



CHILD CARE

State Capacity Building Center

Ask Me Anything: Using Social Media to Enhance Your Web Presence

National Webinar
November 21, 2019

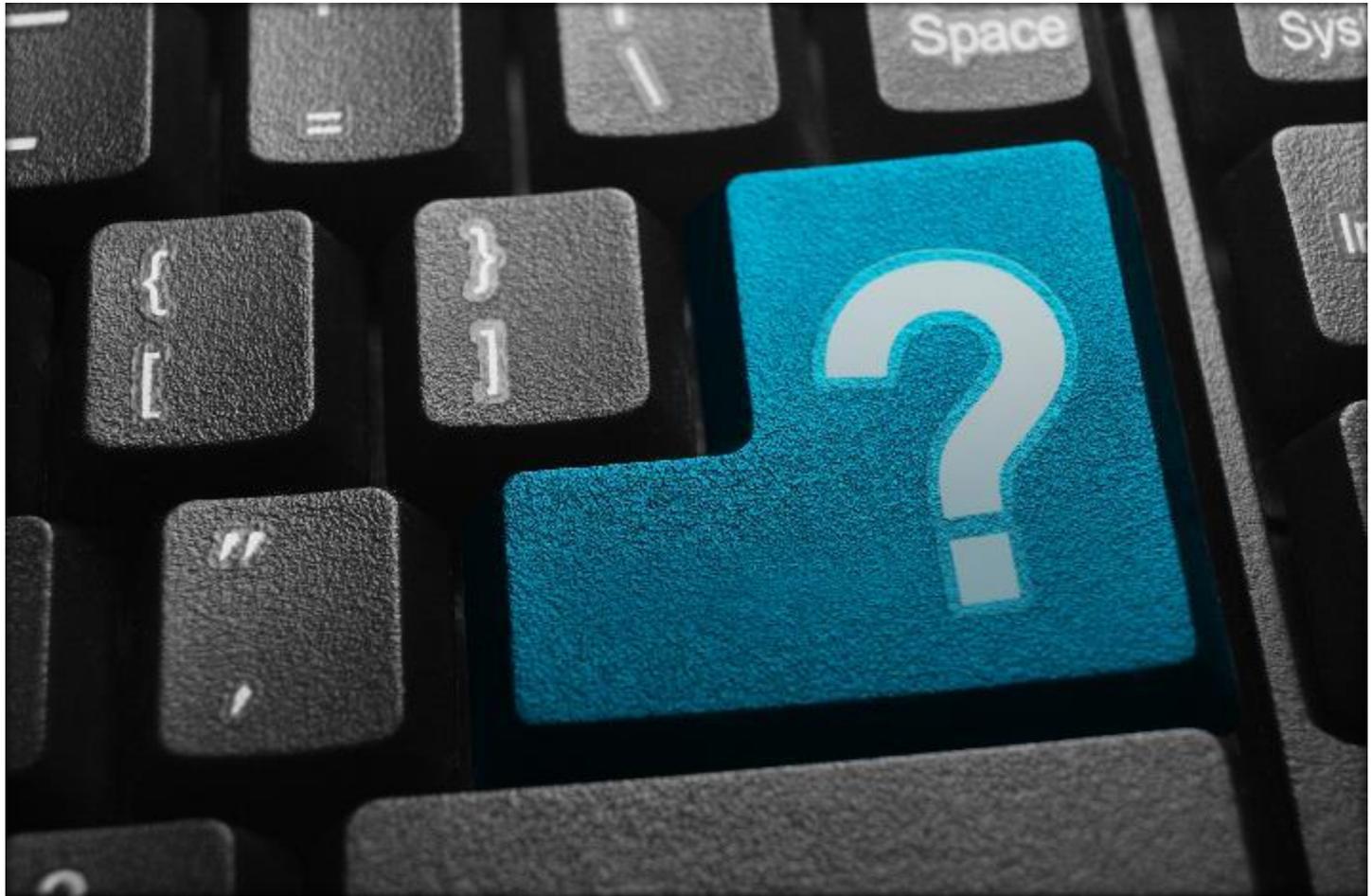
Introductions

- ◆ **Amy Page**, Child Care State Capacity Building Center (SCBC)
- ◆ **Alice Murray**, ICF Next
- ◆ **Josh Delung**, ICF Next





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How it all comes together

Goal: Increase consumer awareness of child care resources

Objective 1: Answer 3 questions from parents per month.



