

BRIDGEHEAD | SOCIAL CARE

# SOCIAL MEDIA POWER LIST

Top 20 Small Care Home Groups



# CONTENTS

- 1. About Bridgehead Social Care ..... 01**
- 2. Overview and Key Findings ..... 02**
- 3. Introduction ..... 04**
  - Social Media in Social Care
  - Return on investment
  - Users by platform
  - Demographics
  - The applications of social media in adult social care
- 4. Results and Analysis ..... 11**
  - Followers by Platform
  - Small Care Home Groups 2022: Social Media Power Lists
    - Groups and Homes Combined\*
    - Individual Care Homes\*
    - Individual Care Groups\*
- 5. Group Accounts vs. Individual Home Accounts ..... 18**

# ABOUT BRIDGEHEAD SOCIAL CARE

A division of Bridgehead Communications, Bridgehead Social Care is a specialist marketing, public relations, and political communications consultancy focused exclusively on the adult social care sector.

Our expert team includes former national print and broadcast journalists as well as senior policy advisers with an in-depth understanding of the adult social care landscape.

Our clients and the services they require are broad. They include care bodies looking to rebrand or market themselves more effectively; providers seeking to raise the profile of their care service provision through both digital and traditional media; those seeking to navigate a hostile media environment; as well as individuals and organisations looking to have their voice and opinions heard among key sector decision makers.

For more information, please visit our website: [www.bridgeheadcommunications.com](http://www.bridgeheadcommunications.com) or contact us directly on:

Telephone: +44 (0)203 4888 963

Email: [contact@bridgeheadcommunications.com](mailto:contact@bridgeheadcommunications.com)

Yours faithfully,

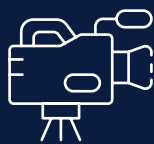
**William Walter,**  
Managing Director,  
*Bridgehead Communications*



## Our core services include:



Marketing  
& Content  
Production



Profile  
Promotion



Crisis  
Communication  
& Reputation  
Management



Regulatory  
& Political  
Engagement



Campaign  
Management

## 2. OVERVIEW AND KEY FINDINGS

Social media is an increasingly important mechanism to support stakeholder engagement in the social care sector.

In this, the first in a series of reports, we examine the use and applications of social media in the adult social care sector. Using carehome.co.uk's list of [Top 20 Small Care Home Groups 2022](#), we construct a 'power list' of runners and riders among some of the leading care groups and each of their respective homes. We examine how they use social media, what platforms they use, for what, and how effective they are at growing their audiences.

But, to lay the groundwork in our understanding, it's important to first understand the social media platforms themselves. We look at five of the most popular and relevant social media platforms to the adult social care sector: Facebook, LinkedIn, Instagram, Twitter, and TikTok. We explore which are growing in influence and which are not. We also research the age demographics of their users.

We then use this information to identify the most appropriate platforms for common applications of social media for the sector, from domestic and overseas recruitment to community and stakeholder engagement.

After analysing our results, we turn our attention to the relative merits of group verses individual care home social media accounts to help you determine which is likely to be most effective for your group or home's needs.

## KEY FINDINGS

Since 2018, and of the five social media channels analysed in this study, **LinkedIn** and **Facebook** have enjoyed the largest growth in terms of user numbers

**TikTok** – has seen the **largest proportional increase** in its volume of users.

**Facebook** has the **largest number of users** across all age ranges apart from those aged 13-17 and those aged 25-34.

**TikTok** is likely to play an **increasingly significant** role in the adult social care's social media strategy over the next two decades.

# KEY FINDINGS

The groups and their respective care homes had a combined total of **87,125** followers across the five platforms.

Cygnnet Health Group and Royal Star & Garter account for over **67 per cent** (58,592) of the total follower count.

Excluding Cygnnet and Royal Star's follower count, Facebook followers accounted for **81 per cent** of the remaining group and home accounts.

Excluding Cygnnet and Royal Star, **Adept Care Homes** (9,109) and **Forest Care** (3,484) were clear outliers in the combined group and home rankings.

**Adept Care Homes** has a significant LinkedIn following (**1,487**), which it uses to showcase group and staff achievement as well as for recruitment.

Peverel Court Care has **the largest Twitter following** (**494**).

Doveleigh Care has **the largest collective following** among the groups on Instagram.

Forest Care tops the individual group leader board with **3,484 followers** across its Facebook, Instagram, and LinkedIn accounts.

# 3. INTRODUCTION

## Social Media in Social Care

Effective engagement between care groups and their respective stakeholders is important to their successful operation and function.

However, as [The Guardian observed in 2014](#), for various reasons the social care sector has historically been cautious with digital tools. This culture has now changed. Social media and its various platforms are becoming an increasingly important mechanism to support stakeholder engagement in the social care sector.

For example, as well as being a social networking platform, Facebook is a popular business development and marketing tool through which care groups and their homes can showcase the quality of their service offering, activities, and events to both existing and prospective care-receivers and their families.

Facebook, alongside platforms such as LinkedIn and TikTok, are proving an invaluable resource to help care groups address the significant recruitment challenges they face, particularly in the post-COVID environment.

Used effectively, social media is helping groups to connect directly with applicants from the UK and overseas, driving up application rates, reducing their dependency on agency staff, and lowering costs.

Social media is also a useful tool for boosting staff morale as it can promote staff development and achievement. This, in turn, supports recruitment by promoting the opportunities for development that groups offer and highlights their understanding of the importance of employee recognition to prospective employees.

Social media platforms, particularly Twitter, Facebook, and LinkedIn, are also proving to be invaluable campaigning tools to allow care groups and those working within the sector to raise awareness of challenges affecting the industry among policymakers, the media, and the public. The role of social media in amplifying the sector's voice became particularly apparent during the pandemic. Since then, it has allowed the industry to highlight other issues, including the recruitment crisis and rising operating costs to key audiences.

”

**The role of social media in amplifying the sector's voice became particularly apparent during the pandemic.**

## Return on investment

Robust evidence quantifying the positive return on investment of social media in the social care sector is limited. Despite this, we can draw some insight from the findings of research into social media's applications in the healthcare sector.

One [US study published in 2014](#), for example, concluded that healthcare organisations were able to significantly increase their visibility and brand recognition using social media.

