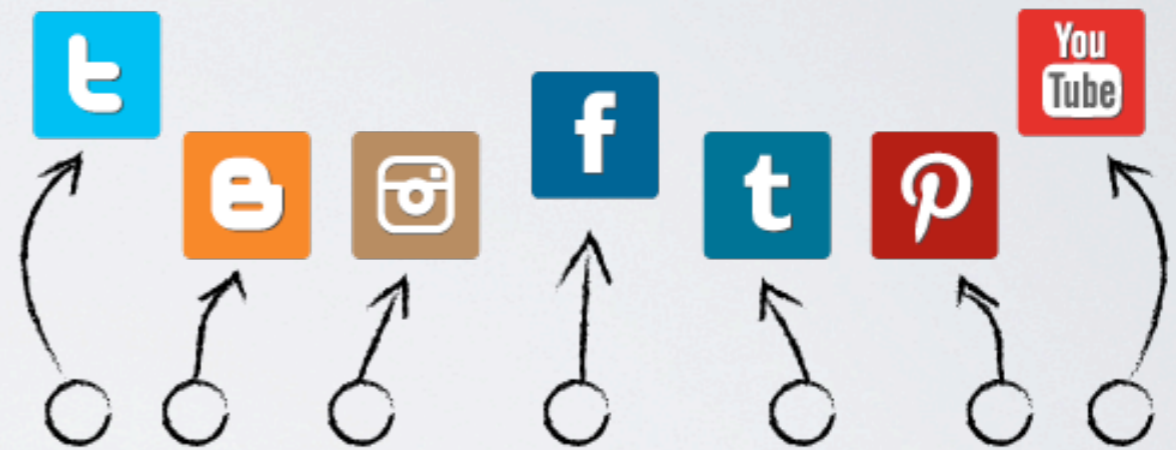


SOCIALIZE

Building Your Social Media Playbook

OBJECTIVES

Take the fear and intimidation out of Social Media and layout an action plan for success.



FACT OR FICTION?

Social Media is another “fad”...

Social Media is confusing...

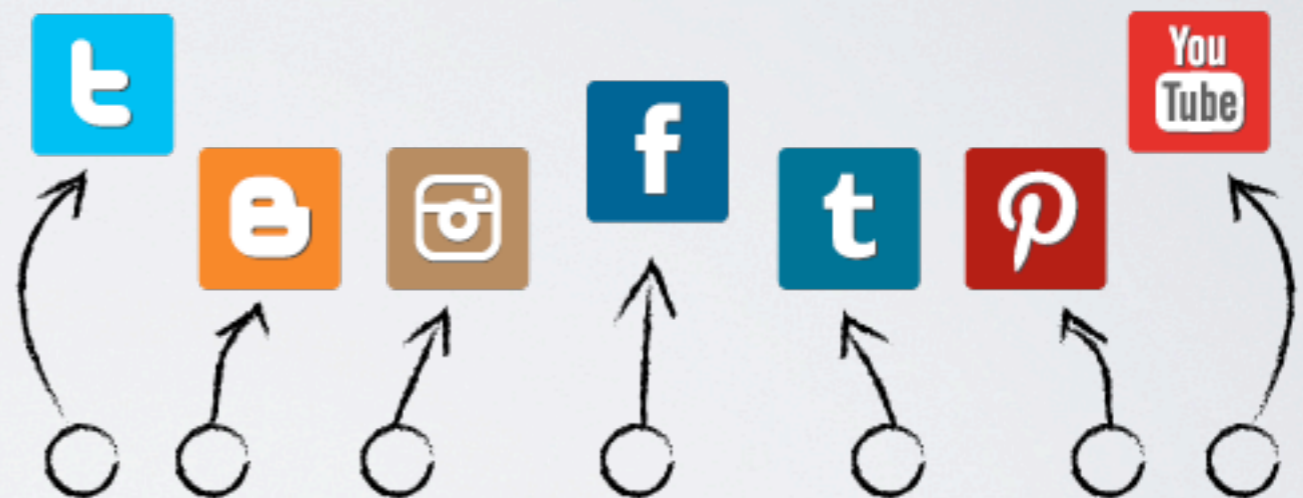
Social Media is dangerous...

Social Media isn't for business...

Social Media is evil...

Social Media doesn't work in Child Care...

I don't need Social Media...



MISCONCEPTIONS

“Free & easy”

