The background features three hands, one at the top, one on the left, and one at the bottom, all pointing towards the center. Each hand is composed of a mosaic of small, colorful icons and logos, including recognizable social media and organizational symbols like Facebook, Twitter, LinkedIn, and various educational or community organization logos. The hands are set against a solid yellow background.

Increasing Enrollment

and

Enhancing Parent Engagement

Using Social Media and Online Communication Tools

Fran Simon, M.Ed.

#ECEwebinars



Engagement

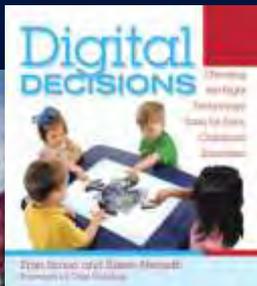
Strategies, LLC

Engagement

Strategies, LLC

About me:
Fran Simon, M.Ed.

- * Former Child Care Administrator * Tech Dev *
- * Marketing * Webinars *
- * Social Media * Author *



Today we will cover--

- What parents care about and need
- Enrolled families vs. parents seeking care
- Digital techniques
- Overview of social media
- Facebook, Pinterest
- (and maybe) Twitter, LinkedIn



It is not about the technology, the tools, or the media.

This is about relationships.



Before they enroll, and once they
are enrolled...

it is critical
to engage families

* Outreach * Promotion *

* Advertising * Informing *

* Recruiting * Persuading *

* Educating * Demonstrating * Marketing *

Why Engage? Family-School Engagement Research Says ...

- * positive outcomes
- * school-readiness
- * increased motivation
- * higher self esteem
- * lower suspension rates
- * less violent behavior
- * better graduation rates



What parents care about

All parents,

regardless of their age,
race, ethnicity, gender,
class, socio-economic
status, or culture,

**want, need, and
expect the same
things**

from their child's earliest
learning experiences...



Parents **expect** their children to be **physically**
and emotionally safe...

...to be **loved** and to
belong in a community.

...to be encouraged to

feel good about themselves.

...to be appreciated for their unique and
special qualities

...**to learn in enriching environments**



Do you communicate **with** parents
based on what you know

They need, want and expect? Do
you **LISTEN** as much as you talk?

—OR—

Do you **Tell** them what **you**
need them to know?

80 / 20 Communication

80%

Child-specific,
personal,
individualized
Listen

20%

Need to know,
instructions, details,
group-centric
Inform



Why

are online communication
tools so important for
enrolling and engaging
parents?

Information moves at the
speed of light

Parents are
overloaded!





Digital natives
expect
everything at
their fingertips

To engage you
have to do so
on their
terms

The connection between your website, social media, and enrollment

REPEAT AFTER ME...

Every program must have
a website

AND

Parents **MUST** be able to find and use it

Your website is the hub!



DIY and Semi-Custom



WORDPRESS



Custom

- Internal I/T
- Contract developers



Hubs/Forums - Internal Website tools for school to family and family to family communication

The screenshot displays the MemberHub interface for Trinity Community Church Preschool. At the top, a navigation bar includes links for 'Dashboard', 'Calendar', 'Your Profile', 'Family Members', and 'Help'. The user is logged in as Sam Jorgeson. The main header identifies the hub as 'Mrs. Jones 1st Grade' and features the Trinity Community Church logo. A 'Hub Navigation' sidebar on the left lists various sections: Home Page, Announcements, Calendar, Discussions, Files, Members, Photos, and Whiteboards. The central 'Members' section shows a list of 15 members, with the first six visible: Darrin Bedford, Naomi Childers, David Dentz, Jenny Franklin, Kuan Huang, and James Lee. Each member entry includes a profile picture, name, and icons for messaging and settings. A search bar and 'Hub Admins' section are located on the right. A 'New to MemberHub?' notice is visible at the bottom left.

memberhub

Logged in as Sam Jorgeson (Logout) | Dashboard | Calendar | Your Profile | Family Members | Help

Trinity Community Church Preschool

Trinity COMMUNITY CHURCH

Mrs. Jones 1st Grade

Hub Navigation

- Home Page
- Announcements
- Calendar
- Discussions
- Files
- Members
- Photos
- Whiteboards

Hub Settings

New to MemberHub? Read the [Hub Overview](#).

Members

Showing 10 of 15 | Page: 1 2 Next

	Darrin Bedford		
	Naomi Childers		
	David Dentz		
	Jenny Franklin		
	Kuan Huang		
	James Lee		
	Michael Rodriguez		

Search

Type & name

Hub Admins

Trinity Community Church Preschool (Hub Owner)

[Add Members](#)

The icon on a profile picture indicates that another family member manages that profile. [Learn more...](#)

Engaging in a digital world

Poll

Your relationship with social media



If you could have only one reason to use
social media to impact

enrollment,

it should be

SEO and traffic to
your site



SEO = Search Engine Optimization



Sponsored
Links



Computers Sponsored Link
www.Dell.com Shop Dell Notebooks, PCs and More. Powered By Intel® Core™ 2 Duo.

