

Making the Most of Parent Contact



Intro

What are families looking for?



Intro

Health and Safety



Intro

Education



Intro

Emotional Connection



Tour

Health and Safety Connection

- Policies and Procedures
 - Meals
 - Transportation
 - Medicine



Educational Connection

- Make it personal
 - Ask developmental questions
 - Ask preference questions
 - Give examples
 - Show off





Emotional Connection

Make it fun!



*Arrival and
Departure*

Health and Safety Connection

- Be vigilant
- Same rules for everyone (Explain rules to everyone)
- Immediate answers to questions or concerns



*Arrival and
Departure*

Educational Connection

- Pay attention to the learning environment
 - *Should reflect current themes, topics, seasons, interests (including common spaces)*
- Pay attention to the activities parents see
 - *Things should be happening*
 - *Involve families in learning*



*Arrival and
Departure*

Emotional Connection

- Intentional, systematic engagement
 - *Anecdotes*
 - *Check ins*
 - *Photographs*



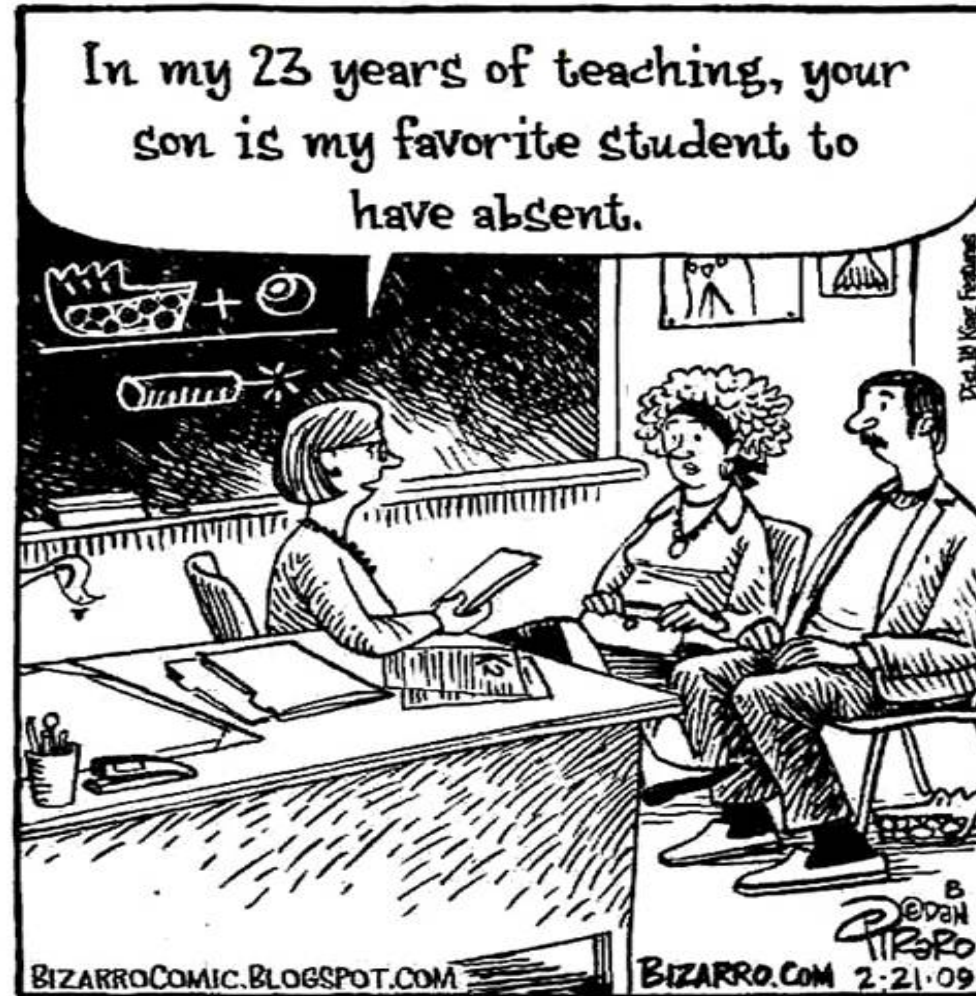
*Arrival and
Departure*



Conferences

Conferences

BIZARRO



Conferences

Health and Safety Connection

- Share what is currently happening in the building (fire safety week, dental health month, new cribs, etc.)
- Share a current article dealing with health and safety