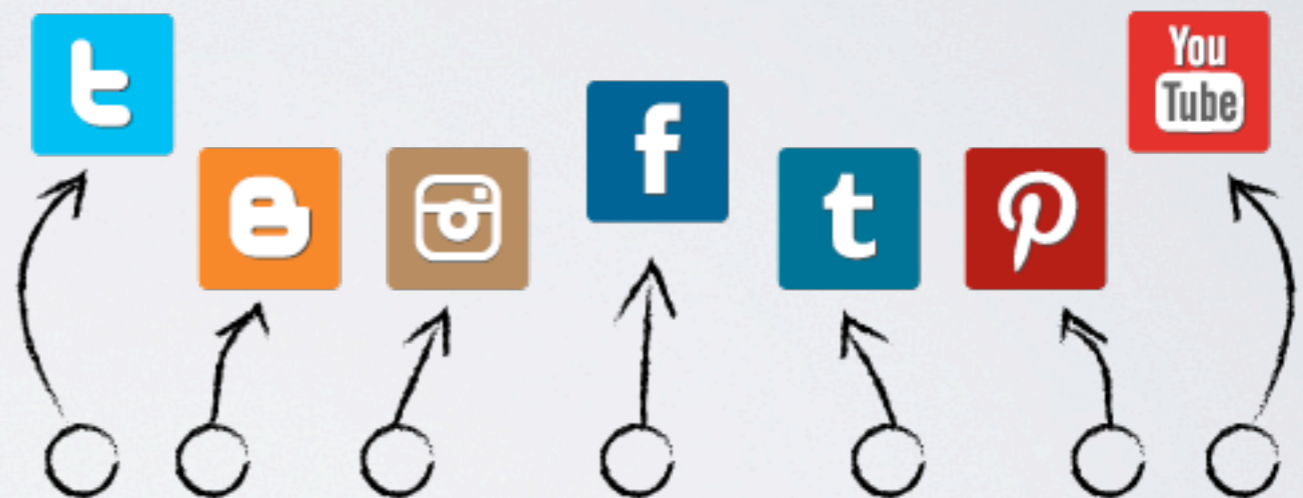
“Expensive & hard”

No strategy needed

No rules needed

Better off with a “bunker” mentality

Social Media means Facebook



RULES OF ENGAGEMENT

Policy

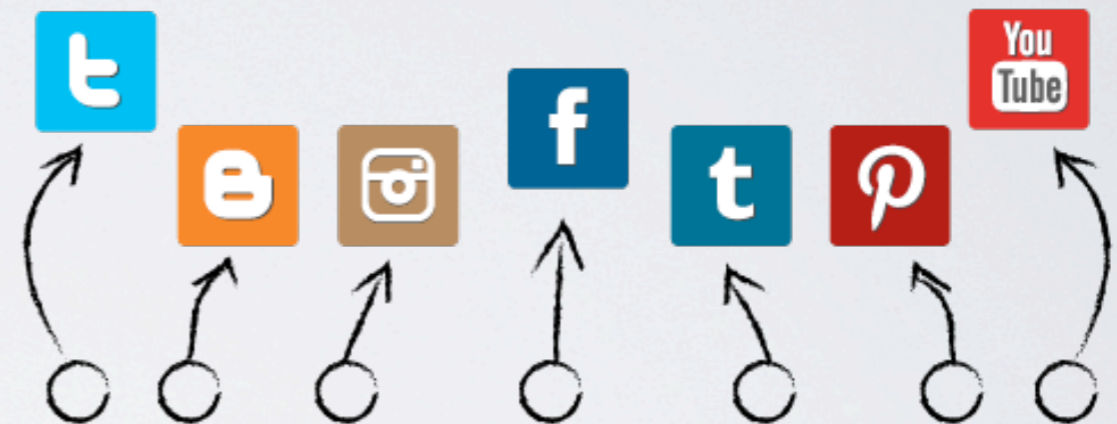
Have posted guidelines/add to employee handbook

No “friending” parents, expectation is a polite decline

Identification with school means code of conduct in/out of school

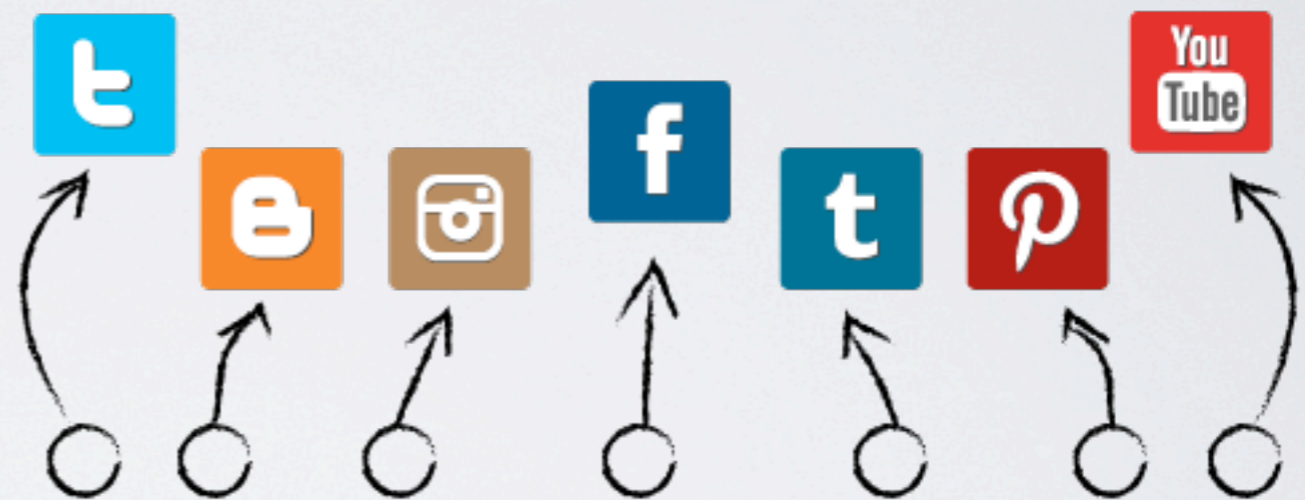
Discuss protocols

Hold people accountable



THE BIG ISSUE...

“People will post negative stuff.”