Computers at Circuit City
www.CircuitCity.com/PCs Official Site. Free Shipping on orders \$24 & up or pick up in store

Cheap Computers Sponsored Link
Sale On Desktop Computers. Huge Selection. Buy Now
www.Target.com

Computers
HP PCs with Windows Vista - Customize Your New Desktop Today!
www.hpshopping.com

Organic
Search
Results



Computer - Wikipedia, the free encyclopedia
Covers the history of computers and how they operate.
en.wikipedia.org/wiki/Computer - 133k - Cached - Similar pages

CompUSA.com - Buy Computers, Notebooks, Upgrades, Software...
compusa.com - America's leading retailer of Computers, Notebooks, Upgrades, Games, Electronics and more. Purchase Online or In-Store.
www.compusa.com/ - 43k - Cached - Similar pages

Computers - BestBuy
Computers. The right computer can be the center of your digital home — everyday tasks and homework, plus photos, music and games. ...
www.bestbuy.com/sitepage.jsp?type=category&id=store0500000 - 57k - Cached - Similar pages

Amazon.com Computers Features: Computers & PC

Computers
Huge Desktop PC Selection. Buy now & Save Big on Desktops at Newegg
www.newegg.com

Earn money for college
The Texas Air National Guard has many different ways to earn money!
www.tx.ang.af.mil/254/index.html

Computers at Target
Computers Online.
See This Week's Featured Items.

Sponsored
Links



If you could have only one reason to use social
media to impact

family engagement,

it would be to

Reach families how, when, and
where

they communicate

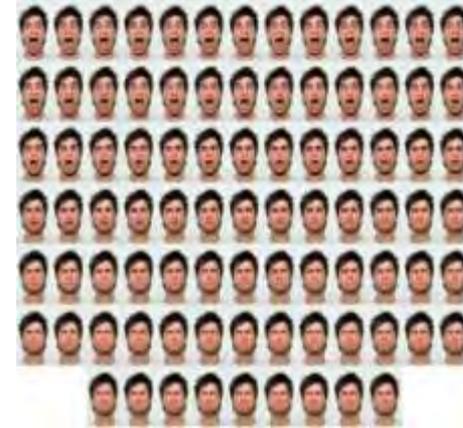
Before Social Media



One

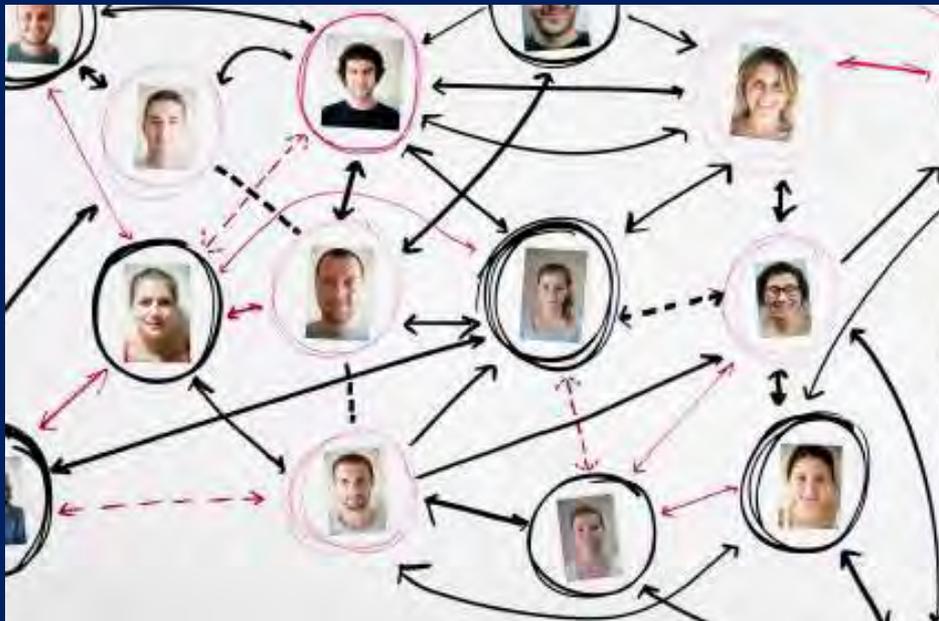


To



Many

EVOLUTION



Now

Many to
Many

Communication Evolution

Before Social Media

Push out messages

EVOLUTION

Social Wisdom

Inviting **INTERACTION**

Listening

Parent Engagement Evolution

Conventional Wisdom

- Tell
- Inform
- Educate

EVOLUTION

Social Wisdom

- Invite to engage with you
- Give them reasons to say good things
- Help them engage with one another

Social Media Myths from the resisters!