Of those consumers surveyed for the study, 57 per cent felt that a brand's presence on social media positively influenced their choice to use that organisation's services. Similarly, 12.5 per cent of the healthcare organisations surveyed reported that they had attracted new patients through social media.

Given the subsequent growth in UK-based users of social media platforms (Chart 1) it seems reasonable to assume that the dividends from the effective use of social media have also multiplied.

## Users by platform

To use social media effectively in the adult social care sector, understanding how many users each platform has, as well as the demographics of those users, is crucial.

### UK Social Media Users

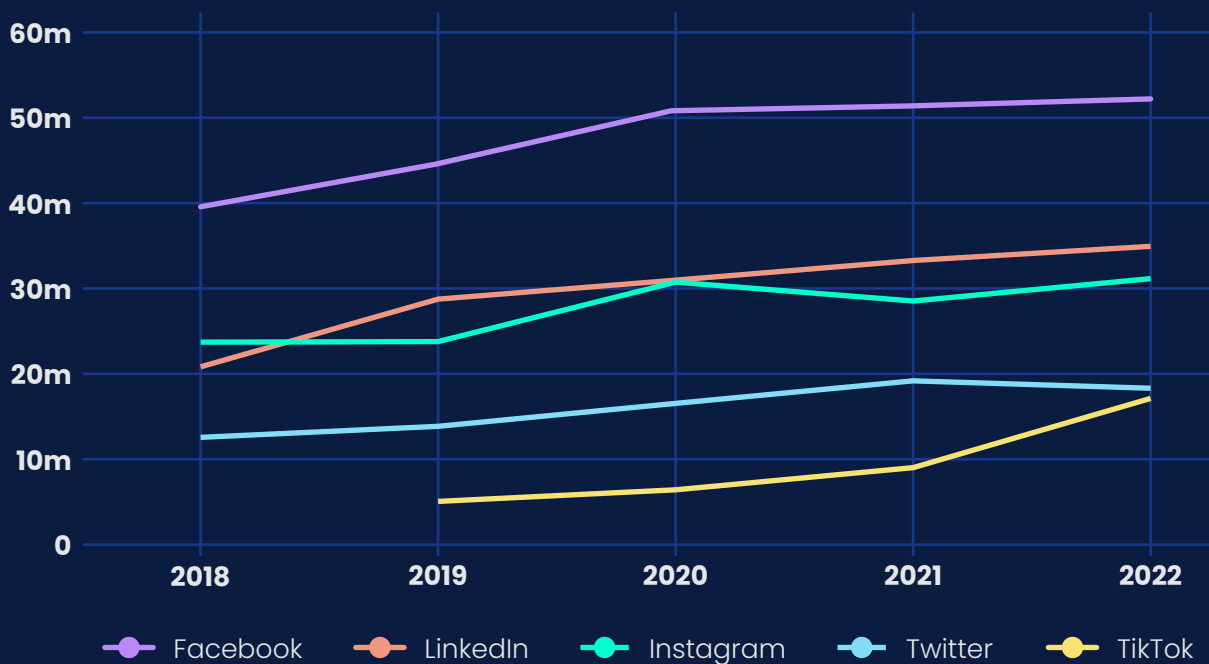


Chart 1

Chart 1<sup>1</sup> shows the growth in the number of UK users for the five most commonly used social media platforms in the social care sector. It shows how, since 2018, LinkedIn and Facebook have enjoyed the largest growth in terms of user numbers, with LinkedIn acquiring an additional 13,900,000 users and Facebook 12,465,200 over the past five years. This equates to an increase of 66 per cent and 31 per cent respectively.

Facebook’s growth comes despite a common misperception of the platform being outdated and used predominantly by older generations, although it should be noted that the platform’s growth rate has slowed since 2020.

However, with a user growth rate of 246 per cent in users since 2019, TikTok – the newest entrant to the social media market – has seen growth by far the largest proportional increase in its volume of users (12,100,100 users).

---

”  
**Since 2018, LinkedIn and Facebook have enjoyed the largest growth in terms of user numbers**

The chart reveals how, since 2018, LinkedIn (34.9 million) has usurped Instagram (31.2 million) to become the second-highest ranked in terms of its number of UK users.

Twitter’s user base has increased since 2018, hitting a peak in 2021 of 19.05 million users.

However, this figure has fallen to 18.4 million in 2022. It’s predicted that the platform will have lost one million users globally by 2025<sup>2</sup>. The impact of Elon Musk’s takeover and new direction remains to be seen.

Also of interest is the relative growth volatility of Instagram users. While, overall, the platform’s number of users has increased from 2018 to 2022, the platform has seen periods of decline in its user numbers.

Perhaps most significant is the emergence of video sharing platform, TikTok, which launched in the UK in 2017 and now boasts 17.5 million users. From 2021–2022 the platform saw a 32 per cent increase in its number of users – more than any other platform.

---

”  
**With a user growth rate of 246 per cent in users since 2019, TikTok – the newest entrant to the social media market – has seen growth by far the largest proportional increase in its volume of users**

---

1 Sources: Facebook ([NapoleonCat, The Last Hurdle](#)), Twitter ([Rose McGrory, The Last Hurdle, CyberCrew, Statista](#)), Instagram ([NapoleonCat, The Last Hurdle](#)), LinkedIn ([Napoleon Cat, The Last Hurdle](#)), TikTok ([Net Imperative, Statista, Digimind](#)).  
2 [InsiderIntelligence](#)



