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**Your Brand** 🚩

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**YOUR BRAND** I love making me some status updates. This is probably the coolest thing I can ever do on facebook. Update, update, update maybe update some more too if you lucky.

**WICKED STELLAR COOL SITE**  
Source: www.site.com

**CHALLENGE**  
Hft South Oxfordshire needed to recruit a number of Relief Support Workers, together with several full/part time support workers. Having always used traditional routes, they were looking for new ways to recruit to these important jobs. These had to be local people (particularly for the Relief Support Worker roles) who'd be happy to help other people with learning difficulties - experience wasn't necessary as full training is provided, just an empathy and willingness to help people to enjoy life's opportunities and fulfil their potential.

**SOLUTION**  
We devised a Facebook campaign with simple messaging to target people in their local area and complemented this with a local radio ad on Jack FM. The Facebook campaign generated 1496 clicks and, together with the radio campaign, resulted in 28 applications of excellent quality. To date, 19 people have been offered for the relief roles and 3 full time staff have been recruited.

**Support Workers**  
hft.org.uk

**hft**  
Creative Ideas  
Fostering lives

Enjoy flexibility - support people with learning difficulties, full-time, part-time - even just a few hours a week. Training provided.

**Information**

Location:  
Address at someplace,  
Location, State 00000

Phone:  
555-555-5555  
555-555-5555

Mon - Fri:  
8 AM to 5 PM

**Fans**  
6 of 13,000 fans See All

Bob Saget I really hope you like me! I have already blown through my cash from Full House.  
Wed at 3:15pm

Taylor Swift Since my recent wins at the CMA's I have been playing more. I am addicted to these games and I am really glad you are launching more! Hugs and Kisses!  
XOXO-Taylor-OXOX



## Case Study: Hft