▪ Having a website is enough!

▪ It's frivolous.

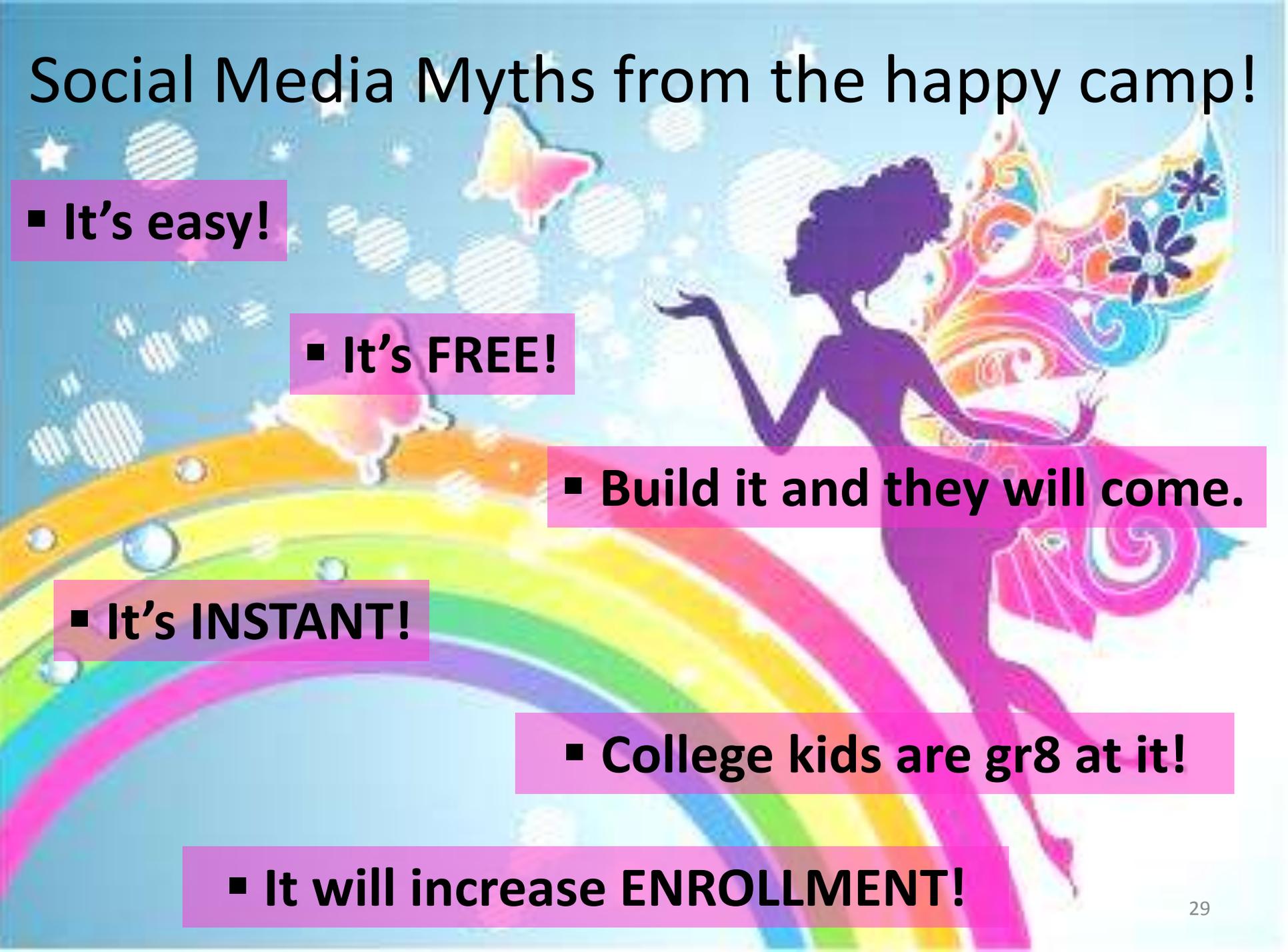
▪ It's just for kids.

▪ We will lose control.

▪ It's a distraction.

▪ Privacy! Yikes!

Social Media Myths from the happy camp!



▪ It's easy!

▪ It's FREE!

▪ Build it and they will come.

▪ It's INSTANT!

▪ College kids are gr8 at it!

▪ It will increase ENROLLMENT!