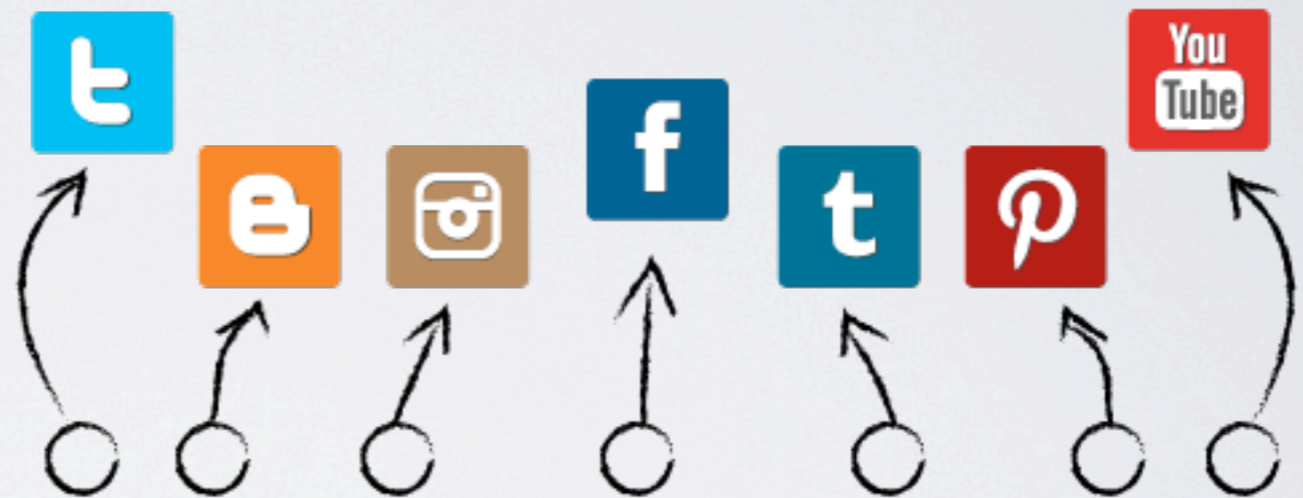


3 KEY COMPONENTS

Strategy

Storytelling

Execution



STRATEGY

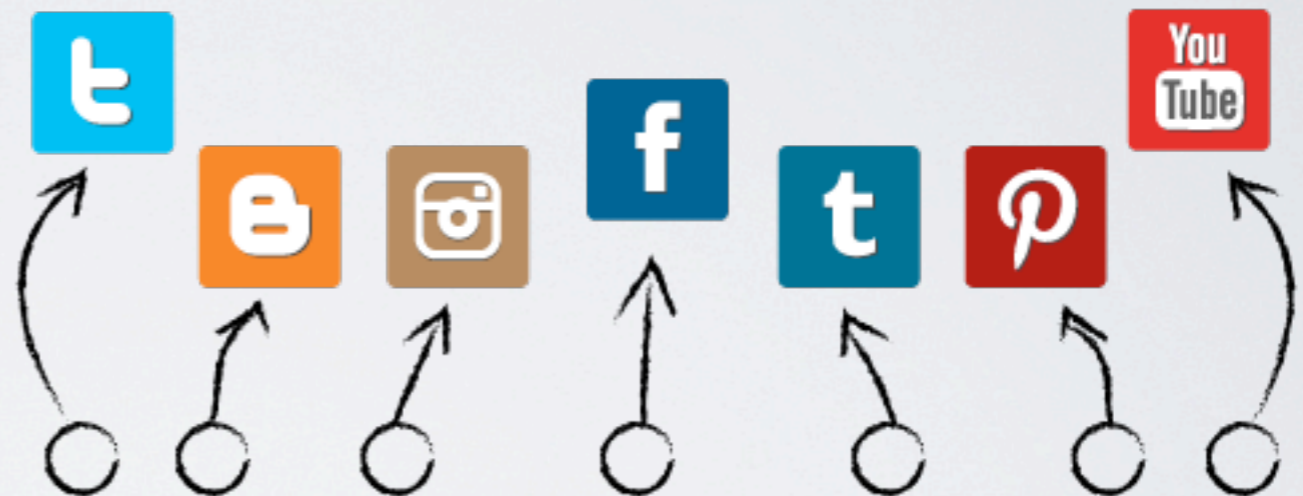
SOCIAL STRATEGY: QUESTIONS

To Whom?

For What purpose?

When?

Why?



