



Guidance on Child Specific Recruitment

1. Introduction

On occasions, it may be appropriate for a specific child subject to Family Finding to be “advertised” on a number of platforms, including Social Media. The purpose of such “advertising” would be to reach a wider cohort of those seeking to adopt who may consider themselves appropriate to be matched with the specific child.

2. Legal Context

In regard to the ability to advertise a specific child, the Agency is not prevented from doing so by the Adoption and Children Act 2001 (s.123 does not apply to adoption agencies). Consent of parents to advertise is not required when a child is subject to a Placement Order; parental consent for placement to adopt has been dispensed with and the advertisement is part of the placement process.

This guidance is based on the principles as set out in *Re K (Adoption: Permission to advertise)* [2007] EWHC 544 Fam. Whilst this case can be distinguished as the Local Authority were seeking permission to advertise prior to disposal of the initial care proceedings, the Judgment considers the circumstances as to when it is appropriate to advertise and DfES guidance in this regard.

3. Process

The responsible Authority for the child will need to:

1. Give explicit written consent to the child being advertised, exercising their parental responsibility for the child (the Agency will not advertise without written authority);
2. Give explicit written authorisation to the proposed content of the advert;
3. Give explicit written authorisation to the media platform(s) proposed for the advertising;
4. Give explicit written agreement to the dates for the start and end of the advertising.

Additionally and importantly, the Local Authority will need to:

5. Notify the Parents (those with Parental Responsibility) of the following information:
 - a. The media platform(s) on which the advert is to be posted;

- b. The date that the advert will be posted and the duration of the advert;
 - c. That the information will be anonymised in that no birth name or photograph of the child will be used.
6. Provide the contact details of the Child's Social Worker;
 7. Advise them that should they wish to object to the advert, they have 7 days in which to do so (prior to the advert going live);
 8. Notify the parents at the conclusion of the advert with the outcome.