Sandbox Social Media: Digital Connections in ECE

You will hear silence until we begin!

Tech Support
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Our plan for the sand:

- Overview
- Tours
- Toys
- Tips

Jump in!
About You
SOCIAL NETWORKING ISN’T NEW
We just have more virtual options

The universe’s largest 24/7/365 sandbox party...accessible anywhere
Social Media Realities

- It is pervasive
- It is high-impact
- It plays nicely with other tactics
SOCIAL MEDIA MYTHS

- It’s easy!
- It’s FREE!
- It’s INSTANT!
- College kids are gr8 at it!
- It will reduce costs!
- It will increase revenue!
Social media won’t work all by itself.

You still need comprehensive marketing.
Professional Social Media is art and science that takes:

- Openness
- Planning
- Policies
- Training
- Persistence
What can you do in the social media sandbox?

- Meet
- Learn
- Share
- Ask
- Invite
- Listen
What is yummy for the people you want to attract?

**Post “Cravable” Content**

- Blog posts
- Videos
- Email newsletters
- Events
- News
- Website content
- Freebies
- Contests
- Polls
I wish she would stop talking about her child!

If you only talk about yourself no one will want to be your friend
The right mix

80%
About relevant, useful information

20%
Promotional
### Risks

<table>
<thead>
<tr>
<th>Loss of “control”</th>
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<tbody>
<tr>
<td>Inability to sustain the effort</td>
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<tr>
<td>Privacy</td>
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<tr>
<td>Staff distraction</td>
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<tr>
<td>Transparency</td>
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### Benefits

<table>
<thead>
<tr>
<th>Defensive: Claim your territory</th>
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<tbody>
<tr>
<td>Reach audiences where they go</td>
</tr>
<tr>
<td>Demonstrate accountability</td>
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<tr>
<td>Another way to broadcast info</td>
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<tr>
<td>Respond to problems</td>
</tr>
<tr>
<td>Monitoring/Listening</td>
</tr>
<tr>
<td>Build partnerships</td>
</tr>
<tr>
<td>Get and share information</td>
</tr>
<tr>
<td>Increased website traffic, SEO</td>
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</tbody>
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Build Credibility
HOW MUCH SOCIAL?

ABOUT

1/4

of your overall marketing mix
Why invest so much time in social media
Diving into Social Media
# Comparing the Platforms

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary purpose</strong></td>
<td>Personal Networking</td>
<td>Personal &amp; Business</td>
<td>Professional Networking</td>
</tr>
<tr>
<td><strong>Ease of Use</strong></td>
<td>Complex</td>
<td>Very Complex</td>
<td>Straight-forward</td>
</tr>
<tr>
<td><strong>Users</strong></td>
<td>500 M +</td>
<td>200 M +</td>
<td>120 M +</td>
</tr>
<tr>
<td><strong>ECE Audiences</strong></td>
<td>Depends on Target</td>
<td>Moderate, but very tight</td>
<td>Moderate, but professional</td>
</tr>
<tr>
<td><strong>Best for</strong></td>
<td>Connecting &amp; Listening to the Public and community</td>
<td>Broadcasting Listening</td>
<td>Connecting &amp; Building Networks with Influencers</td>
</tr>
</tbody>
</table>
Fast, Complex, Broad, Not Deep

Twitter
• 140 characters
• Like a stock exchange ticker
• Great for PD, networking, promoting events, websites, blogs
• MUST use hashtags!
Tweeting In Action. Decoding the Symbols

@Twitter ID
A tweet to a specific person that is visible to all

RT @Twitter ID= ReTweet
Broadcasting someone else’s tweet

D TwitterID
A direct message to a specific person

# = Hashtag
Hashtags define topics so they are searchable
Deconstructing Tweets

Link to an article

Attribution

Hashtags

Retweet
Cross-pollinating with Hashtags

#teachers #education #educationcareers

Read later: Cross-pollinating with Hashtags on Twitter
#ecetech
#earlychildhood
#prek
#preschool
#childcare
#ELL

#earlyyed
#naeyc
#naeycac
#headstart
#ece
Twitter Chats

#Kinderchat

Huge list of chats and hashtags:
http://www.cybraryman.com/edhashtags.html
@cybraryman
TWITTER TOYS