SOCIAL STRATEGY: COMPONENTS

Target

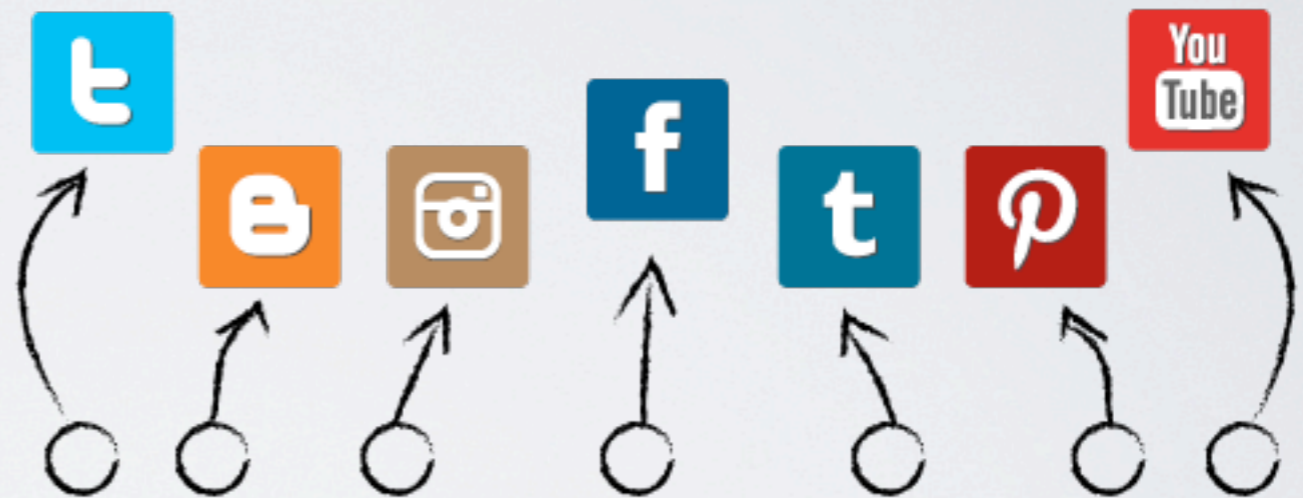
Messaging

Schedule

Tools

Promotion

Measurements



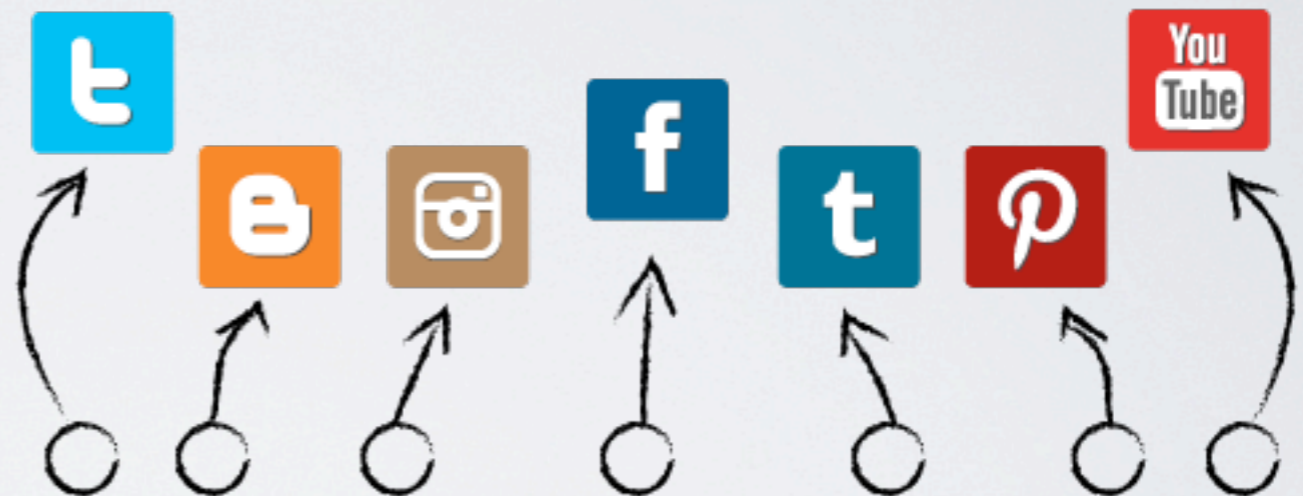
TOOL SELECTION

Criteria

What tools do my parents use?

Which tools are appropriate?

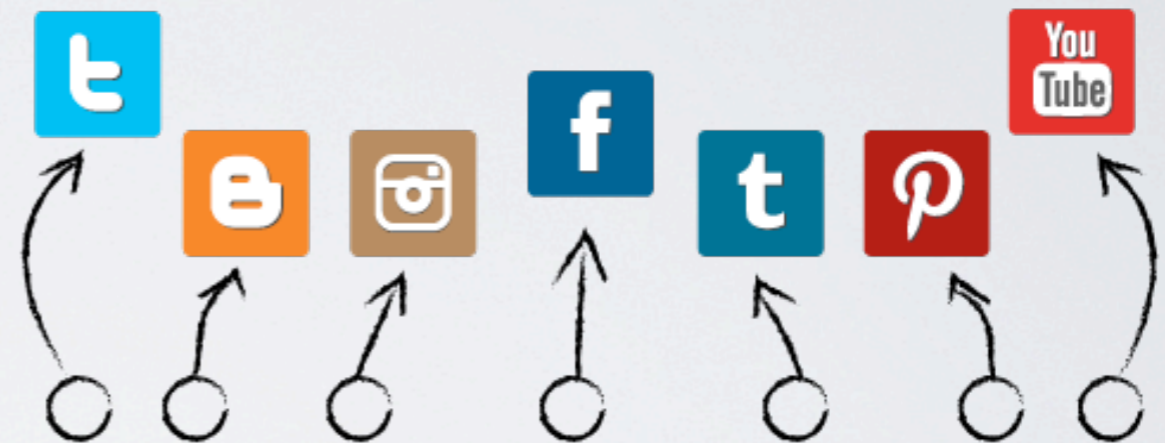
Do I have the technology to execute?



