



Unlocking the value of social action

A checklist for employers

Many young people participate in social action and volunteering activities outside of their education and employment which enables them to develop a wealth of skills that are hugely valuable to employers. By using this practical checklist, you can put steps in place to identify the value of this experience during your recruitment processes and learning and development programmes.

This checklist is adapted from CIPD and Step Up To Serve's [guide to unlocking the value of social action in recruitment](#). Step Up To Serve runs the national #iwill campaign, which aims to make social action part of life for as many 10 to 20 year-olds as possible by the year 2020.

Advertising opportunities

- Include references to your own social action activities on your website
- Highlight that social action experience is of interest to you in your job adverts
- Mention that social action is something you look for in your guidance to applicants

Application process

- Include a question in your application form that allows applicants to demonstrate their social action experience
- Introduce flexible shortlisting criteria that give equal weighting to social action as previous employment experience

Interview process

- Include interview questions that draw out experience of social action
- Provide feedback to unsuccessful candidates and point them to where they can gain relevant experience through social action

Promoting social action to existing young employees

- Integrate social action activities into young employees' training programmes
- Build social action into your organisation's values and culture
- Recognise social action into employee appraisals and development plans

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