Social Media Realities

A photograph of three children jumping joyfully with their arms raised. On the left is a young boy in a colorful patterned shirt and blue jeans. In the center is a boy in a light green long-sleeved shirt and blue jeans. On the right is a girl in an orange long-sleeved shirt and blue jeans. The background is plain white.

- It is pervasive

- It is high-impact

- *It's just 21st century communication*

- **IT ENHANCES SEO & TRAFFIC TO YOUR WEBSITE!**

Professional Social Media

is art and science that takes:

- Openness

- Planning

- Policies

- Persistence

- Training

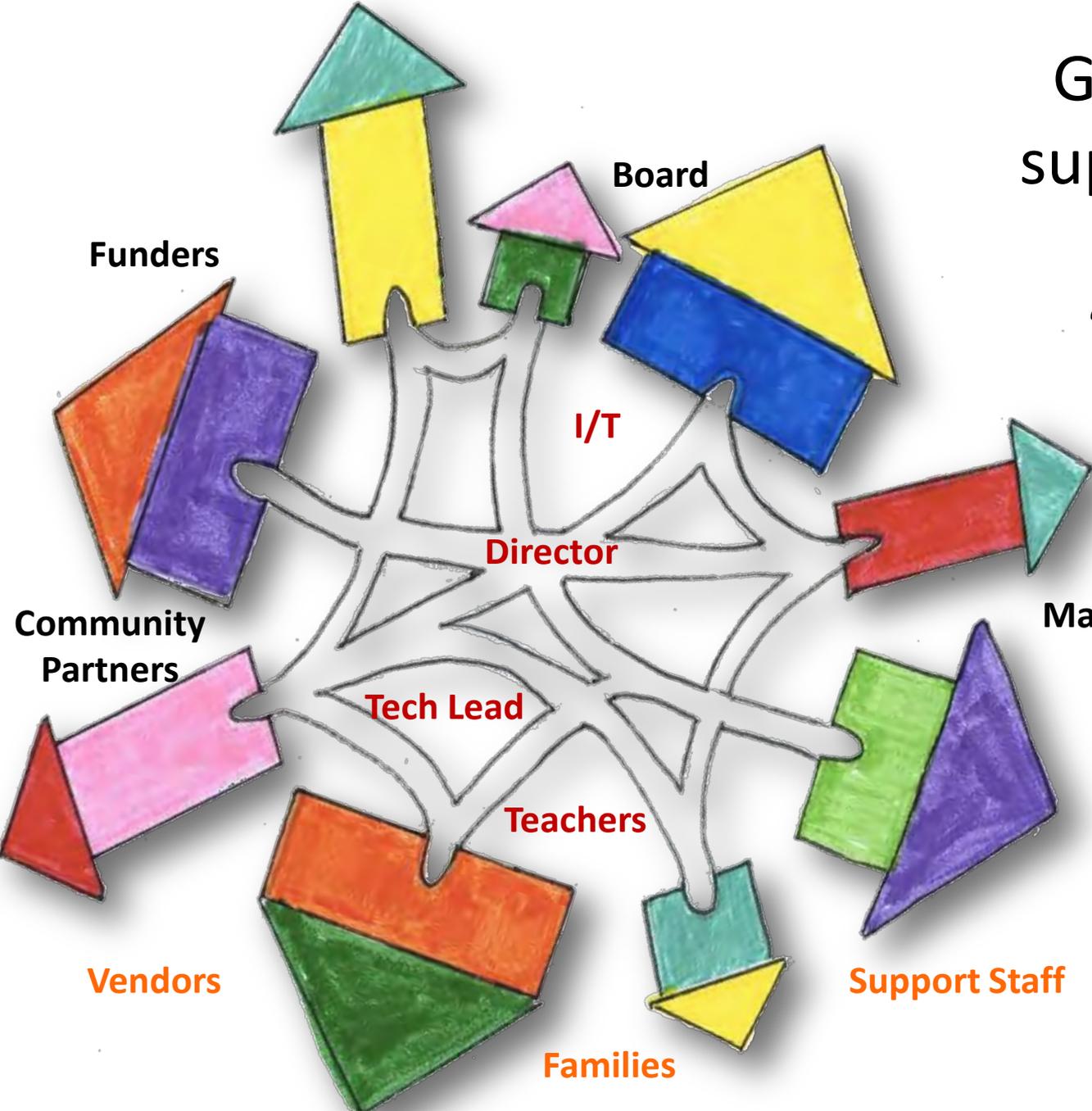
- Insight into the target audience

Poll

Professional Development



Get buy-in and support from the program “ecosystem”



Empower your teams...



...with positive social media policies

The right mix of engaging info



“What’s in it for me?”

My child.

My child’s class.