TOOL SELECTION

Top Tools

- **Facebook**
- **Twitter**
- Blogs
- Instagram
- **Pinterest**
- Tumblr



CONTENT PLANNING

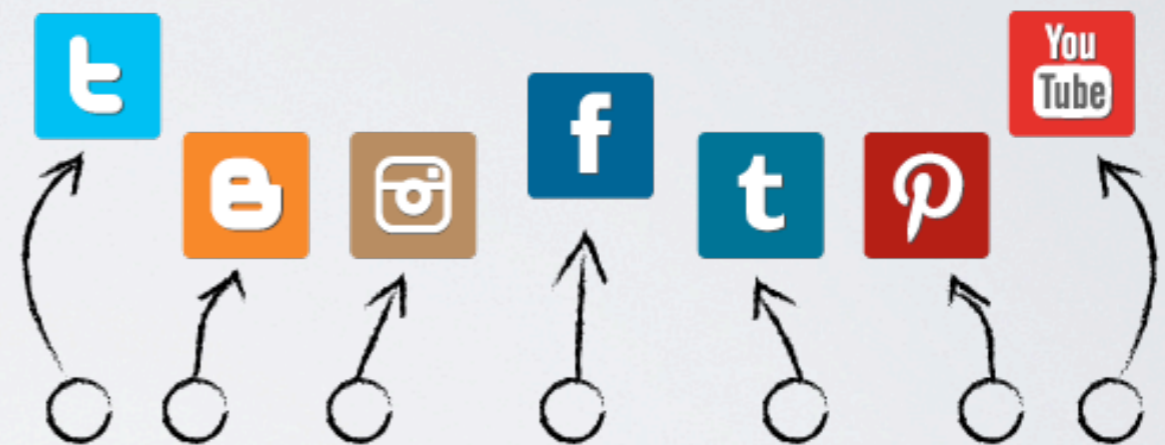
Frequency (Day/Time)

Types (Photos, Links, etc...)

Content Library

Contributors

Sources



CONTENT PLANNING: SOURCES

Sources

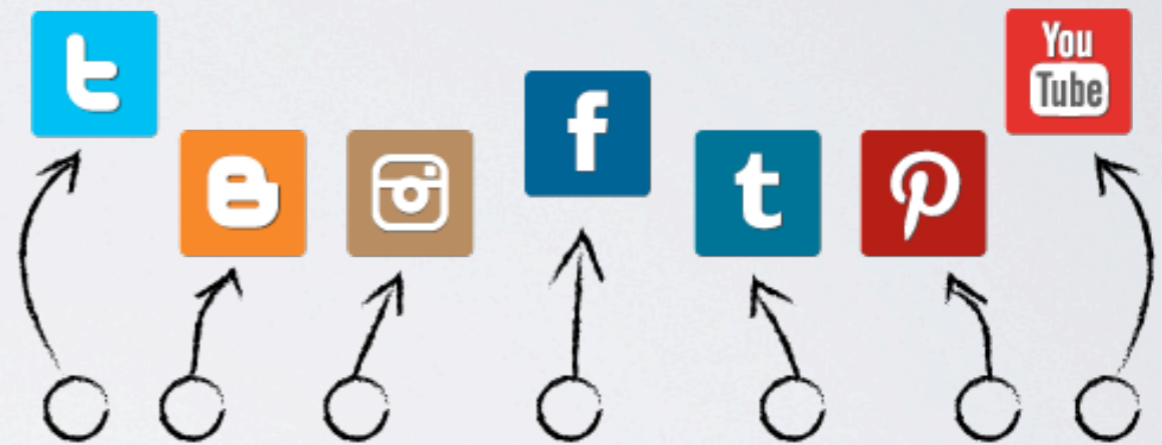
Vetted Web sites

Credible/certified sources

Like minded groups

Industry experts

News feeds



CONTENT MANAGEMENT: BEST PRACTICES

Never create content in “real time”

