Welcome!

*Our Goal:* to expand the advocacy capacity for CCR&Rs, providers, and family advocates at the state level.

**Housekeeping:**
- Ask questions throughout via the chat box.
- The webinar will be recorded and available soon after the completion of the webinar.
- Everyone will be on mute.
- We will have poll questions, be ready to participate throughout!

Join the movement: childcareworks.org
Agenda

• Welcome/Introductions
• Types of Social Media
• Creating Social Media Accounts
• Posting on Social Media
• CCAoA Resources
• Next Steps
Introductions

- **Liz Twilley**, Social Media Manager

Poll: What best describes your role?

Poll: I feel ___________ about my understanding of social media.

Poll: I use social media (often/sometimes/never) in my day.

Poll: I use: (Twitter, Facebook, Pinterest, Instagram, LinkedIn, YouTube)

Poll: I will be using a _________ for my social media.
Types of Social Media

[icons of various social media platforms]
Types of Social Media

Twitter
- For quick updates
- Breaking news
- Start a conversation!
- Use hashtags

Facebook
- Establishes authority
- Share your story
- Drive traffic to your blog or website

Instagram
- Share photos and videos
- Popular with young adults
Types of Social Media

LinkedIn
- Business or field-focused, professional
- Mainly articles

Snap Chat
- Action-oriented
- Great for events
- Younger audience
- Create filters!

Pinterest
- Get creative
- Majority female audience

YouTube
- Video!
- Can be live or static
- Get creative
Creating Social Media Accounts

• You only need an email
• Pick your handle @ChildCareWorks
• Add a profile picture
• Fill out your profile or bio
  - Website
  - Contact information
  - Location
  - Hours
• Get posting!
Creating Social Media Accounts

Facebook Page Vs. Facebook Profile

- Profiles are personal accounts
- Pages are for businesses and organizations
- Pages must be created and managed by someone with a Facebook profile
Posting on Social Media

• Share and retweet posts
• Join groups
• Use CCAoA resources
  https://thesocialpresskit.com/ccaoa
• Share your own child care story!
• Use hashtags
  #childcare
  #ECE
  #InvestInChildren
  #ChildCareWorks
  #JoinTheMovement
  #PaidLeave
  #FarmBill
  #TakeAction
Posting on Social Media - Facebook

1. Profile photo
2. Cover photo
3. Handle
4. New post/update
5. Hashtag
6. Notification bell
7. Messages
8. Publishing and scheduling posts
Posting on Social Media - Twitter

1. Profile photo
2. Cover photo
3. Handle
4. Bio
5. Notifications
6. Tweet
7. Reply
8. Retweet
9. Like
Leveraging the Power of a Post

**Build awareness:** How can we ensure our posts are widely shared and viewed by desired audiences?
- Post on group and event pages where families visit
- Explore paid promotion
- Encourage word-of-mouth by asking followers to:
  - Tag a friend or family member
  - Recommend your social media pages to their networks
  - Share or retweet your posts

**Engagement** How do we encourage frequent and active stakeholder participation?
- Get influencers to participate
- Facilitate connections that encourages consumers to engage with one another
- Be responsive! You will have more followers and more engagement
Leveraging the Power of a Post

- **Move traffic to your website:** What websites and web pages can we direct stakeholders to for more information and richer engagement?
  - Link back to content on your website
  - Audit and improve your website

- **Raise advocates and gain partners:** How can we maximize word-of-mouth?
  - Leverage advocates, volunteers and community partners that share your agency’s mission to amplify your message and take action on your posts
  - Translate your traditional methods of CEE to encourage people to connect digitally
  - Tag influential partners and cross-promote

- **Increase voice and engagement share in the industry:** How do we ensure that conversations about early learning and child care within our service area include our agency’s voice and the messages we want to promote?
  - Highlight the unique value your agency adds to your community and the lives of families
  - Produce content that is shareable, engaging, useful, and relevant
CCAoA
Content Resources

- Action Centers
- Social Media
- usa.childcareaware.org & ChildCareWorks.org
Next Steps

• Sign up for next webinar in series https://childcareworks.org
• Follow Child Care Works on social media - @ChildCareWorks
• Be on the look out for our follow up email with resources and this recording.
• Contact Liz if you have any questions!
Now What? In *Social Media 201* You Will Learn How To…

- Amplify your Message Using Social Media
- Use Social Media for Organizing
- Use Social Media to Recruit Advocates
- Create Graphics and Campaigns
Share Your Voice

• Poll: Now I feel __________ about my understanding of social media.
• Poll: I want to learn more about...
Questions?

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