## UK Users by age group per platform (2022)

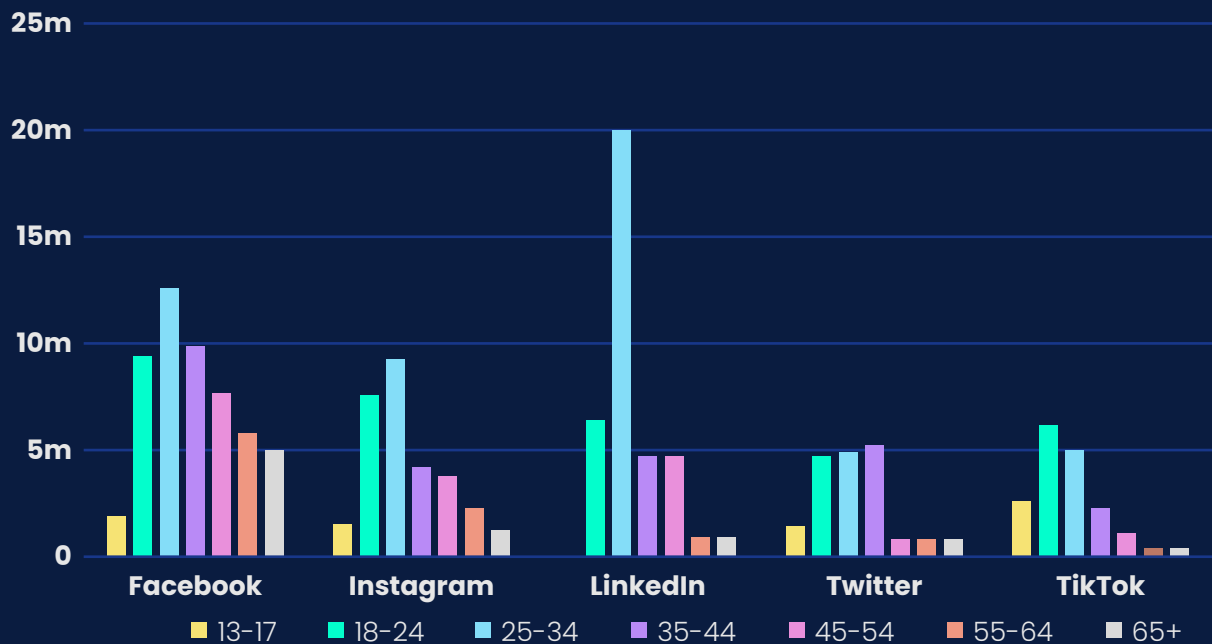


Chart 2

### Demographics

But it is not just the size of the prospective audience that informs the relevant applications of the various social media platforms. Other factors, particularly age are also key. Chart 2 breaks down each platform's UK user base by age grouping<sup>3</sup>.

Chart 2 shows how Facebook has the largest number of users across all age ranges apart from those aged 13-17 and those aged 25-34. It also dominates the over 65 user base with over four times the number of users (5,000,000) compared to its next closest rival in that age category, Instagram (1,138,800). Despite its popularity with older demographics, the platform still enjoys a significant audience among younger people. Like LinkedIn and Instagram, Facebook's largest user base is among those aged between 25-34.

This reflects the widespread use of the internet via the smartphone among this age group. LinkedIn's proportion of users aged 25-34 is significantly higher than the other platforms reflecting its popularity among young professionals.

Facebook and Instagram both share a similar age distribution among their users. Both owned by Mark Zuckerberg's Meta, this could in part be a reflection of interconnectivity between the two platforms and the comparative ease with which users can setup sister accounts.

**Facebook dominates the over 65 user base with over four times the number of users (5,000,000) of its next closest rival in that age category, Instagram (1,138,800).**

<sup>3</sup> Compiled using various data sources. Facebook, Instagram, and LinkedIn were populated using December 2022 user data from [NapoleonCat](#). In the case of LinkedIn, all those aged over 55 were grouped in one category. To overcome this, we divided the userbase evenly over the 55-64 and 65+ groupings to give readers a rough indication of likely demographic. Similarly, in the case of Twitter and TikTok, specific UK user data by age group is unavailable. Instead, the share of each platform's global userbase by age grouping (Twitter: [BusinessofApps](#) 2022, TikTok: [BusinessofApps](#) 2021) were applied to the total number of UK users (Twitter: [Statista](#) January 2022, TikTok: [DigiMind](#) 2022). However, as with LinkedIn, inconsistencies in age groupings existed. Where these occurred the user numbers were divided evenly across the corresponding groups.

TikTok's recent launch is reflected in its younger user profile. Its largest share of users are those aged 13-17 years old, of which there are over 2.5m users in the UK. As these users become older the platform's relevance to the adult social care sector, particularly from a recruitment perspective will become even more significant. This suggests a clear opportunity for those social care providers looking to get ahead of their competitors, particularly in terms of recruitment, by establishing and developing their presence on the platform early.

---

”  
**TikTok's relevance to the adult social care sector, particularly from a recruitment perspective will become even more significant.**

## The applications of social media in adult social care

### Recruitment

With the social care sector facing a chronic skills shortage, care providers are turning to more innovative tools to drive recruitment and reduce their reliance on agency staff. Facebook and LinkedIn are currently at the leading edge of this effort.

Facebook is most often used to recruit for more junior care positions. The platform offers several advantages. It often boasts high levels of engagement among communities local to care homes, as reflected in its user demographics explored in chart 2. Secondly, the platform's sophisticated advertising interface allows care homes to target recruitment ads accurately, whether it be locally, regionally, nationally, or even internationally.

Increasingly, as recruitment via social media becomes more sophisticated, care groups and their homes are creating dedicated '[care group or home name] - jobs' accounts for their recruitment campaigns. These are easy to access and readily appear in search results.

---

”  
**As recruitment via social media becomes more sophisticated, care groups and their homes are creating dedicated '[care group or home name] - jobs' accounts for their recruitment campaigns.**

*Right at Home Mid Hampshire* offers [a good example of the use of social media as a method of recruitment](#). The use of the hashtags #CareGivers and #BeHappy, and its posting in a social care recruitment group, has boosted the post's exposure and engagement among a relevant audience.

LinkedIn is traditionally used by care providers to recruit for more senior roles. The online professional network enables employers to post roles via the platform's dedicated jobs portal through which applicants can apply for roles directly.

The sophisticated nature of the platform offers recruiters a more precise means of targeting candidates; the ability to showcase their care group and homes; and engage with passive candidates. Premium features also allow InMail messaging as well as information on who has viewed job ads. The Easy Apply function, used in [this advert](#) by *The Good Care Company* for a Care Manager role, also makes it easier to drive up application rates.

Recruitment is not exclusive to Facebook and LinkedIn. The use of Instagram hashtags such as #adultsocialcarejobs are also being used by care homes and recruiters to connect with younger audiences to promote vacancies.

