

Communicating via Social Media

Thanks to Social Media, we now have the unique opportunity to communicate on a personal level with families. That's why it is important to get it right! Here are some tips to help:

1. **Be Consistent** - When it comes to your posts and messages, keep it simple and keep it consistent. Make a plan for what you're going to post and how often, and stick with it. This should ideally be a few times a day or a week, depending on your goals and your following.
2. **Use All Social Networks** -
 - If you don't have a website, Facebook can act as one for you
 - Twitter is a quick way to share real-time updates of activities and events, like field trips
 - With Pinterest and Instagram, you can use the power of pictures
3. **Get Creative** - You have arguably the best resource for adorable pictures. Here are some ideas:
 - Post a short video of children laughing and playing
 - Hold a drawing contest and post all of the artwork
 - Ask parents to share pictures of their children
 - Don't forget about important information, announcements, church clothing sales, invitations, etc.
3. **Create a Sense of Community** - Parents want to feel like their child is being left with family. With Facebook and Twitter, parents can engage with your staff and each other.
4. **Don't Try to Sell, Sell, Sell** - Turn your parents into salespeople. They love to share pictures of their children and, by doing this on your Facebook and Twitter page, they are sharing information about your child care center.
5. **Teacher and Staff Features** - Use social media to promote your staff and give them the credit they deserve. Feature different teachers/staff with fun pictures. Tell an interesting, "Did you know?" about the staff member, their favorite quote or a picture of the staff member with her or his own family.
6. **Tell Your Story** - Tell the story of your preschool... unique benefits that set your program apart from the others.
7. **Throw Back Thursday** - People love seeing old photos! Post some of your school and the kids.
8. **GET PERMISSION** - Last, but certainly not least, get parent permission before posting any picture of a child. Send home a "parent permission slip" at the beginning of the year or when a child is registered.