Educational Connection

- Use data
- Choose your words carefully
- Speak in terms of goals accomplished and next steps
- Never compare children in the class



Conferences

Emotional Connection

- Anecdotes
- Listen
- Record



*Above &
Beyond*

Health and Safety Connection

- Offer flu shots
- Offer parent education with health care professionals
- Offer vision, hearing, dental screenings



*Above &
Beyond*

Educational Connection

Parent Education:

- *Child development*
- *School readiness*
- *Community resources*



*Above &
Beyond*

Emotional Connection

- Food Drives
- Holiday Projects
- Festivals
- Art Shows
- Disaster Relief



*Wrap up and
Q & A*

Attention to parent contact



Better Practices



Enrollment & Retention



Social Media and You!

Agenda

- Discuss Concerns
- The Reality
- Review tools
- Content Planning
- Execution/Best Practices



Social Media and You!

Discuss

- Who uses social media?
- Who's scared?
- What good stories have you heard?
- What bad stories?
- Who is planning to use?



Social Media and You!

3 C's:

- Connect
- Communicate
- Collaborate

Your story...

Their lifestyle.



The Reality

- Not going away
- Needs to be embraced
- Tool section and consistency are keys for success
- People are still talking about you, create a dialog
- Fast learning curve
- Free but require time and commitment
- Augment not replace proven mediums/methods
- Phased implementations work best



Why?

- Parents already embracing
- Cost effective
- Smart phone usage
- Parents are too distracted to engage staff
- Conventional tools outdated (Newsletters, Signs, Flyers)
- New “normal”, expected
- Collaborative, two way conversations
- It’s the way your target consumes information



Tools

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- Cornerstone of approach
- Widely accepted
- “Lifestyle” tool
- Functionality (Photos, Events, Rich Media, Reporting)
- Integration to secondary tools (Pinterest, Twitter, FourSquare, Etc...)
- Heavy adoption for target demographic
- Supports Web/SEM traffic
- Enter once, broadcast to secondary tools
- Mobile device platform
- Collaborative



Tools



Twitter

- Popular for news and “flash” information
- Integrates with platform social media tools (Facebook, Pinterest, etc...)
- Widely adopted by both genders
- “Outbound” communication tool
- One way connection



Pinterest

- Rising in popularity
- 95+% female users
- “Pin” areas of interest (Recipes, Crafts, Games, Activities...)
- Replacing Google in many cases
- “Social search” trusted sources
- Connect/share interests with Moms
- Mobile device platform
- Supports Web/SEM traffic
- Collaborative



Tools



Instagram

- “Hot” tool
- Integrates with platform social media tools (Facebook, Email, Twitter)
- Widely adopted by both genders
- Photo sharing
- One way connection



Blogs



- Most common and forgotten
- Work horse for content updates
- Aligns with Web site and handles frequent content updates
- Supports Web/SEM traffic
- Functionality (Photos, Events, Rich Media)
- Content: Virtual Tour, Aggregated, trusted content/resources for parents, Events, Photo Galleries, etc...
- One way connection

Usage

Communicate

- “Building or Breaking” your brand?
- Testimonials
- Teacher profiles
- Virtual tour
- Show areas of distinction
- Resource links
- Photos
- Events



Usage

Growing Enrollment

- Build Community
- Connect parents
- Connect families
- Connect kids
- Broaden reach of traditional tools
- Track metrics
- Support tours



Content: Best Practices

- KEY: Schedule/dedicated leader/content collaborators & plan (30 days of content)
- Resource links
- Vetted content (steal ours)
- Photos of activities
- Video
- Parent based content (Recipes, Parent Connect)
- Questions/Conversation starters
- Facility
- Fundraising



Execution

Establishing Protocols

- Signed media consent form
- NO, NONE, NOT ANY teachers “friend-ing” parents
- Set up school pages not personal pages
- Standards of “acceptable” communication
- Consequences

