

Increasing Enrollment and **Enhancing Parent Engagement** Using Social Media and Online Communication Tools

Fran Simon, M.Ed.

#ECEwebinars



Engagement

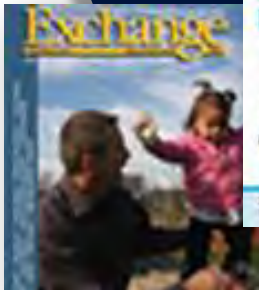
Strategies, LLC

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?

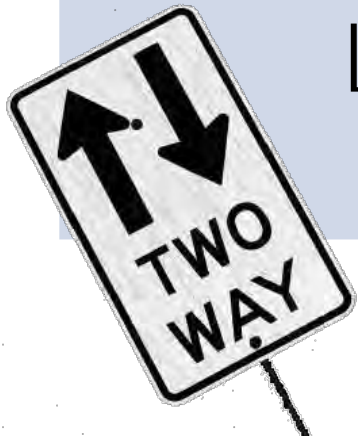
80 / 20 Communication

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



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 website interface. On the left, a dark grey sidebar features the MemberHub logo and a navigation menu with links to Home Page, Announcements, Calendar, Discussions, Files, Members, Photos, Whiteboards, and Hub Settings. Below the menu is a link for 'New to MemberHub? Read the Hub Overview.' The main content area is titled 'Mrs. Jones 1st Grade' and shows a list of members. The top navigation bar includes links for 'Logged in as Sam Jorgeson (Logout)', 'Dashboard', 'Calendar', 'Your Profile', 'Family Members', and 'Help'. The right sidebar contains a search bar, a 'Hub Admins' section listing 'Trinity Community Church Preschool (Hub Owner)', an 'Add Members' button, and a note about the 'E' icon on profile pictures. The member list includes names like Darrin Bedford, Naomi Childers, David Dentz, Jenny Franklin, Kuan Huang, James Lee, and Michael Rodriguez, each with a profile picture and a status icon.

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

Search

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](#).

Members List:

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

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

Computer - Wikipedia, the free encyclopedia
Covers the history of computers and how they operate.
en.wikipedia.org/wiki/Computer - 133k - Cached - 2 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 - 2 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/tepage.jsp?type=category&id=store000000 - 57k - Cached - 2 similar pages

Amazon.com Computers Features: Computers & PC
...

Organic
Search
Results



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

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

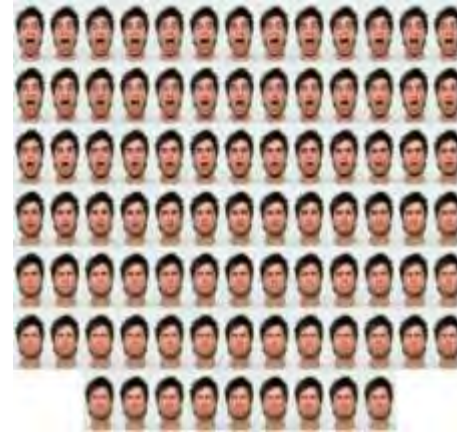
Before Social Media



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 of diverse backgrounds jumping joyfully with their arms raised in the air. The child on the left is a young boy with dark skin wearing an orange and grey patterned shirt and blue jeans. The child in the middle is a young boy with light skin wearing a green long-sleeved shirt and blue jeans. The child on the right is a young girl with dark skin and curly hair wearing 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