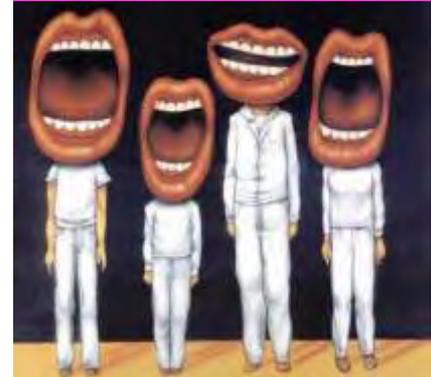
My child’s teacher

What’s going on
What do I need
to know?

20%
Info

80%

About relevant, useful information
and two way communication



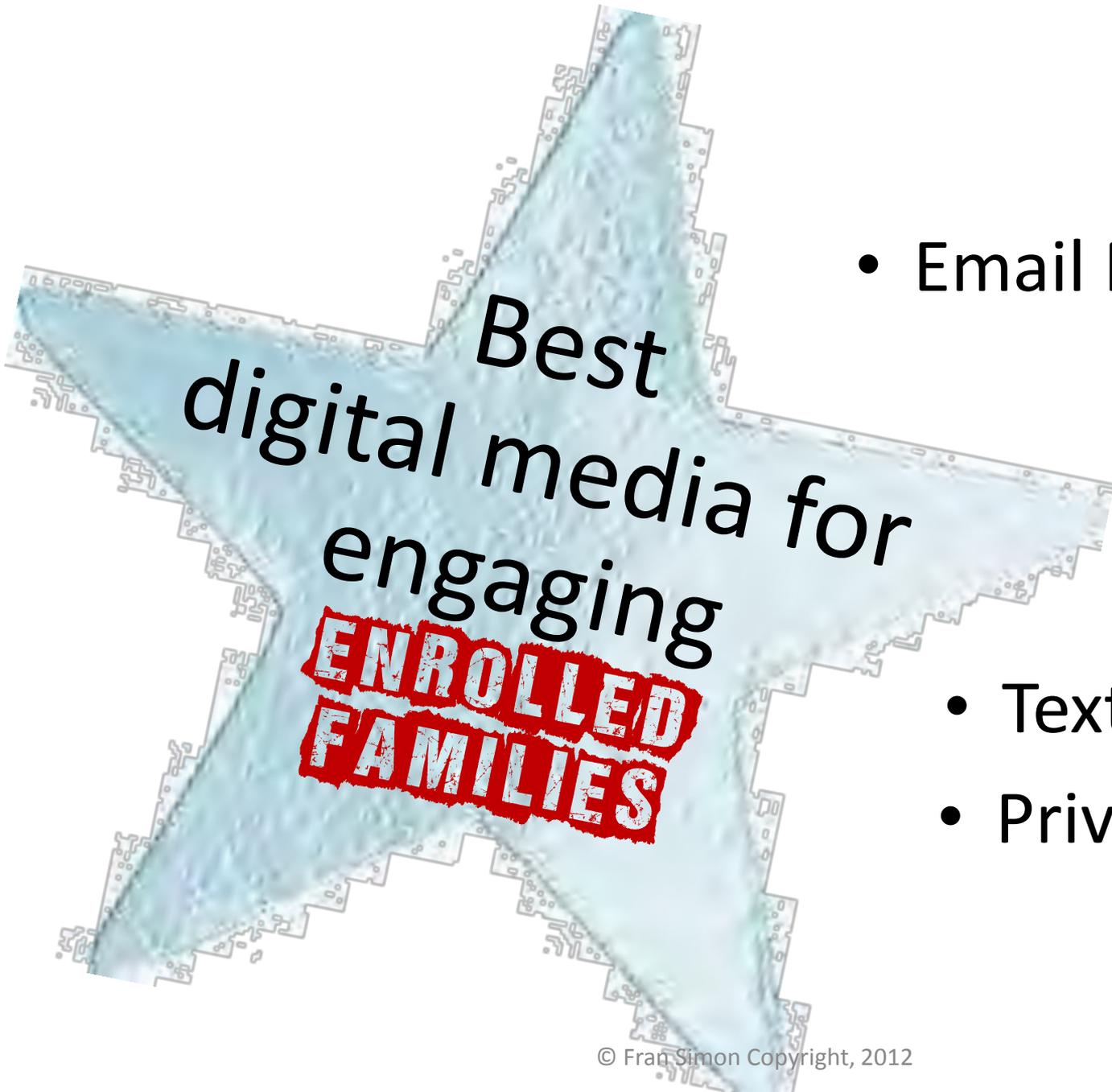
Social Media

The sites where people
congregate to engage

- Blogs
- Email Newsletters
- Digital Ads
- Websites
- Facebook
- Pinterest
- Directories & Rating sites



Best
digital media for
attracting
NEW
families

A light blue map of Texas is shown, tilted slightly. Overlaid on the map is a red stamp with the words "ENROLLED FAMILIES" in white, bold, capital letters. The stamp has a distressed, ink-like texture.