## Awareness and Marketing

Social media is also a powerful marketing tool through which care groups and their homes can build awareness of the positive work they do and the services they provide. This is particularly useful for engaging local communities, prospective residents, their families, and job applicants. This can be achieved by sharing [positive stories about staff](#), [events taking place](#), new additions to your home's facilities or projects your home has been involved in.

Facebook is often the most effective social media platform for sharing these stories as it allows for more lengthy personable posts.

Similarly, and as previously discussed, TikTok is an emerging platform being used to attract new staff and advertise care vacancies among younger people.

*HC-One* is [a great example](#) of a care group pioneering the use of TikTok for recruitment.



**TikTok is an emerging platform being used to attract new staff and advertise care vacancies among younger people.**

[Facebook Neighbourhoods](#), piloted in parts of the US and Canada last year and predicted to come to the UK, allows people over the age of 18 to share their interests and characteristics with those in their local neighbourhoods, including community groups. The service offers user recommendations based in their local community tailored to their needs. The new service will potentially offer care homes a new portal to reach prospective residents and their families.

Ultimately, Facebook, LinkedIn, Twitter, Instagram, and TikTok can all be used to market care groups and their homes, but key considerations are marketing objectives, target audience and brand identity.

## Interaction and Enquiries

Social media platforms also enable prospective employees, residents, and their families to correspond directly with homes with any questions or queries they may have. Facebook, LinkedIn, Twitter, Instagram, and TikTok allow followers or interested parties to directly message accounts.

Be warned, though, these features can be a double-edged sword. Failure to monitor and respond in a timely manner to incoming queries can have a detrimental impact on your brand and reputation.

## Policy Engagement and Campaigning

The adult social care sector is an ever-evolving industry that is being forced to embrace the advent of new technologies while also facing significant challenges such as Covid-19 and the current energy crisis.

The effective use of social media is giving the industry a platform to campaign on key issues that it previously has not had. Platforms like Twitter allow for far-reaching posts that enable care groups to engage in sector discussions with policymakers and journalists like never before.

Hashtags and handles mean care groups and their leaders can participate in conversations with key influencers in real-time.

While the level of background noise and online chatter has undoubtedly increased, there is little doubt that, used effectively, social media has given corners of the sector a voice that they never had before.

They are also able to hear perspectives from other quarters of the industry that they may have otherwise been oblivious to.

This can only be a positive contribution towards debate and decision-making. This [Twitter poll](#) by *Politics Polls*, for example, demonstrates a crude example of the bridge between care groups, the public, and Westminster surrounding the social care debate. A more effective example can be observed by viewing the latest [#socialcare](#) tweets on Twitter.



**The effective use of social media is giving the industry a platform to campaign on key issues that it previously has not had.**

# 4. RESULTS AND ANALYSIS

In the first of a series of reports we seek to examine the use and applications of social media in the adult social care sector.

Using carehome.co.uk's [Top 20 Small Care Home Groups 2022](#) list, we collated the number of followers for each care group and their respective homes on each of the five major social media platforms: Facebook, Instagram, Twitter, LinkedIn and TikTok. All figures are as of May 2023.

## Followers by Platform

Our analysis found that in total, across all five platforms, the groups and their respective care homes had a combined total of 87,125 followers.

Chart 3 breaks these followers down by platform.

It reveals that 45 per cent (39,383) were made up of Facebook followers, 38 per cent (32,885) were from LinkedIn, 14 per cent (11,916) from Twitter, three per cent (2,898) from Instagram, and less than one per cent (43) from TikTok.

However, closer analysis reveals that the results are heavily skewed by the social media audiences of Cygnet Health Care and Royal Star & Garter. Cygnet is a national provider of services for individuals with mental health needs, autism and learning disabilities. It supports individuals looking for residential, nursing and dementia care. However, its nursing home provision only extends to two homes: Tabley House Nursing Home and Tupwood Gate Nursing Home. These represent a very small part of the wider group's service offering, hence the disparity between its large social media following and its inclusion on the small care group's listing.

### Combined followers per platform

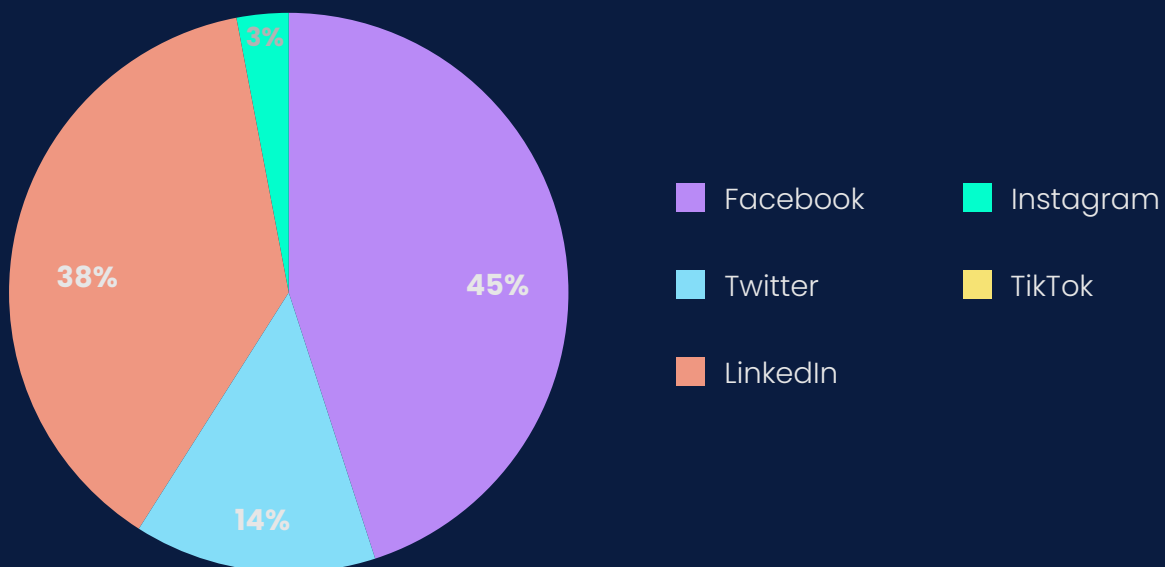


Chart 3

Royal Star & Garter provides care for veterans and their partners who live with disabilities or dementia across the group’s three homes in Solihull, Surbiton, and High Wycombe. The group’s large social media following is driven heavily by the significant media profile generated by its work in veterans’ affairs. The group’s strategy of channelling all social media activity through its group accounts rather than through channels for individual homes is another contributing factor.

