and the social care sector.

#SparkleforSocialCare is run by Championing Social Care, our vision is to ensure a wider and deeper public understanding, appreciation and respect for social care. We are focused on delivering positive stories and initiatives about the sector about which we all care so passionately.



Get your Sparkle Started

- Bring #SparkleforSocialCare to your workplace and home, picking a day that works for you between the 14th - 20th of December to celebrate.
- Ask your team to wear something to sparkle and celebrate Care Workers. Share your #SparkleforSocialCare activities, on social media tagging us in your posts. Use this opportunity to celebrate care workers you know who have gone above and beyond!

- Share your stories of fantastic care and Christmas celebrations with us, to be included in our 25 days of Christmas – email championingsocialcare@caretechfoundation.org.uk with your stories and photos to feature.



Share your Sparkle

- Remember to tag us in the photos you share on social media (we have included our handles below) and use #SparkleforSocialCare so we can share your Sparkle for Social Care activities!
- Show your support by using our Twibbon, you can either include your logo or use it to mount your current social media photo.
<https://twibbon.com/manage/Manage/Index/sparkleforsocialcare-twitter>
- Could you ask your employees or customers to get involved? Ask them to take a photo of themselves wearing a sparkling item of clothing, sharing why they appreciate Care Workers, reminding them to #SparklingforSocial Care so you can spot their posts.
- Why not tag another business that might not have heard about #SparkleforSocialCare in your social media posts, asking them to get involved! You could even ask your CEO to post on LinkedIn and other industry leaders encouraging them to share their support.

Why not write a blog or news post on your website? Sharing your #SparkleforSocialCare celebrations while showing prospective clients and recruits how much your team sparkles.

Where to find us



@SparkleforSocialCare



@Sparkle for Social Care



@SparkleforSocialCare

SPARKLE FOR SOCIAL CARE

We are joining #SparkleforSocialCare to recognise the incredible commitment of Care Workers across the UK!

What:

When:

Where:



*Share your sparkle
#SparkleforSocialCare
#championingsocialcare*

SPARKLE FOR SOCIAL CARE

Grab your shimmering tinsel and don your twinkling fairy lights to **#SparkleforSocialCare** recognise the incredible commitment of Care Workers across the UK!

From the 14th - 20th of December 2020
Celebrate at home and work!

*Remember to show your appreciation by sharing your photos on social media, using **#SparkleforSocialCare***





SPARKLE
FOR
SOCIAL CARE

Don't forget to download our
colouring pages from our
website, perfect for a minute
of mindfulness or to entertain
the family, while you
#SparkleForSocialCare



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