

C.E.R.T-IFY YOUR TEAM

Communicating With Your Care Team

Most carers don't regularly check their email. So why are you still sending company-wide emails with updates?

C.E.R.T-IFY YOUR TEAM

CREATE
Foundations

EXPAND
with purpose

RETAIN
Talent

TRAIN
for growth

Why Your Comms Are Failing

Most care staff don't sit at a desk. After a long shift, the last thing on their mind is checking a company update. Yet care providers still rely on emails, intranets and noticeboards no one looks at. Staff miss updates. They feel out of the loop. Trust breaks down. Here's what actually works.

1 WHATSAPP OR SIGNAL

Quick updates, rota changes, reminders — straight to their phones. Fast, easy, actually read. Set ground rules on response times.

2 PRIVATE FACEBOOK GROUPS

Great for sharing good news, shift updates, and morale-boosting posts. If your staff are already on Facebook, meet them where they are.

3 STAFF MESSAGING APPS (BLINK, YAPSTER)

Perfect for care providers wanting a more structured internal comms tool. Keeps everything in one place without clogging inboxes.

4 SHIFT CHANGE HUDDLES

A 5-minute update at the start or end of a shift beats a written memo no one reads. Use them for context and team feeling, not announcements.

What Actually Works

A mix wins. Voice, screen, face-to-face. Choose what fits your team's reality, not what looks neat on paper.

5



VOICE NOTES

A 30-second voice note carries tone and context a long text never will. Use them sparingly so people still listen when it counts.

6



QR CODES ON POSTERS

Policy updates or video training? Stick a QR code in the staff room. Staff scan and access at their own pace, when they're not knackered.

7



DIGITAL SCREENS IN STAFF AREAS

A small screen near the clock-in machine or break room can rotate key updates. No paper, no email, no excuses.

8



WALK THE FLOOR

No tech beats face-to-face. A quick check-in from a manager is worth more than any newsletter. Be present, not just available.

Comms is culture. Fix one, fix the other.

Pick your next step.

RECOMMENDED NEXT STEP

ONLY £97

The FMC Recruitment Health Check

A full self-audit of your recruitment, retention and onboarding, with a 5-domain scored audit and a personal blueprint to fix what's broken.

GET MY HEALTH CHECK

OR TAKE ONE OF THESE STEPS

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LEARN MORE

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LEARN MORE

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LEARN MORE

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