• Tweetdeck
• Hootsuite
• Seesmic

http://mashable.com/guidebook/twitter/

More toys for other Twitter fun!
LinkedIn

Slow, Robust, Deep & Broad
LinkedIn Stats

- > 120 Million members
- 200 countries
- At least 20 ECE groups for professional development
- Tens of thousands of ECE professionals

Business to business networking
#1 Misconception

It’s for job searching
Core

- Professional Profiles
- Groups
- Status updates
- Company Profiles
“Propersonal”

- Not anonymous
- Professional
Connect on LinkedIn

- Gr8 Profile
- Connect with people:
  - You know
  - You need to know
  - Who know people you need to know
- Update Status
- Join groups, respond and share

Deeper info on my blog: LinkedIn Tips
LinkedIn Toys

- LinkedIn Browser Toolbar
- Hootlet by Hootsuite
- Sharaholic
Facebook

Fast, Complex, Broad, Vast
Facebook Stats

800+ million users worldwide

College > High School > Everyone > Business

Almost all of the ECE professional organizations have pages
1 Thing to Remember

Business pages

Have you downloaded the new Facebook for iPhone app yet? You can now easily access the Facebook Pages you use most often from the bookmarks tab on your iPhone. Select the icon in the top left corner of the app to view your favorite Pages under the Pages section. To view and access all Pages you manage, select "See All".
Gr8 Examples of ECE on Facebook

- NAEYC
- McCormick Cntr 4 Early Childhood Leadership
- National Head Start Association
- Child Care Resource Center, Ohio *
- Children’s Defense Fund *
- Bright Horizons
- Teach Preschool * 23,000 + (WOW!)
- Teaching Strategies
- Language Castle
- The InvestiGator Club
- Erikson Institute
- Early Childhood Investigations
Blogging

Very deep, robust, & broad
What's a blog?

“Web log”
Conceived as online journals
156 mil blogs
## Why Blogs and Websites?

<table>
<thead>
<tr>
<th>Blogs</th>
<th>Websites</th>
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<tbody>
<tr>
<td>Less formal</td>
<td>Formal</td>
</tr>
<tr>
<td>Allow (invite) comments</td>
<td>One to many communication</td>
</tr>
<tr>
<td>Immediate</td>
<td>Reviewed and edited</td>
</tr>
<tr>
<td>Weave in links to other sites, blogs</td>
<td>Intended to keep the visitor on the site</td>
</tr>
<tr>
<td>Focused, current, and topical</td>
<td>Comprehensive: products, services,</td>
</tr>
<tr>
<td>Updated frequently</td>
<td>More static (except news, sales, press)</td>
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</table>
Increase SEO
Attract people
Engage personally
Provide commentary
Humanize
Fast-Tracking to Kindergarten? How About a Good Track to Learning in Kindergarten and Beyond?

An article in the New York Times by Kate Zernike presents two divergent views of early education. One, taken at a Kumon preschool enrichment program, is of a child, just out of diapers, sitting at a table writing the numbers 42, 43, 12, and 13; of a three-year-old learning to read; and of a six-year-old able to recite the past, present and future tense.
READ B4 BLOGGING

• Birth to Thrive Online: http://birthtothrive.thrivebyfivewa.org/
• Early Ed Watch: http://earlyed.newamerica.net/blogmain/
• Lead from the Start http://circle-time.blogspot.com/
• Early Stories http://earlystories.org/
• Language Castle: http://languagecastle.com/wordpress
• Preschool Matters Today: http://preschoolmatters.org/
• The Grass Stain Guru http://grassstainnguru.com/
• Teach Preschool http://www.teachpreschool.org/
• 140+ In The Moment http://fssimon.wordpress.com/
• Early Childhood Investigations http://earlychildhoodwebinars.com/blog-2
PEOPLE / SITES YOU SHOULD KNOW

Beth Kanter

John Haydon

Mashable, Social Media

Linked Strategies
Additional Resources

- Social media resources for getting started
- Social Media planning tools on my site
- Twitter Tips, Tricks, and Power Tools
- LinkedIn Presentations
- Mashable’s AMAZING Twitter Guide
4 Final Points

1. Just like everything else worthwhile, social media requires a plan and persistence.

2. Strong social media is only one element of strong marketing strategies.

3. Nothing is easy, instant, or free!

4. You can do it. Your program depends on it.