**Social media posts – Recruitment and retention**

**Facebook (3 posts per week)**

**Post 1**

Rural areas constitute 98% of Scotland’s landmass and 17% of its population. Attracting and retaining health and care practitioners with the right skills and qualifications can be challenging in remote, rural and island communities.

The Centre has 5 programmes underway that involve a range of collaboration and co-production to support and improve the recruitment and retention of healthcare staff.

Learn more at <https://learn.nes.nhs.scot/75097>

#NCRRHC #PrimaryCare #RuralHealth

**Post 2**

The National Centre for Remote and Rural Health and Care has an Information Hub on Turas Learn which outlines its Four Pillars of Work – Education and Training, Recruitment and Retention, Leadership and Good Practice and Research and Evaluation.

It shares project information, guides, and resources in relation to the centre’s programme of work in phase 1 and provides easy access to learning resources and sessions which the centre team design and deliver. Check it out at <https://learn.nes.nhs.scot/63205>

#NCRRHC #PrimaryCare #RuralHealth

**Post 3**

If you are interested in the work of The National Centre for Remote and Rural Health and Care we would encourage you to get in touch. Complete our survey, subscribe to our mailing list or email us <https://learn.nes.nhs.scot/63312>

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**Linkedin (3 posts per week)**

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**X (3 posts per week)**

**Post 1**

In 2021, 12% of the Scottish population lived in accessible rural areas and 5% in remote rural areas. We have 5 active collaborative and co-production programmes addressing challenges recruiting healthcare staff.

Learn more at <https://learn.nes.nhs.scot/75097>

#NCRRHC #RuralHealth

**Post 2**

Thread 1

The National Centre for Remote and Rural Health and Care’s Information Hub on Turas Learn outlines Four Pillars of Work: Education & Training, Recruitment & Retention, Leadership & Good Practice and Research & Evaluation [#NCRRHC](https://x.com/hashtag/NCRRHC?src=hashtag_click) [#PrimaryCare](https://x.com/hashtag/PrimaryCare?src=hashtag_click) [#RuralHealth](https://x.com/hashtag/RuralHealth?src=hashtag_click) <https://learn.nes.nhs.scot/63205>

Thread 2

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### Campaign hashtags

#NCRRHC #RemoteAndRural

#PrimaryCare #HealthAndCare

#RuralHealth #RemoteAndRural

#Education #Training #Leadership

#Recruitment #Retention

#TheCentre #NationalCentre