Schedule less aggressively

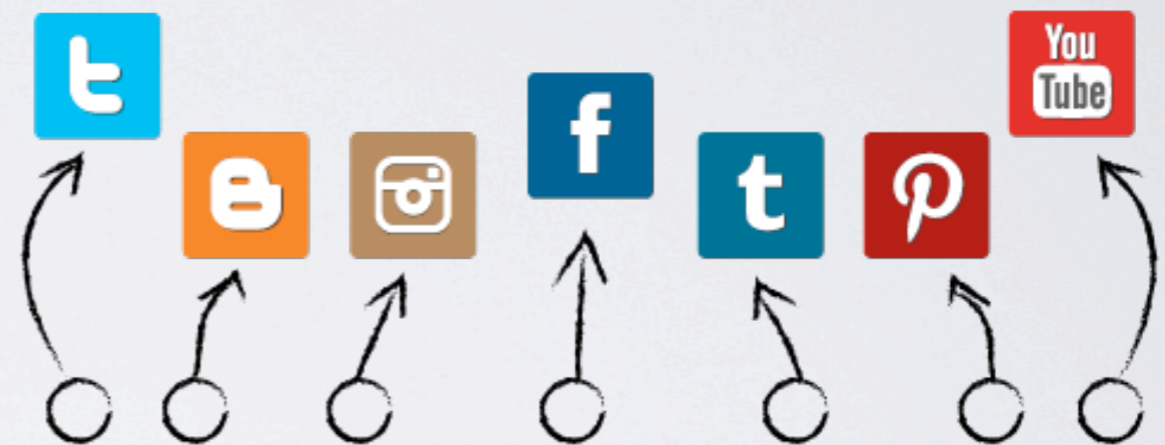
“Aggregate” vetted content

Keep it light

It’s about them, not you

Pay attention to their behavior

Measure and refine



STORYTELLING

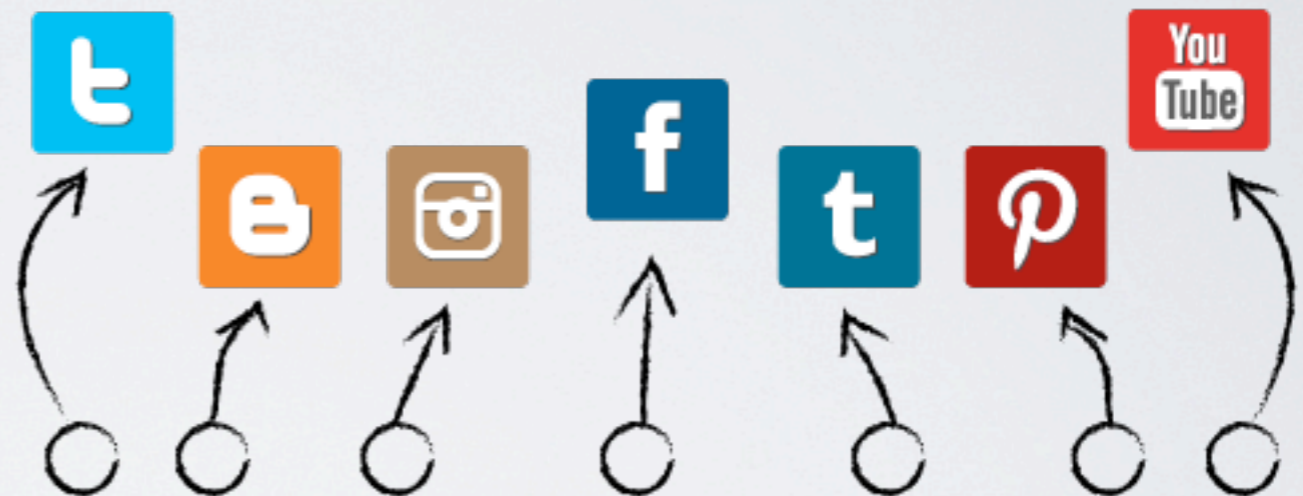
SOCIAL STORYTELLING

Who am I speaking to?

What do they care about?

What do I want them to know?

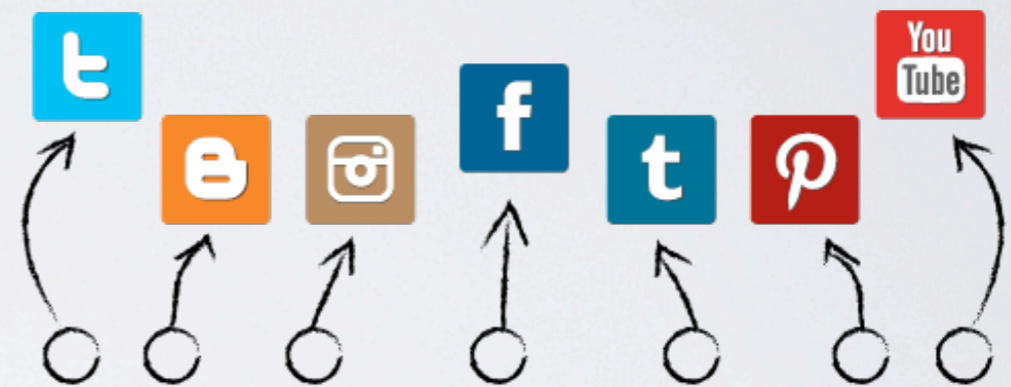
What do they need to know?



CONTAGIOUS CONTENT

Jonah Berger

1. Social Currency (Make them look smart. Share cool information)
2. Triggers (Related things/environmental, “top of mind”)
3. Emotion (Evoke emotion)
4. Public (Can they see others behavior? Monkey see, monkey do. Easy to imitate=popular)
5. Practical Value (Content that helps others)
6. Stories (Don't just share info...tell stories)