Objective 2: Increase website traffic by 10% per month.



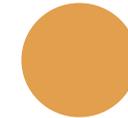
Objective 3: Reach 200 people per week with factual content.



Each tactic should help deploy one or more strategies to a target audience. Its measures should indicate success or failure of one or more goal.



Develop a #Hashtag (Twitter)



Link posts 3x/week (Facebook)



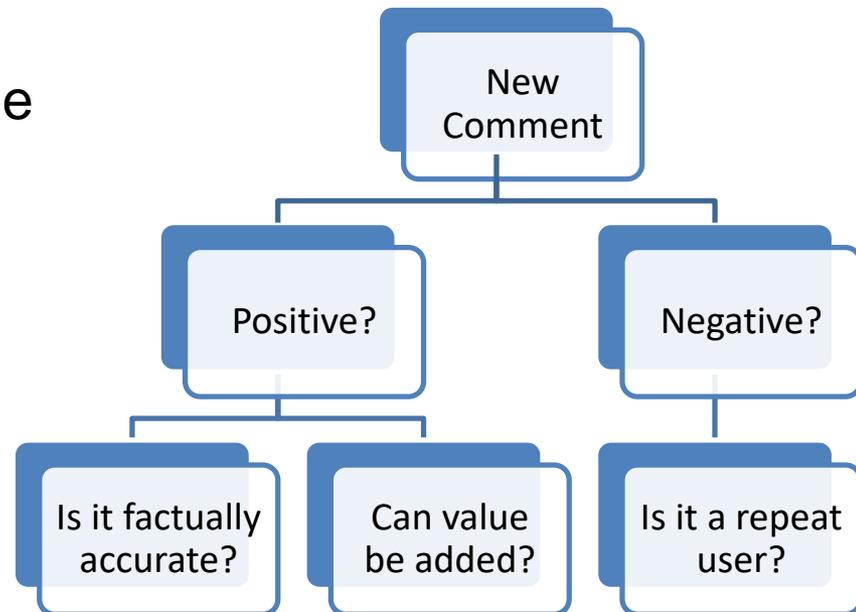
Story 1x/month (Facebook)



Poll post 1x/month (Facebook)

Set User Expectations and Simplify Moderation Protocols

- ◆ Comment/post policies
- ◆ Automated responses to direct messages
- ◆ Monitoring guidelines
 - Monitoring decision tree



Start Social Media Work before You Are on Social Media

◆ Use an editorial calendar.

