



Evaluating Social Work Week 2021



“To hear positive stories and accounts, and to become revived by them, and to feel empowered to go out there and keep on keeping on.”



“Leaving feeling very enthused about the way forward for Social Workers like me in the NHS who have lost our identity”

“The sessions helped facilitate discussion in the office, especially in relation to inclusivity and from this discussions have happened around what can be done to improve.”

“I would like to mention that it was a great opportunity to hear, listen how others work in practice or have personally experienced having received a service/intervention from social work involvement.”

“I felt it provided me with confidence about how Social Work England plan to shape the strategic direction of CPD in the coming years.”



Objective 1:

To look back at social work in England 2020, collaboratively capturing reflections on the impact of significant events on the social work profession and people. Co-produce a platform for sharing examples of practice innovations, trends, and solutions adopted in social work.

Social Work Week at a glance



6,000 (approx.) people
attended (estimated due to
anonymous logins)



10,504 attendee logins (across all
individual sessions)



54%
of those who signed up for tickets went
on to attend (this is above average for online,
free events)



73 sessions (20 sold out)

Top 4 most attended sessions:

- Reflecting for action: why it's time to take anti-racist practice seriously – **1,018 attendees**
- Living a careless life: redefining the narrative for children in care – **865 attendees**
- Women in leadership – **687 attendees**
- Social work by all and for all: a vision for the future – **665 attendees**

Attendee feedback on Social Work Week

What were your reasons for attending Social Work Week?

(attendees were able to tick all that applied)

48.1%

An opportunity to learn and record Continuing Professional Development

28.4%

A specific speaker or event

12.5%

Opportunity to engage and meet other people with an interest in social work

11%

To hear more about Social Work England

Total average (out of 5) ratings for the following:

4.57

How useful you found the session

4.65

The quality of the content

4.61

Overall experience of the session

Finance and resource breakdown



£19,800 spent

This was on direct costs such as IT licenses, British Sign Language, wellbeing activities and the illustrator.



4,717 resource hours

Staff across engagement, comms, IT, project management and volunteers from across the organisation gave their time to making the week a success.



£3.30 average cost per attendee

When taking into account the full cost recovery of staff involved, the cost per attendee rises to £23.81 and the average cost per social worker on our register is £1.45.

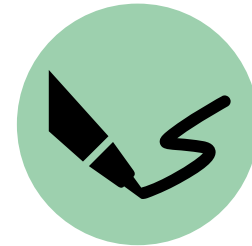
Objective 1: evidence



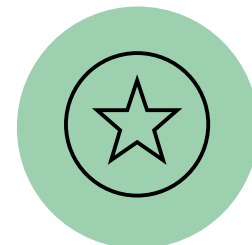
With attendees and social media engagement, we exceeded our **10,000** target for reach into the sector. This sets a benchmark for future years. We also collaborated with over **40** partners.



The highest rated area in improved knowledge and understanding gained throughout the week was “**Equality, diversity and inclusion: social work perspectives**”.



A '**Reflecting on Social Work Week**' **blog** posted after Social Work Week encouraged social workers to reflect on their learning and record as CPD. Since publication, this page has had 512 unique pageviews (at 22 April). 162 social workers recorded in the two days after publication.



We need to capture how many engagements are '**new**' **interactions** with Social Work England – this is something we could ask next time.

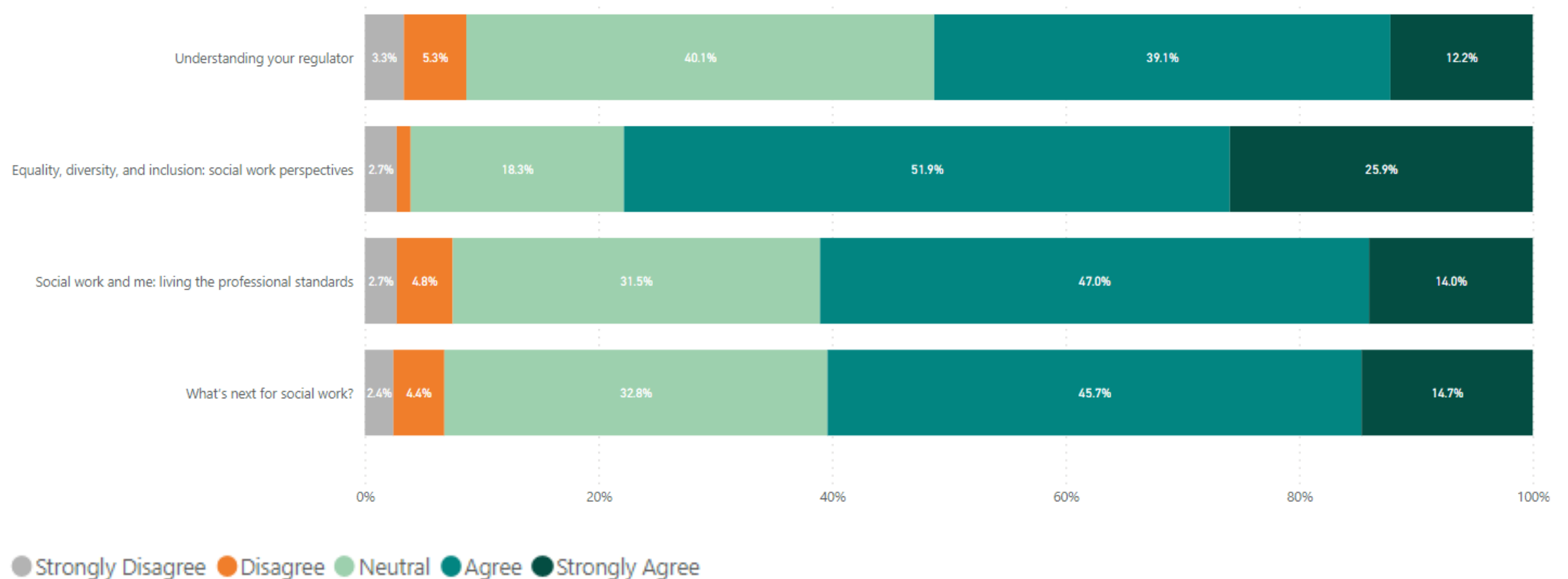
Objective 2:

To look back at the first year of Social Work England's regulatory activity and share lessons learned.



Attendee feedback on our objectives

To what extent do you agree that Social Work Week has improved your knowledge and understanding of the following areas:



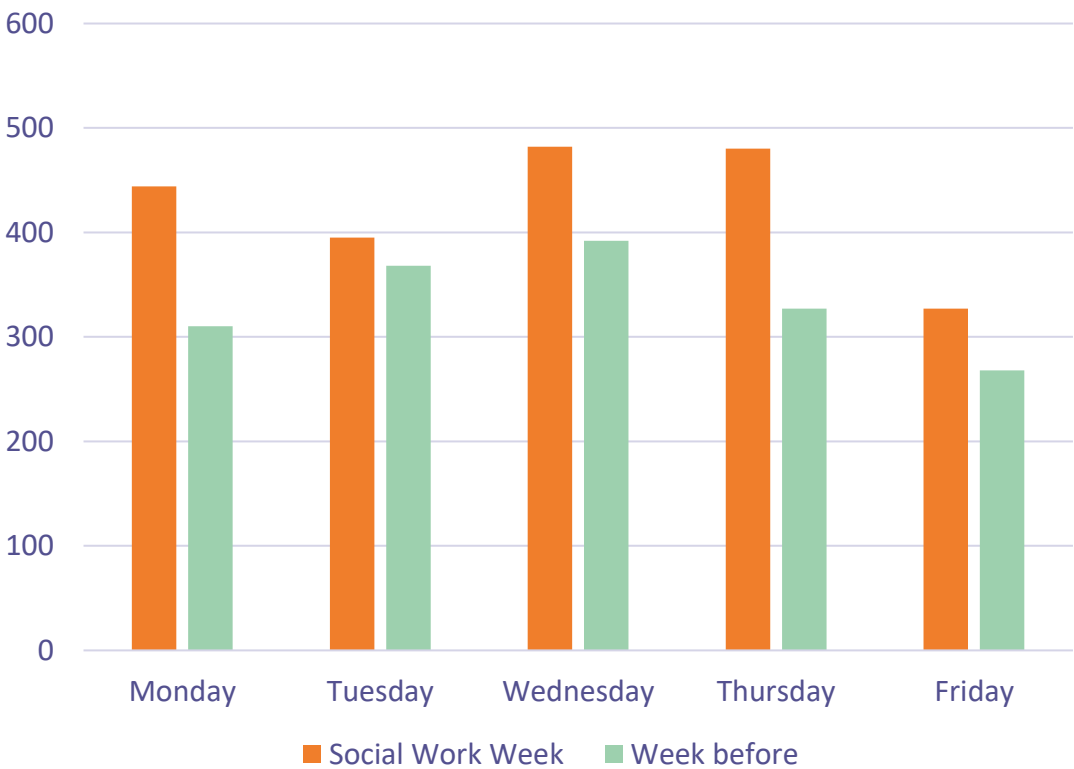
CPD data during Social Work Week

Number of social workers
uploading their first piece of CPD:
(for 2020-2021 registration year)

16 March	104
15 March	82
14 March	17
13 March	19
12 March	74
11 March	91
10 March	93
09 March	91
08 March	109
07 March	15

458 total, compared to 360 the Mon-Fri before. This took the cumulative no. of social workers who have recorded to **6,702**.