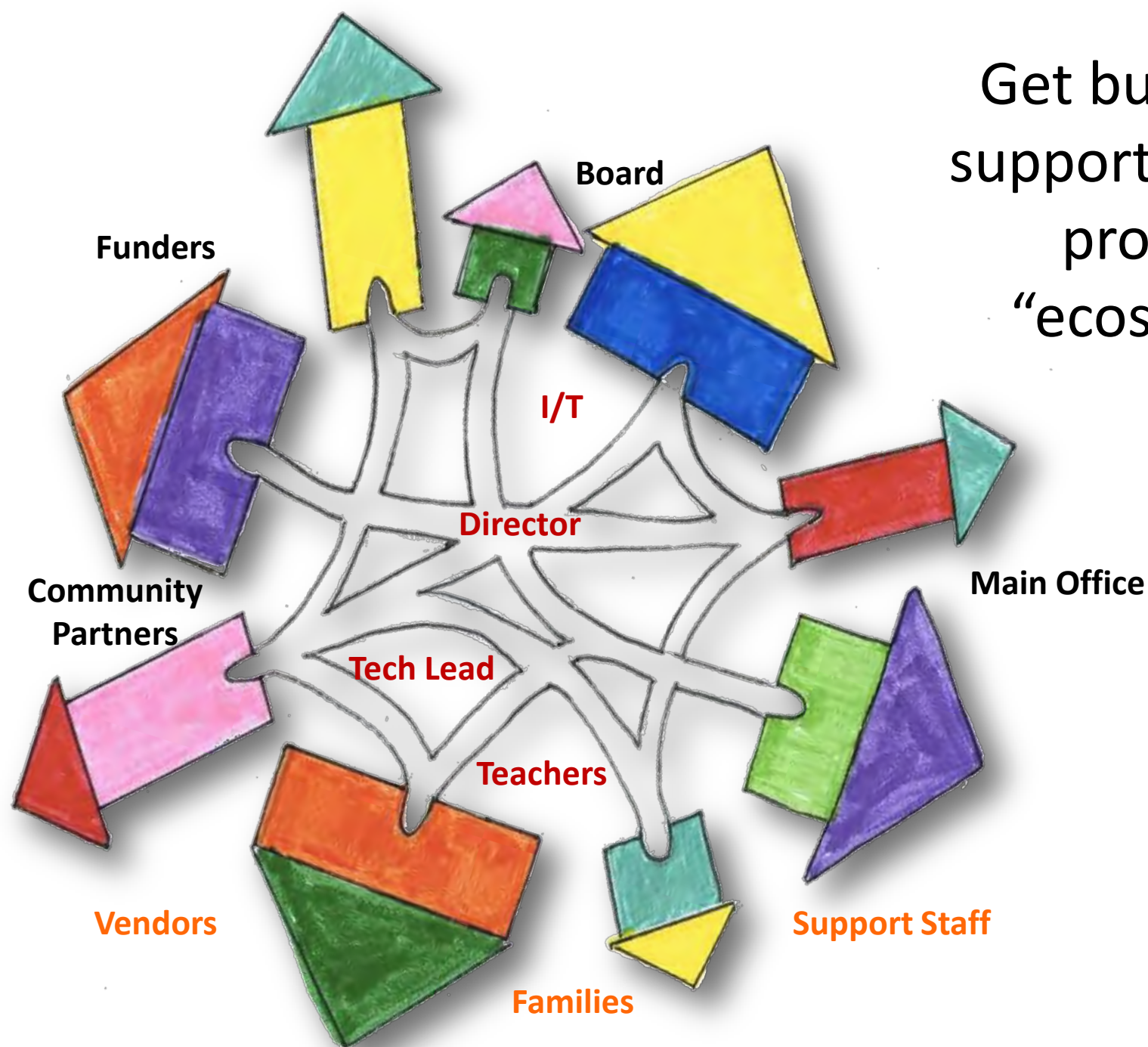
- Insight into the target audience

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



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/>

The Facebook logo is centered in the image, featuring the word "facebook" in white lowercase letters on a dark blue rectangular background. A small silhouette of a person stands at the bottom center of the blue rectangle. The entire composition is set against a dark blue background with a pattern of white, star-like streaks radiating from the center.

facebook.

A large, five-pointed yellow star with a textured, metallic appearance is positioned in the upper right corner. It contains the text "Staff, Enrolled Parents & SEO" in black, bold, sans-serif font, arranged in four lines.

**Staff, Enrolled
Parents
& SEO**

Business pages





 **Pages**
on Facebook

 **Wall**

 Info

 Friend Activity (1)

 Resources

 Public Figures and Orgs

 Marketing Talks Live

 Notes

 Photos

 Stories

About

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".





Bright Horizons
FAMILY SOLUTIONS®

Bright Horizons

14,138 likes · 614 talking about this

✓ Liked

Message



Bright Horizons

14,138 likes · 614 talking about this

✓ Liked

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



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

1

39 people like this.



Wayne Henry that explains it 😊

November 29 at 11:33am · 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.



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 [View Profile](#)

515 Followers 113 Following


Media Mom Picks
42 pins




Nourish Mom Picks
48 pins




Organized Mom Picks
32 pins · 446




Progressive Mom Picks
45 pins




Rookie Mom Picks
34 pins




Crafty Mom Picks
8 pins




Commuter Mom Picks
9 pins




Back to School
12 pins




e-family news
12 pins




Bright Horizons
28 pins




Teacher Appreciation
7 pins




Learning Activities For Ki...
9 pins



Arts & Crafts
26 pins



Kid-friendly Recipes
17 pins



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

Staff, peers
& SEO



The screenshot displays the Twitter homepage with a user profile for Fran Simon (@FSSimon) on the right. The profile includes a profile picture, name, handle, bio, and statistics (12,416 tweets, 3,917 following, 4,607 followers). The left sidebar shows navigation links (Home, Connect, Discover, Me) and a list of tweets. The main content area shows a tweet from Fran Simon (@FSSimon) dated 2 Oct, mentioning @brueckj23 and asking about an event. The bottom section shows a list of similar users, including Tom Okarma and Laurie Maddalena.

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
@brueckj23 Hi! Were you at an event? If so, which event?
View conversation

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

Similar to you

Tom Okarma @TomOkarma
Follow

Laurie Maddalena @cuxeccoach

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 @noralael

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 @noralael

23 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)

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: 144 discussions this month - 4,187 members

Try Quinlan and 2,028 in your network


Post 0 0
- 

Early Childhood Education Network (Member)

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 - 3,132 members

Kelly Green and 1,064 in your network


Post 0 0
- 

Early Childhood Research Professionals (Member)

A forum for professionals involved in the research of issues related to early childhood growth, development, health and education.

Very Active: 83 discussions this month - 4,593 members

Glenn Appenzel and 1,228 in your network


Post 0 0
- 

Experienced Early Childhood Consultants (Member)

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 - 1,890 members

Kelly Wobrowski and 853 in your network


Post 0 0
- 

Early Childhood Technology Network (Member)

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

Try Quinlan and 818 in your network


Post 0 0
- 

Early Childhood Staff Development Professionals (Member)

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

Micellia Demek and 674 in your network


Post 0 0
- 

Early Childhood Professionals Group (Member)

This is a group for early childhood professionals. Whether you call yourself a teacher, a nanny, an early interventionist, a child life...

14 discussions this month - 581 members

Kelly Wobrowski and 254 in your network

Post 0 0
- 

ELLs / DLLs in Early Childhood (Member)

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

Kelly Green and 403 in your network

Post 0 0

Questions for me?



Fran.Simon@ESbyFS.com