Chart 4 below breaks the social media following of these two groups and their respective homes down by platform. It shows the dominant role LinkedIn plays for Cygnet Health Care’s social media strategy. With 3,516 of its employees from across the country on LinkedIn alone, the platform serves as a vital forum through which its teams can share information and best practice as well as to promote activities that they are undertaking for those in their care.

Also of interest are the large number of Twitter followers (5,956) Royal Star & Garter has compared to the other groups, including Cygnet Health Care which has none. The group uses Twitter in a similar way to its Facebook platform: promoting activities undertaken by their homes, aiding recruitment, and supporting fundraising initiatives.

Combined, Cygnet Health Group and Royal Star & Garter account for over 67 per cent (58,592) of the total follower count (87,125). Excluding them from the follower count reveals a very different picture in terms of user breakdown by platform.

”  
**Cygnet Health Group and Royal Star & Garter account for over 67 per cent (58,592) of the total follower count (87,125).**

### Followers by platform

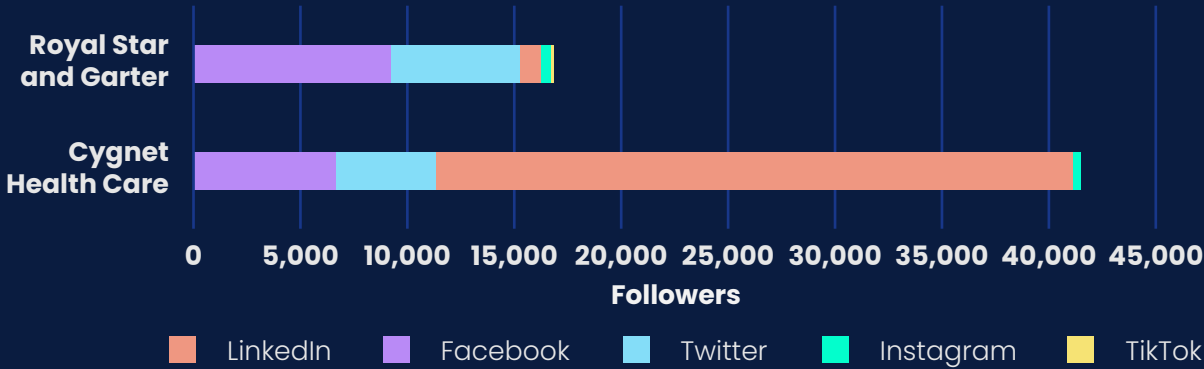


Chart 4

## Combined followers per platform\*

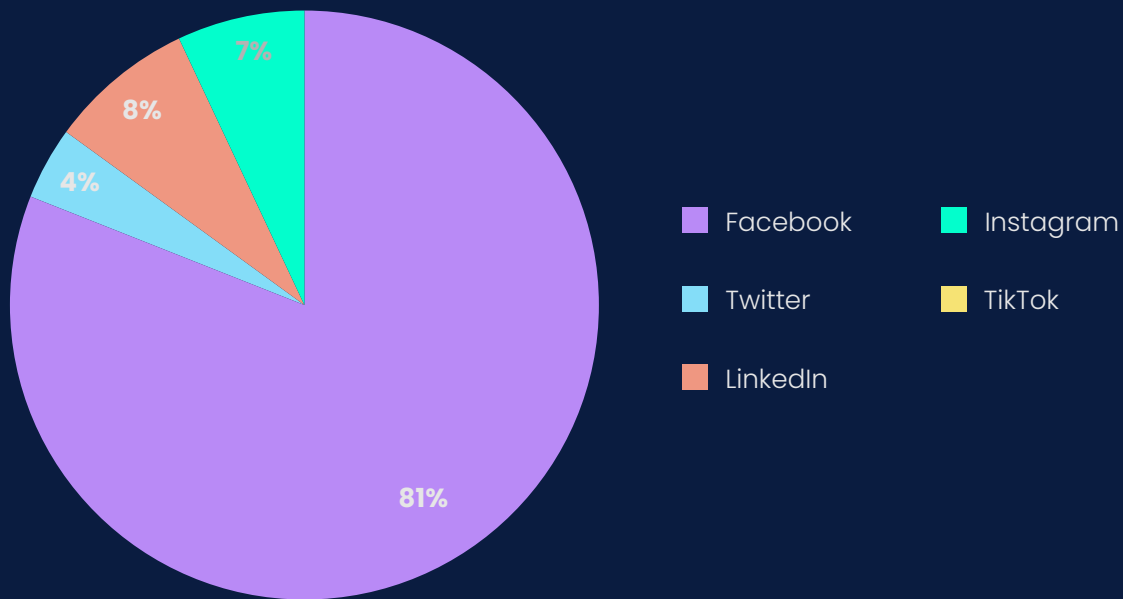


Chart 5

\*(excluding Cygnet Health Group and Royal Star & Garter)

Chart 5 shows that Facebook accounts for by far the largest proportion of followers (81 per cent – 23,157) among the remaining care groups and their homes. LinkedIn and Instagram accounted for eight and seven per cent respectively, while Twitter was fourth with 4 per cent. None of the groups or their homes had any followers on TikTok.

The dominance of Facebook is unsurprising given the relative size of its userbase, the age profile of its users, combined with the platform's suitability for sharing personal, more in depth posts featuring multiple images.

### Small Care Home Groups 2022: Social Media Power Lists

Chart 6 below aggregates the social media following of each care group and their respective homes by social media platform (excluding Cygnet Health Care and Royal Star & Garter).

”  
**Facebook accounts for by far the largest proportion of followers (81 per cent – 23,157) among the remaining care groups and their homes. LinkedIn and Instagram accounted for eight and seven per cent respectively, while Twitter was fourth with 4 per cent. None of the groups or their homes had any followers on TikTok.**

It shows that Adept Care Homes (9,109) and, to a lesser extent, Forest Care (3,484) are clear outliers. The former has over five times the combined follower count of third ranked Peverel Court Care (1,656).

The chart again emphasises how Facebook is the social media platform of choice among both groups and their homes (further highlighted in chart 7).