Visits to CPD webpages:
(in comparison to previous week)



2,143* total,
compared to 1,665
the week before.
Peak day was
Thursday with 495
users, vs peak day
the week before
was Wednesday
with 392 users.
* includes
returning users

Objective 2: evidence



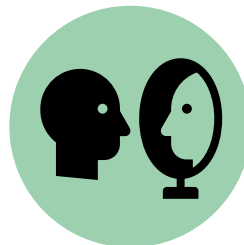
Understanding Your Regulator sessions scored **4.4 out of 5** for satisfaction.



Access to our reflections on 2020, including the Social Work in England report increased by **9%** in the week

Really informative giving a balanced overview and reflection of the past 12 months. I felt it provided me with confidence about how Social Work England plan to shape the strategic direction of CPD in the coming years and using a consultation process with social workers as a means to support achieving this.

I thought it was refreshing that the panel were very frank in their responses and recognised that more work needs to be done.



In future years we could bring more focus to our regulatory activity through **sharing our learning** and reflecting on the professional standards.

Objective 3:

To create a space for the social work sector to describe 'What is social work?' focusing on the professional standards.



Co-production at a glance



74 people

submitted an expression of interest to run an event as part of Social Work Week



45 events

were put forward to be included in the programme following a review from a panel which included members of our National Advisory Forum. The panel reviewed the applications against a number of agreed criteria, including whether or not the events would be co-produced.



5 members of the National Advisory Forum

were involved in the working group from the inception. This included being part of the programme selection panel and the suggestion of having Monday as International Women's Day.

Financial support



7 events

were funded by Social Work England, with funding ranging from £50 to £1,000. This was to enable people to collaborate with us who would have otherwise been unable to.

Of these 7 funded events...

1

was produced by a
person with lived
experience

4

were co-produced
by people with lived
experience

2

were produced
by social
workers

Objective 3: evidence

This event was fab - well balanced (and what a great idea to have a visual at the end!). The best event I have attended online without a doubt! Leaving feeling very enthused about the way forward for Social Workers like me in the NHS who have lost our identity.



73 sessions split evenly across the 4 themes, linking back to the professional standards



Different experiences from across social work and from varying perspectives



Inspiring! A reminder of the positives of social work and how much the profession has achieved, which is often downplayed or lost in negative media stereotypes.



Objective 4:

To bring those with an interest in social work together to cultivate new relationships for long term change for social work in England and plan future conferences.

Following the programme launch



100 website pages published

including events grouped by theme, keynote speaker events and biographies, workshops, reflective practice sessions, networking lunches, wellbeing events, speaker's corners, the poster showcase and a guide on how to join events online.



17,692 website users

accessed the Social Work Week section of our website in the lead up to Social Work Week



74,146 unique page views

of the programme section of our website leading up to the week



240,000 impressions

attained from **#SocialWorkWeek2021** specific posts on Twitter



2,000 likes, **2.6%** engagement rate

for Twitter posts promoting the event from 1 December 2020 to 7 March 2021

Social media during Social Work Week

143 tweets posted from corporate account

focusing on content that inspired our followers to 'learn, connect and engage'. Content consisted of a combination of links, images, quotes, retweets and plain text updates – including live event tweeting, daily event summaries and quote cards. It also offered a space to manage any queries.

430,000 impressions

2,009 likes, **631** retweets; **80** replies

591 messages and comments,

between 8 – 12 March, up 464 from the previous week.

179 new followers gained

Daily key posts on LinkedIn

With our social media activity heavily Twitter-based, LinkedIn was used in a less active capacity, with key posts shared at the beginning and end of each day.

13,000 impressions,

up 8,000 on the previous week, with the corporate page engagement rate rising from 24.29% to 34.04% compared to the previous week.

391 reactions, **14** comments

190 new followers gained

Objective 4: evidence



88.7% respondents rated themselves as extremely likely to recommend Social Work Week to others.



Most people favoured a mixture of a face to face and virtual event next time. It was challenging to connect informally online but increased accessibility.

Good to meet our regional lead who led the session very well. The session was great opportunities to meet a range of social work professionals across London and from different councils/organisations - especially LGA. It would be really good for SWE to facilitate more of these meetings - perhaps 3 a year as these meetings are a good opportunity to not just network but also learn about new social work initiatives across the region.

"Thank you for the opportunity throughout this week –despite the challenge of an online world – to hear positive stories and accounts, and to become revived by them, and to feel empowered to go out there and keep on keeping on"



Shelley Ball
@ShelleyLancs

Final event completed. Thank you so much @SocialWorkEng, first time in my career I feel our regulator has done something truly useful for the whole profession. You've ticked all objectives- I've learnt lots, engaged with the material and connected with many. #SocialWorkWeek2021

4:11 PM · Mar 12, 2021 · Twitter for iPhone