Best digital media for engaging

ENROLLED FAMILIES

- Blogs
- Email Newsletters
 - Websites
 - Facebook
 - Pinterest
- Text messaging
- Private website networks

- LinkedIn
- Twitter
- Pinterest
- Text messaging
- Private website networks



Poll

Anout which tools do you want to learn?



What's a blog



New
& enrolled
families

“Web log”

**Conceived as
online journals**

[Blogs in Plain English](#)

Blogs and Websites? 03

BLOGS	WEBSITES
Personal	Formal
Invite interaction	One to many communication
Immediate	Reviewed and edited
Weave in links to other sites, blogs	Intended to keep the visitor on the site
Focused, current, and topical	Comprehensive: products, services,
Updated frequently	More static (except news, sales, press)

Why Blog?

Increase SEO

Attract people to your site

Provide cravable content

Humanize

Read B4 blogging

For Educators

- Teach Preschool <http://www.teachpreschool.org/>
- Pre-K Pages <http://www.pre-kpages.com/blog/>

For Families

NAEYC's Families Blog: <http://families.naeyc.org/blog>

Policy

- Birth to Thrive Online: <http://birthtothrive.thrivebyfivewa.org/>
- Early Ed Watch: <http://earlyed.newamerica.net/blogmain/>
- Preschool Matters Today: <http://preschoolmatters.org/>



facebook.

A small, dark image of Mark Zuckerberg is positioned at the bottom center of the blue box.



**Staff, Enrolled
Parents
& SEO**

Business pages

The image shows a screenshot of the Facebook website interface. At the top, there is a blue navigation bar with the Facebook logo and a search bar. Below the navigation bar, the main content area is titled "Facebook Pages" and includes a sub-header "Product/Service". There are several promotional images for Facebook Pages, including one with a blue cube and a gold trophy, and another with a gold trophy on a blue cube. Below these images, there is a "Wall" section for "Facebook Pages" with a "Share:" button and options for "Post" and "Link". A text input field with the placeholder "Write something..." is visible. On the left side, there is a sidebar with a navigation menu including "Wall", "Info", "Friend Activity (1)", "Resources", "Public Figures and Orgs", "Marketing Talks Live", "Notes", "Photos", and "Stories". At the bottom of the sidebar, there is an "About" link. In the bottom right corner, there is a small inset image showing a mobile app interface for "Pages" with a list of pages including "Celebs on Facebook", "Daily by Morn", "Facebook Pages", and "Non-Profits on Fa...".

facebook Search

Facebook Pages

Product/Service

Wall Facebook Pages · Everyone (Top Posts)

Share: Post Link

Write something...

Facebook 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".

Wall

- Info
- Friend Activity (1)
- Resources
- Public Figures and Orgs
- Marketing Talks Live
- Notes
- Photos
- Stories

About

Pages

- Celebs on Facebook
- Daily by Morn
- Facebook Pages
- Non-Profits on Fa...



Bright Horizons

14,138 likes · 614 talking about this

Like Message



Bright Horizons

14,138 likes · 614 talking about this

Like Message

Education
The official fan page of Bright Horizons Family Solutions. Have a question? Contact us at communities@brighthouse.com

About

Photos	Ask a Question	Pinterest	Virtual Pumpki...
Twitter	Instagram	Events	RSS/Blog
Rocking Earth ...	Videos	14,138 Likes	

The children at SIA Child Development Center (Lafayette, IN) are mastering the art of karate! What are some extra-curricular activities your child or class enjoys?



Like Comment Share

10 people like this.

Paul Nugent Cool I like karate 😊
3 hours ago · Like

Write a comment...

Ask Questions, Share Ideas & Win!

Register for an account and post a new discussion thread on the Bright Horizons Online Community for a chance to win a Kindle Fire HD! For details and to enter, please visit: <http://bit.ly/V67BaH>

Bright Horizons Online Community

HOLIDAY GIVEAWAY

Ask Questions, Share Ideas & Win!

From Nov 29 - Dec 14, all registered Bright Horizons Online Community members who start a new discussion thread will be entered into a raffle for a chance to win a Kindle Fire HD.



kindle fire HD
(\$199 value)

www.brighthorizons.com/community

Like Comment Share

39 people like this.