## Small Care Home Groups 2022 – Social Media Power List: Groups and Homes Combined

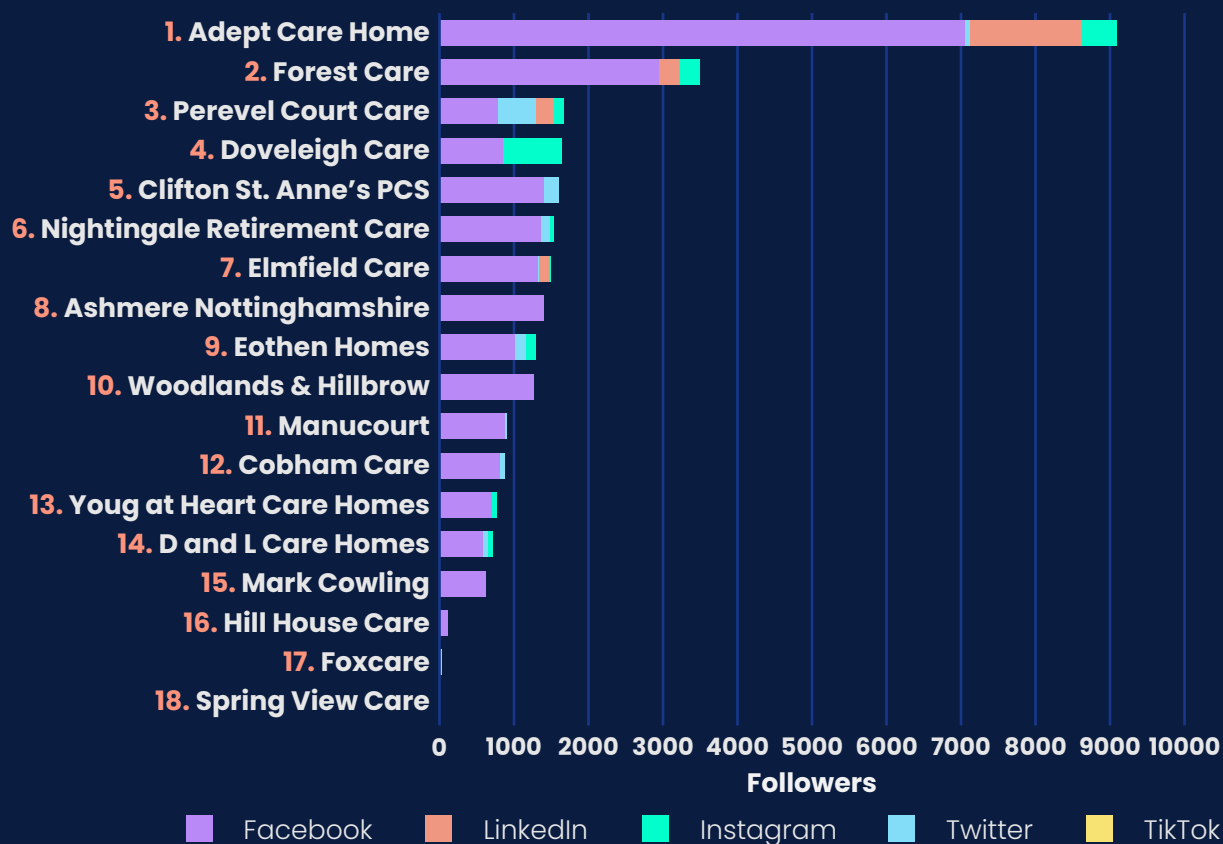


Chart 6

\*(excluding Cygnet Health Care and Royal Star & Garter)

Compared to its peers, Adept Care Homes has a notable LinkedIn following (1,487), which it uses to showcase group and staff achievement as well as for recruitment. Despite its large following the group posts relatively infrequently with only around 2-3 posts a month.

When posting about recruitment opportunities, the group often includes hourly pay rates and salaries in its advertisements making it easier for prospective job applicants to compare job opportunities more easily.

Perevel Court Care has the largest Twitter following (494). Similar to Adept's use of LinkedIn, Perevel uses Twitter to promote job recruitment initiatives, home activities, and group achievements.

Doveleigh Care has the largest collective following among the groups on Instagram. The group and its associated homes use the platform almost exclusively to celebrate activities and events taking place within its homes.

Also of interest is that the group Spring View Care and their homes have no presence on social media.



**Compared to its peers, Adept Care Homes has a notable LinkedIn following (1,487), which it uses to showcase group and staff achievement as well as for recruitment.**