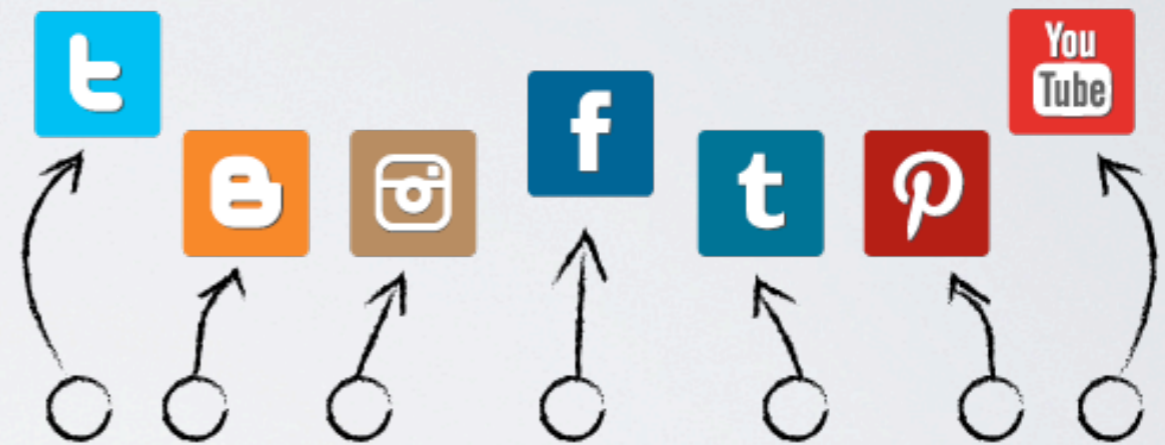


EXECUTION

ACTION PLAN

Before:

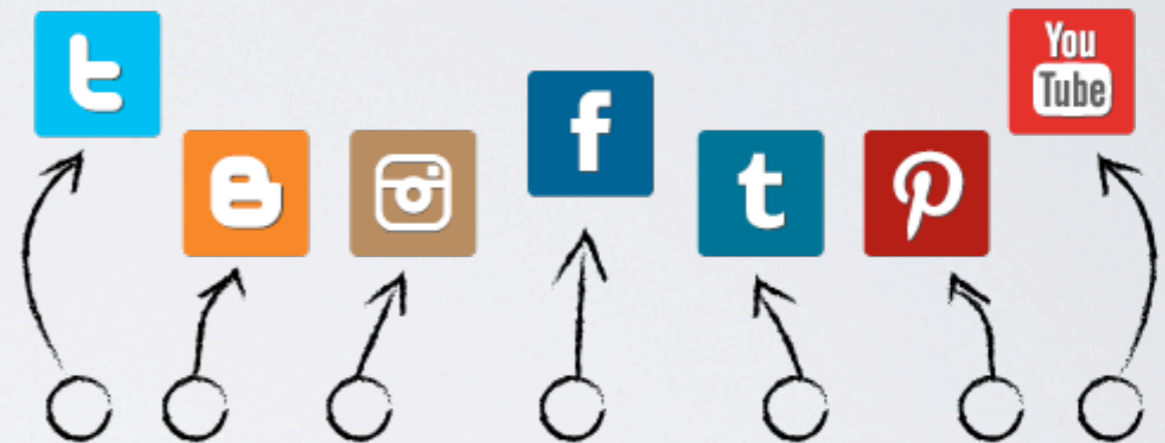
- Survey parents for tools they use
- Select/set up 3 tools (Triangle)
- Assign a SM Leader
- Create a Content Plan
- Build a Content Library
- Practice using the tools



ACTION PLAN

Launch:

- Promote
- Remind staff of policies
- Establish your rhythm
- Add to Content Library
- Practice using the tools



PROMOTE

Announce their arrival!

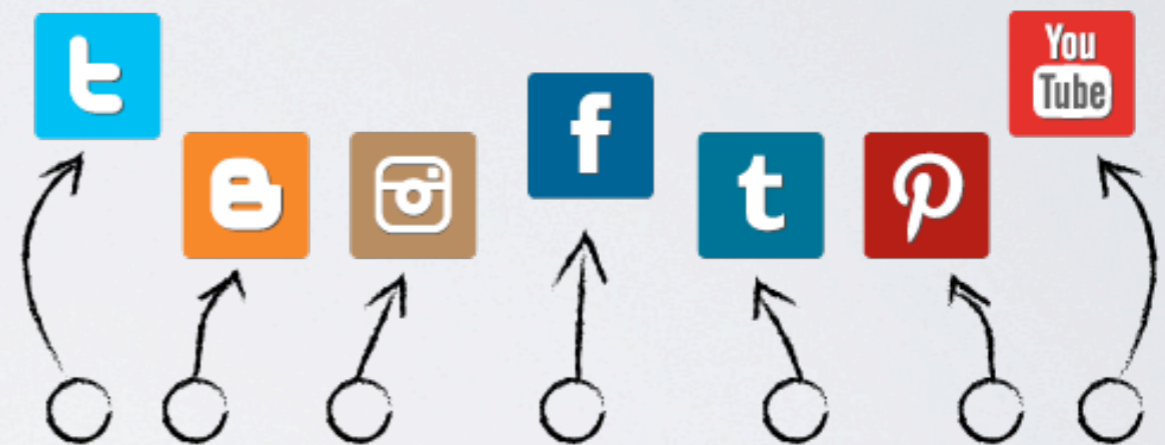
Talk about them

Signs

Add to current communications
(Newsletters, flyers, etc...)

