

## Meals on Wheels UK – Provider Resource



*Developed by the Meals on Wheels UK project, University of Bristol*

### Using LinkedIn to raise awareness of your Meals on Wheels service

#### Why this matters

Many Meals on Wheels providers use platforms such as Facebook or Instagram to connect with their local communities.

However, LinkedIn offers a different opportunity.

LinkedIn is widely used by:

- health and social care professionals
- local authority staff
- commissioners
- charities and voluntary organisations
- policymakers and researchers

This makes it a useful platform for raising awareness of Meals on Wheels among people who:

- refer to services
- influence funding and commissioning
- shape local and national policy

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#### What LinkedIn can be useful for

LinkedIn can help providers:

- raise awareness of their service among professionals
- share examples of day-to-day work
- highlight the impact of Meals on Wheels
- connect with local, national and international organisations
- stay informed about wider developments in the sector

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#### What to share

You do not need to post frequently or create complex content.

Focus on low-effort, day-to-day content. Simple updates can be effective, such as:

- a short description of your service
  - photos of meals or delivery (where appropriate)
  - a simple update about your team or volunteers
  - brief examples of how your service supports people
  - participation in local events or initiatives
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### **Keeping it simple**

Some providers find it helpful to:

- post occasionally rather than regularly
- keep posts short and factual
- use plain language
- focus on real examples from their service

You do not need to use LinkedIn in the same way as other organisations - even a small number of posts can help raise visibility.

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### **Connecting with others**

LinkedIn can also be used to:

- connect with local professionals and organisations
- follow relevant organisations (e.g. local authorities, charities, national and international bodies)
- see how others are talking about Meals on Wheels

This can help providers stay informed and feel more connected to the wider sector.

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### **Examples of useful content**

Focus on visibility and influence:

- sharing service developments or expansion
- highlighting partnerships with local organisations
- reflecting on demand or pressures facing the service
- raising awareness of gaps in provision
- contributing to wider conversations about ageing, care, or prevention

## Final note

Using LinkedIn is optional, and may not be appropriate for all services.

However, for some providers, it can offer an additional way to raise awareness, connect with others, and share the impact of their work.

## Help us improve this resource

This guide has been developed based on ongoing engagement with Meals on Wheels providers, alongside wider observations of how services and organisations are using digital platforms to connect with professionals and partners.

We recognise that providers have different levels of experience and confidence when it comes to using platforms like LinkedIn, and that approaches will vary depending on local context, capacity, and priorities.

We would really value your input to help ensure this resource reflects what is useful and realistic in practice.

If you are using LinkedIn (or have tried to), we would be very interested to hear about your experience.

You might wish to share:

- how you currently use LinkedIn (if at all)
- what has worked well for you
- any challenges or barriers you've encountered
- the type of content that has generated interest or engagement
- whether LinkedIn has helped you connect with professionals, partners, or commissioners

We are particularly interested in simple, practical examples, including short posts, approaches, or small changes that have helped raise awareness of your service.

Please share your ideas via our [WhatsApp Community](#).

Your input will help us better understand how providers are using LinkedIn in practice, and shape future guidance that is relevant, realistic, and grounded in the experiences of the sector.