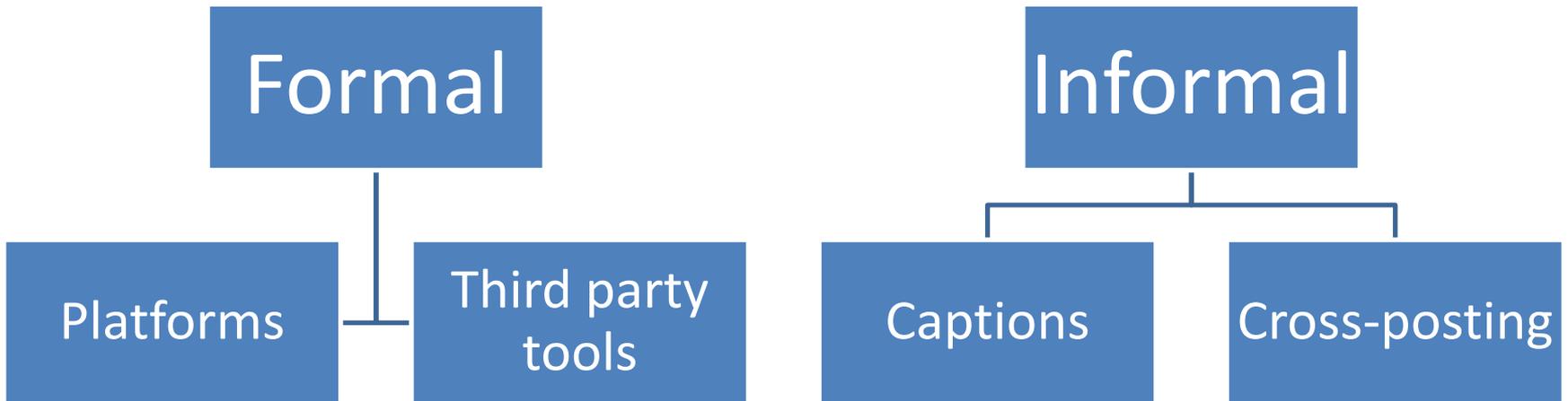
- Core messaging
- Community building
- Timeliness



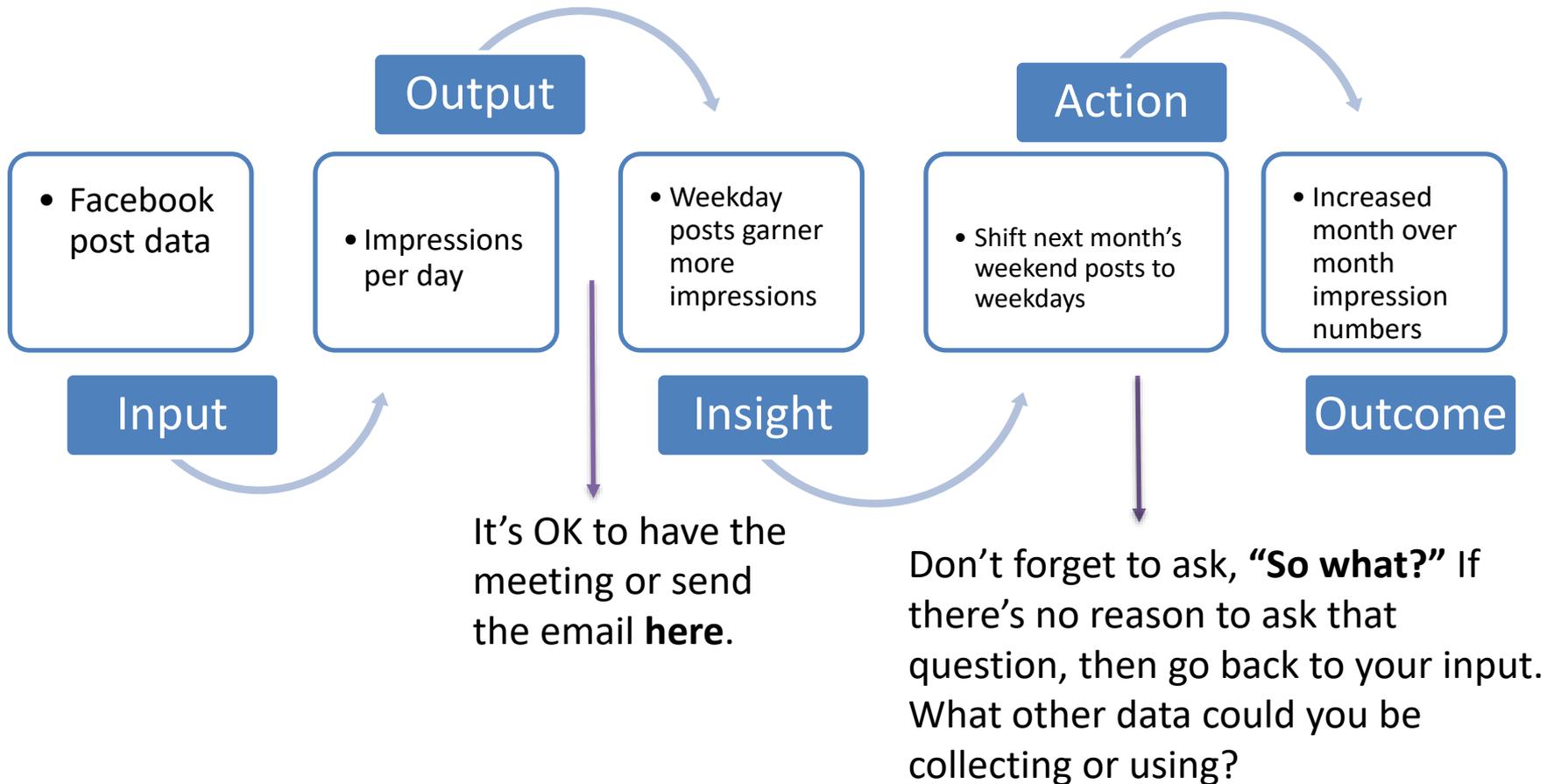
“The rule of thirds.”

Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
		1	2	3	4	5
		 				
6	7	8	9	10	11	12
						
13	14	15	16	17	18	19
						
20	21	22	23	24	25	26
						
27	28	29	30	31		
						

Methods for Achieving Accessibility

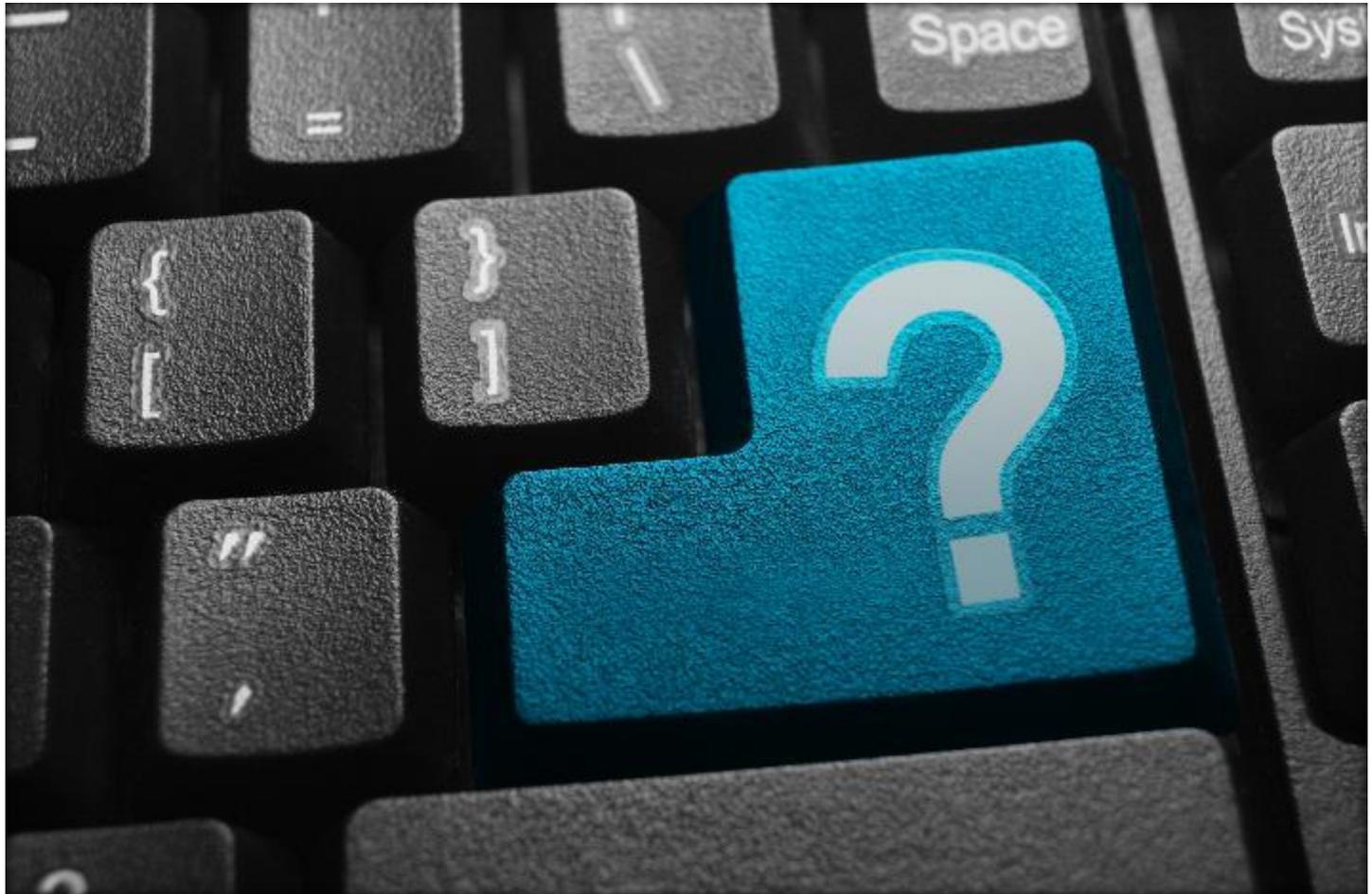


Action-Oriented Reporting



Common Constraints

- ◆ No Time (or No Staff)
- ◆ No Budget
- ◆ No Analytics
- ◆ State-Specific Constraints
 - Leveraging stakeholder social media resources



A close-up photograph of a person's hands typing on a laptop keyboard. The image has a blue tint. A dark blue circular overlay is positioned in the upper left corner, containing the word "Poll" in white text. The background shows the laptop screen and other hands in a blurred setting.

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Next Hot Topic Webinar

Understanding Your Consumer Education Brand

December 12, 2019, 2:00–3:00 p.m. (ET)

- ◆ **Description:** Does your consumer education website have a brand that captures attention? This webinar will address the importance of branding and why is it important to consider in consumer education websites. Participants will learn key aspects of branding and how it can improve the overall look and user experience of their consumer education websites.
- ◆ **Intended audiences:** State and territory CCDF Administrators and staff, CCR&R staff, early childhood T&TA providers, quality improvement specialists, state and territory marketing and communication staff, and school-age specialists
- ◆ **Registration link:**
<https://ccssn.adobeconnect.com/consumerbrand/event/registration.html>

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What additional webinar topics interest you?



Consumer Education Resources

- ◆ Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). Consumer education resources [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/topics/consumer-education>
- ◆ Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (n.d.). Early childhood training and technical assistance system [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/>

SCBC Consumer Education Website Guides

Recordings of each webinar, as well as additional resources on each webinar topic, will be posted to the following web page:

- ◆ Child Care State Capacity Building Center. (2019). Consumer education webinar series [Web page]. Washington, DC: Office of Child Care. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>
 - ***Designing Websites That Are Accessible for All Families,***
<https://childcareta.acf.hhs.gov/resource/designing-websites-are-accessible-all-families>
 - ***Guide for Increasing Search Engine Optimization,***
<https://childcareta.acf.hhs.gov/resource/guide-increasing-search-engine-optimization>
 - ***Guide for Measuring Web Traffic and Engagement,***
<https://childcareta.acf.hhs.gov/resource/guide-measuring-web-traffic-and-engagement>
 - ***Improving Consumer Education Websites with User Research,***
<https://childcareta.acf.hhs.gov/resource/improving-consumer-education-websites-user-research>

Coming Soon!

Child Care State Capacity Building Center. (2019). Consumer education webinar series [Web page]. Washington, DC: Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>



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