Wayne Henry that explains it 😊
November 29 at 12:33pm · Like

Meghan Stubbs Its sad how I work for Bright Horizons but had no idea this was going on.
November 29 at 12:34pm · Like · ❌ 1

Timmy MacDonald I'd love to win a Kindle!
Friday at 10:23am · Like · ❌ 1



GR8 EXAMPLES OF ECE ON FACEBOOK

- [Teach Preschool](#) * 50,000 + (WOW!)
- [Bright Horizons](#)
- [Child Care Resource Center, Ohio](#) *

- [NAEYC](#)
- [National Head Start Association](#)
- [Teaching Strategies](#)
- [Language Castle](#)
- [The InvestiGator Club](#)
- [Early Childhood Investigations](#)

Like an art gallery. A visual Internet with your friends as docents.



New and Enrolled
Parents
& SEO

Pinterest

Addictive



Bright Horizons

Bright Horizons is the world's leading provider of employer-sponsored child care, back-up care, education and work/life solutions! Our Mom to Mom bloggers are excited about sharing their picks!



Repins from



PragmaticMom



ELCMDM



Literacy Counts

18 Boards

385 Pins

0 Likes

Activity

Invitations #11

515 Followers

113 Following

Media Mom Picks

42 pins



MediaMom

Nourish Mom Picks

48 pins



LifeMom

Organized Mom Picks

32 pins · 44



LifeMom

Progressive Mom Picks

49 pins



LifeMom

Rookie Mom Picks

38 pins



MediaMom

Crafty Mom Picks

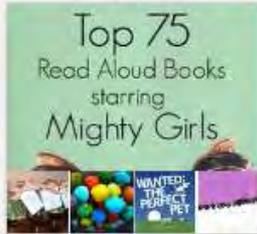
8 pins



LifeMom

Commuter Mom Picks

9 pins



LifeMom

Back to School

12 pins



LifeMom

e-family news

12 pins



LifeMom

Bright Horizons

28 pins



LifeMom

Teacher Appreciation

7 pins



LifeMom

Learning Activities For Ki...

9 pins



LifeMom

Arts & Crafts

26 pins



LifeMom

Kid-friendly Recipes

17 pins



LifeMom

Kid-friendly Recipes

Like 0



Bright Horizons

Follow

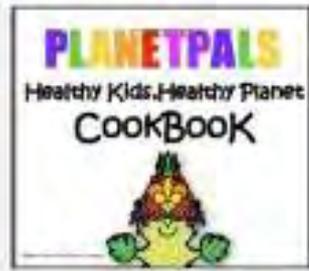
433 followers, 17 pins



Memorial Day Treats

1 like 3 repins

google.com



Fun and healthy food recipes/ideas for kids!

2 repins

planetpals.com



Cute pineapple chick from @FamilyFun magazine for Easter brunch!

2 likes 5 repins

parents.com



Marshmallow sheep cupcakes!

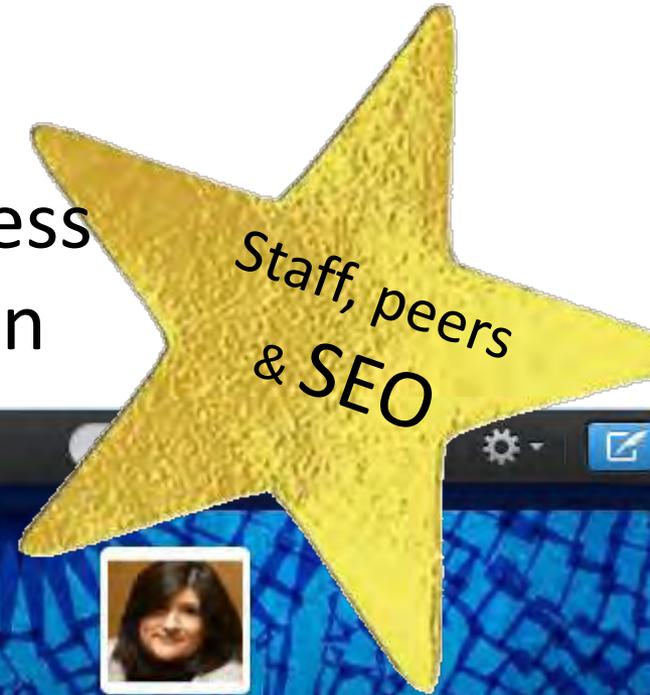
1 like 4 repins

oprah.com



Twitter

“Microblogging” 14 characters or less
Most often with links to information



Home @ Connect # Discover Me

Tweets >
Following >
Followers >
Favorites >
Lists >

Fran Simon
@FSSimon

Engagement expert, consultant, author: Technology, marketing, social media, & webinars for early education & non-profit orgs. Founder @ecewebsinars and @ecetech.
Washington, DC · <http://www.esbyfs.com>