Tell them what's going to be included

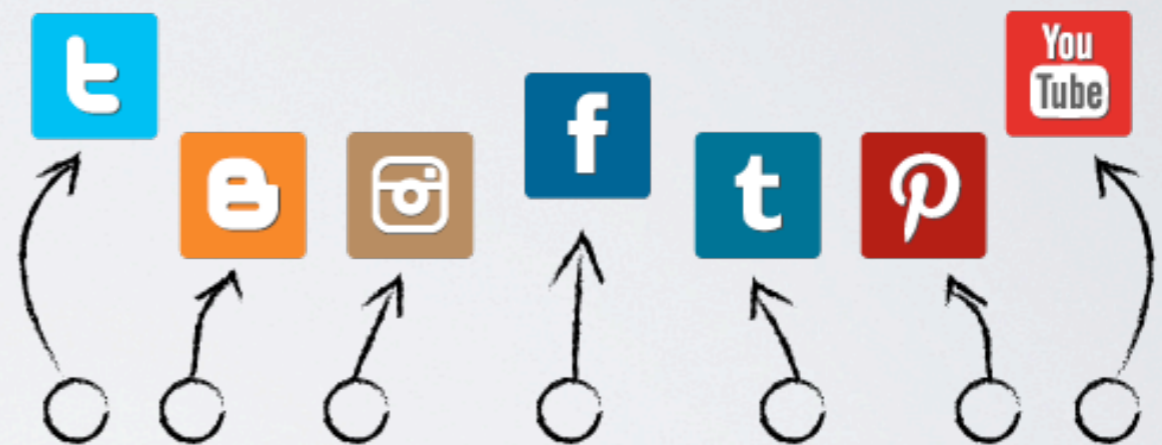
Create "information scarcity" to drive
adoption



ACTION PLAN

On-Going:

- Promote
- Remind staff of policies
- Keep your rhythm
- Add to Content Library
- Survey parents
- Measure key statistics/behavior



MEASURE

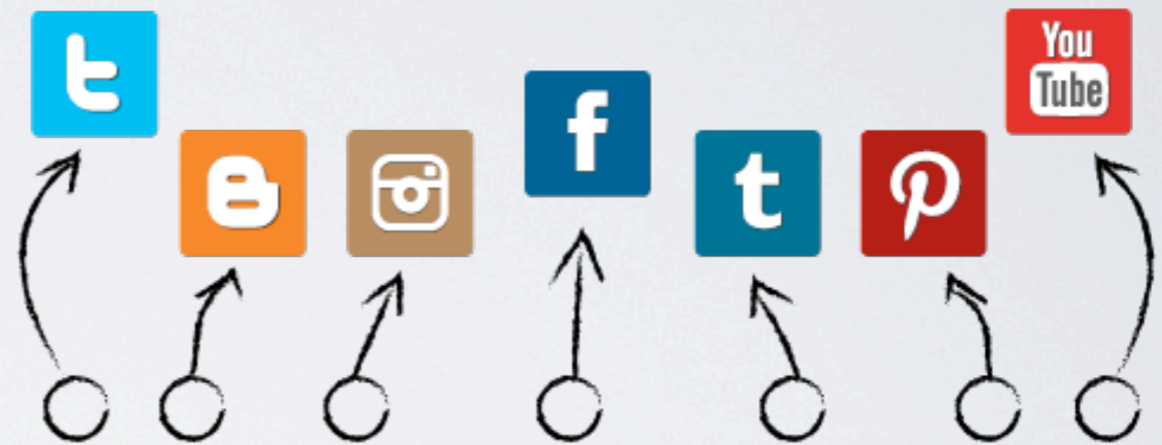
Find "Success Metrics"

Followers/"Likes"

Adopters (Mavens)

Reaction to types of posts

"Conversions" from campaigns



HOLD UP A SECOND...

TOP 5 REASONS PROGRAMS FAIL

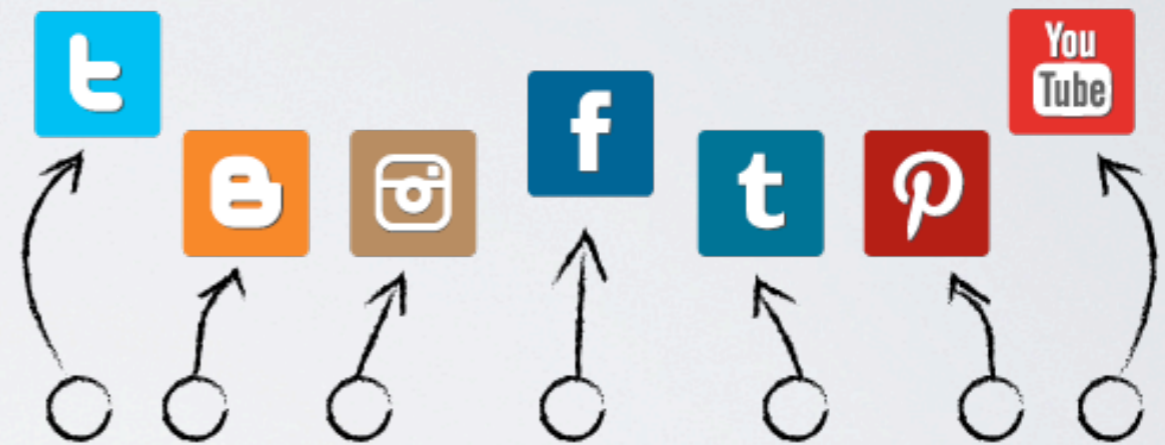
Focused on tools not content

Inconsistency

Poor content

Unreasonable expectations

No ownership/accountability



DO'S & DON'TS

Do: Layout a game plan

Do: Appoint a SM leader

Do: Be consistent

Do: Measure outcomes

Don't: Use it to fight with parents

Don't: "Wing it"

Don't: Consider it your "silver bullet"

Don't: Abandon other successful approaches