# Small Care Home Groups 2022 – Social Media Power List: Individual Care Homes

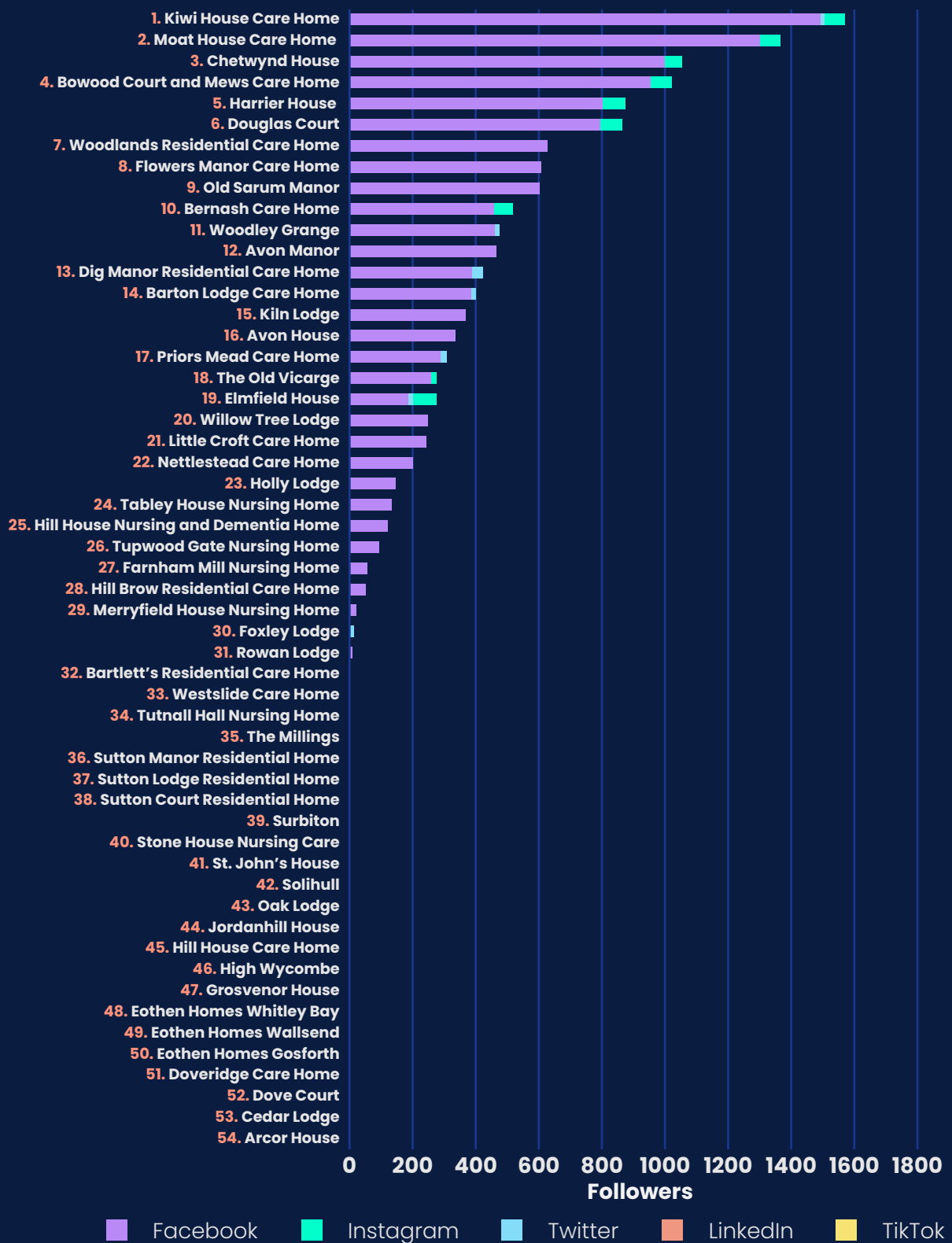


Chart 7

\*(ex Cygnet Health Group and Royal Star & Garter)

Chart 7 breaks our analysis down further by comparing social media accounts to those of individual homes (excluding those owned by Cygnet Health Care and Royal Star & Garter).

Kiwi House Care Home has 1,570 followers across its Facebook, Instagram and Twitter accounts. Like many of the other homes, most of these (1,492) are made up of Facebook followers. Roughly every one to two days the home will post photos and updates of their residents taking part in a wide range of engaging and stimulating activities.

By contrast, the homes with the fewest Facebook followers (Rowan Lodge, Merryfield House Nursing Home and Hill Brow Residential Care Home) have all been inactive on their accounts for over a year. Chart 7 highlights how Facebook is the go-to social media platform of choice for most care homes. Whilst some of the homes at the top of the chart also have some Instagram followers, these audiences tend to be much smaller compared to the home's respective Facebook following.

Chart 8 displays each care group's individual social media accounts.

### Small Care Home Groups 2022 – Social Media Power List: Individual Care Groups

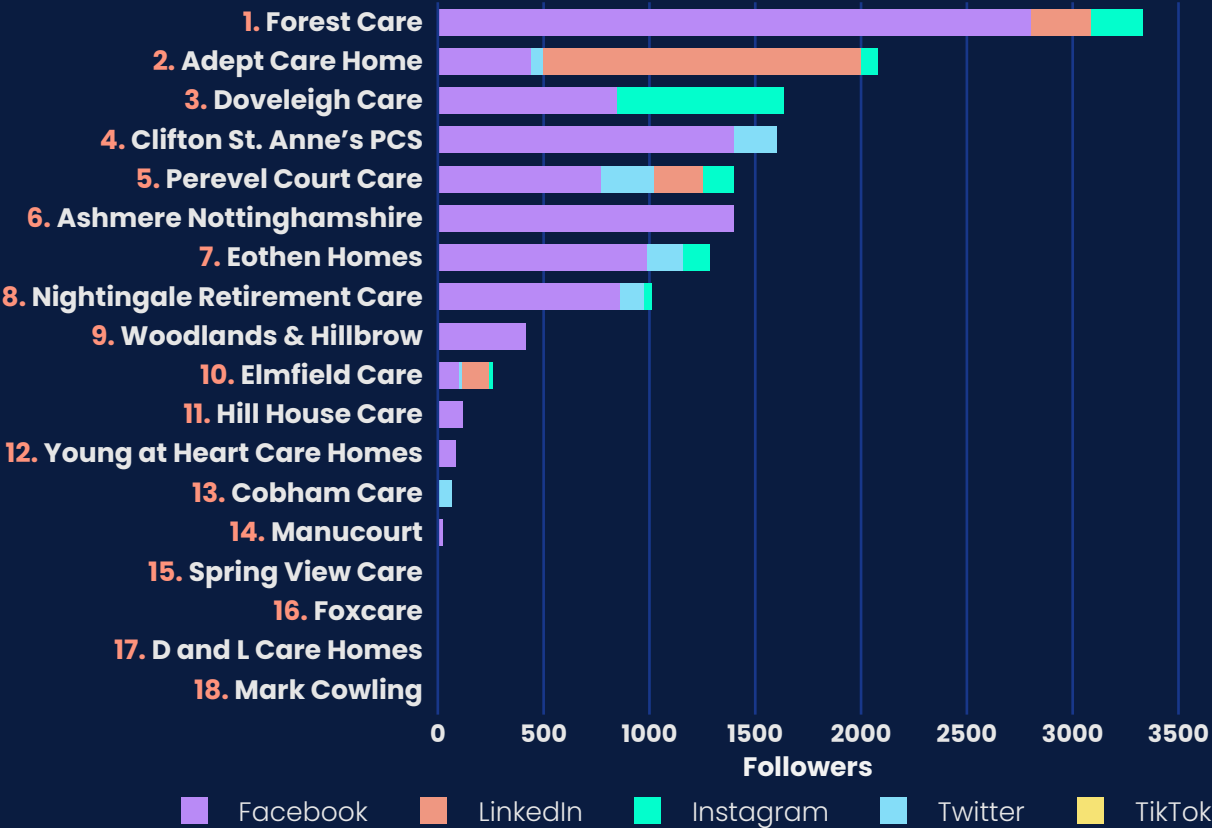


Chart 8

\*(ex Cygnet Health Group and Royal Star & Garter)

Forest Care group tops the leader board with 3,332 followers across its Facebook, Instagram and LinkedIn accounts. Its Facebook account alone boasts 2,800 followers. The group's sizeable Facebook following is due to the home's investment in Facebook advertising as well as the frequency of its posts.