12,416 TWEETS 3,917 FOLLOWING 4,607 FOLLOWERS

Tweets

Fran Simon @FSSimon 2 Oct
@brueckj23 Hi! Were you at an event? If so, which event?
View conversation

Fran Simon @FSSimon 2 Oct
Hey, @LittleeLit: Do you know about #ECETechCHAT on Weds at 9 PM EDT? We'd love to have you! This week: #Art and #ECEMusic

I AM AN ARTIST I AM A SCHOLAR
I AM A WRITER I AM A LEADER

Similar to you >
Tom Okarma @TomOkarma Follow
Laurie Maddalena @cuexecccoach

Decoding Tweets

@Twitter ID (@ECEwebinars)

A tweet to a specific person that is visible to all

RT @Twitter ID= ReTweet (RT @ECEwebinars)

Broadcasting someone else's tweet

D TwitterID (D ECEwebinars)

A direct message to a specific person

= Hashtag

Hashtags define topics so they are searchable

HELLO

My name is

#ECE

#earlyed

#prek

#preschool

#childcare



#parents

#naeyc

#ecetech

#headstart

#HSprofs

Decoding links and hashtags

Fran Simon @FSSimon

27 Sep

Case Western study debunking the myth that tech use in #earlyed means the end of imagination ow.ly/e2KeG #ecetech #edtech #ece

▶ View media

Hashtags for conferences and chats



Mme Kathleen @MmeKathleen

28 Nov

@jodialtringer When I blog about my tech experiences, it's always the good, the bad, and the ugly! mrssilkycactus.wordpress.com

#ecetechchat

Retweeted by Judi Altringer

View summary

National Black Child @NBCDI

6 Oct

What do you think is the single most important thing we can do to improve educational outcomes for Black children? #NBCDIconf

Expand



Nora Thompson @noraltaet

28 Nov

@jodialtringer I'd like to know about what you are doing! You can direct message me your email so we can share #ecetechchat

View conversation



Nora Thompson @noraltaet

28 Nov

@jodialtringer I hope so. Still working with the district to open it up to a larger audience. Lots of permissions. #ecetechchat

View conversation



karen nemeth @KarenNemethEdM

28 Nov

@glovely would love to see 'how to' suggestions rather than reviews. Like, 'use digital camera to support math by doing xyz

#ECETechChat

View conversation

ReTweeting

NAEYC @NAEYC

1 Oct

RT @dblduchess: 13 Things Babies Learn When We Read with Them | **NAEYC** For Families fb.me/2qxlX4qZ1

Expand

LinkedIn



Linked



It's not just for job searching

GROUPS!

150 results

- **Early Childhood Education, Child Care, and CCR&R...** (Member)

0 Early Childhood Learning has always been on the radar, and many programs exist at various levels to support 0-5 children holistically and prepare...
Very Active: 184 discussions this month - 8,187 members
1 Ty Dumesnil and 2,028 in your network
- **Early Childhood Education Network** (Member)

0 Where early childhood professionals connect with each other and share vital information about all aspects of the industry. The Early Childhood...
Very Active: 89 discussions this month - 3,722 members
1 Kelly Green and 1,894 in your network
- **Early Childhood Research Professionals** (Member)

0 A forum for professionals involved in the research of issues related to early childhood growth, development, health and education.
Very Active: 89 discussions this month - 4,593 members
1 Susan Appier and 1,228 in your network
- **Experienced Early Childhood Consultants** (Member)

0 This is a group where Early Childhood organizations can find outstanding consultants in the field of early childhood education. If you do not...
Very Active: 57 discussions this month - 3,893 members
1 Lisa Wobrowski and 853 in your network
- **Early Childhood Technology Network** (Member)

0 Early Childhood Technology Network is a community for technology-minded ECC administrators, leaders, and teachers and technology developers who...
Active: 22 discussions this month - 2,104 members
1 Ty Dumesnil and 818 in your network
- **Early Childhood Staff Development Professionals** (Member)

0 This is a network for people who provide professional development or... for early childhood educators. We're here to share ideas, challenges...
Active: 41 discussions this month - 1,562 members
1 Michelle Barnes and 674 in your network
- **Early Childhood Professionals Group** (Member)

0 This is a group for early childhood professionals. Whether you call yourself a teacher, a nanny, an early interventionist, a child life...
74 discussions this month - 381 members
1 Wika Wobrowski and 254 in your network
- **ELLs / DLLs in Early Childhood** (Member)

0 For professionals who work with young children who speak different languages - a place to discuss strategies and share resources
Active: 39 discussions this month - 721 members
1 Kelly Green and 428 in your network

Questions for me?



Fran.Simon@ESbyFS.com