The group posts on average four or five times a day with updates regarding events and activities that have been hosted across its homes. These are typically 'day-in-the-life' style posts, for example a resident doing a crossword, as well as personal stories about its staff. The group also makes effective use of hashtags, sometimes reaching up to 13 hashtags for its posts. The hashtags are based on a wide range of topics, from the name of the care home to adjectives like #passionate.

Perhaps unsurprisingly, the ranking shows that group pages and accounts, rather than individual home accounts or pages, tend to yield more followers.

Charts 7 and 8 also show that care homes tend to concentrate their efforts on one social media platform (typically Facebook) rather than spreading their resources across multiple platforms. This also makes sense given the comparative objectives between care homes and groups. Many of the individual homes, as can be seen from chart 7, have no social media presence at all.

Priors Mead Care Home, for example, enjoys around 287 followers on Facebook. Yet, its overarching group, Nightingale Retirement Care, has 864 followers. A part of this differential can be accounted for by their relative potential audiences. Priors Mead Care Home has a much smaller potential audience compared to Nightingale Retirement Care.

This raises the question of whether the focus should be on promoting your group as a whole, or to risk dispersing your following amongst individual home accounts.

From our analysis, the best example of the positive impact of operating one group account is the Royal Star & Garter. The Royal Star & Garter care group, with over 9,300 Facebook followers and nearly 6,000 Twitter followers, has excelled in creating a uniform brand across its three homes. The homes under its name operate as one brand across all of its social media platforms and each home uses the 'Royal Star & Garter' pages on Facebook, LinkedIn, Twitter and Instagram to post about updates and events happening in their respective home.

Yet, it is important to note that for groups with larger numbers of homes under their management, it can also be beneficial to establish individual identities for your homes if they are scattered throughout the country.

In the next section we outline what you need to consider when determining whether a one-size-fits-all group account or an array of individual and tailored home accounts will best suit your care group.



**Care homes tend to concentrate their efforts on one social media platform (typically Facebook) rather than spreading their resources across multiple platforms.**

# 5. GROUP ACCOUNTS VS. INDIVIDUAL HOME ACCOUNTS

The decision to use group social media accounts, individual home accounts, or a hybrid model is not as clear cut as you may think and is heavily influenced by the number of homes within your group as well as the dynamics between your homes. Below we set out some of the key factors to consider.

## Dispersion

Operating several different accounts can slow your rate of audience growth as engagement on posts and follower numbers becomes dependent on the amount of effort individual managers and social media personnel put into each home's account.

## Time

It is also a question of managing resources. If your social media presence will be managed by one individual on a part-time basis then single group accounts can be a more efficient use of their resources rather than having to switch between home accounts to publish individual, tailored content.

## Consistency of Brand and Messaging

Having group accounts makes it easier to ensure consistency of brand and messaging, optimising the effectiveness of social media marketing campaigns.

## Promotion

Importantly, operating as one group account allows you to promote positive stories and innovations as one cohesive brand, allowing each home to enjoy access to a wider user base, following, and access to a larger resource of positive news and events. This means that a home will benefit from the same exposure and followers as the others in your group. The risk, however, is that your larger potential audience becomes less targeted and less relevant to each individual home.

# Benefits of Individual Accounts

## More targeted and tailored

Individual group accounts offer care homes a degree of flexibility when publishing content tailored specifically to their target local audience. With a group-wide account, you would be publishing content that may be inappropriate to certain prospective customers.

## Reduced reputational risk

While one overarching group account is good for brand awareness and promotion, there are risks that individual accounts can mitigate. Having one group account can increase the chance of your brand's reputation being negatively impacted by an incident that may otherwise be easier to contain with siloed social media accounts.

## Your homes are unique

If your homes are scattered across the country, or indeed countries, and operate in local communities, then a more granular and bottom-up approach to running their social media is likely to produce better results. People may not want to consume everything your group has to offer, just what is relevant to them and their needs.

After all, it is those who run your homes on the ground who know this local community the best and will arguably be more aware of events that occur in it, as well as its needs. This knowledge is invaluable to ensuring that your individual homes remain connected to their communities, and localised accounts can ensure these connections are in real-time.

## Offering advice

People enjoy personability, being able to contact who they need directly, and receiving a response quickly. A top-down approach to managing queries or complaints can appear as inauthentic, and it can slow down the process of dealing with them.

Having an individual account for each of your homes' identities can mean that people in their respective communities who use or wish to use your service can have their queries and concerns addressed in a more personal manner, improving the reputation of your homes in their communities. After all, these are their potential residents.



**Having one group account can increase the chance of your brand's reputation being negatively impacted by an incident that may otherwise be easier to contain with siloed social media accounts.**

## Striking a balance

Often the most effective approach for care groups is to employ a hybrid model employing the use of both group and individual home accounts. It is important, though, to create a recognisable and uniform brand using your own logo, but applying it equally and uniformly to all the respective homes with social media channels that you manage.

A good example of a group that uses this technique is Adept Care Homes. Adept uses the same logo for each of the home's individual accounts but enjoys the localism that having individual home accounts allows for.

It also extends this operation to its other social media platforms, meaning that when your potential care users follow or search for an individual home account, they are exposed to the care group's brand, but can still enjoy the localised and tailored-to-your-needs experience.



**Often the most effective approach for care groups is to employ a hybrid model employing the use of both group and individual home accounts.**



# BRIDGEHEAD | SOCIAL CARE

If you would like to discuss how we can help you,  
please contact us by phone or by email:

[contact@bridgeheadcommunications.com](mailto:contact@bridgeheadcommunications.com)

Our 24-hour number:  
+44 (0)203 4888 963