



CHILD CARE

State Capacity Building Center

Using Social Media to Enhance Your Web Presence

National Webinar
November 14, 2019

Introductions

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



Agenda and Objectives

- ◆ Defining your social media strategy
- ◆ Developing a management process to ensure quality and accountability
- ◆ Building content and creating posts to support your social media strategy
- ◆ Ensuring accessibility in social media posts
- ◆ Reviewing metrics to support continuous quality improvement

Poll 1

What is your position or role?





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Define a Social Media Strategy

Defining Your Social Media Strategy

- ◆ Identify the target audience.
- ◆ Set goals.
- ◆ Select the right platforms.
- ◆ Determine specific objectives to measure success.

A Note about Platform Selection

- ◆ Think about platform selection early.
 - Where is your target audience?
 - What is the platform used for?
 - What are key platform features?

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.



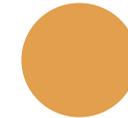
Objective 3: Reach 200 people per week with factual content.



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)



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Manage Social Media

Clearly Define Responsibilities

◆ Content

■ Development

- Who will develop content?

■ Quality assurance and approvals

- Who conducts quality assurance reviews?
- Who approves the content?

■ Scheduling

- Who will create and maintain a schedule for social media posts?
- Who will post the messages?

Clearly Define Responsibilities

◆ Monitoring

■ Policies

- Who will create and maintain protocols, policies, and procedures?

■ Community building

- Who will monitor online activity?
- Who will engage with parents and providers after you post?

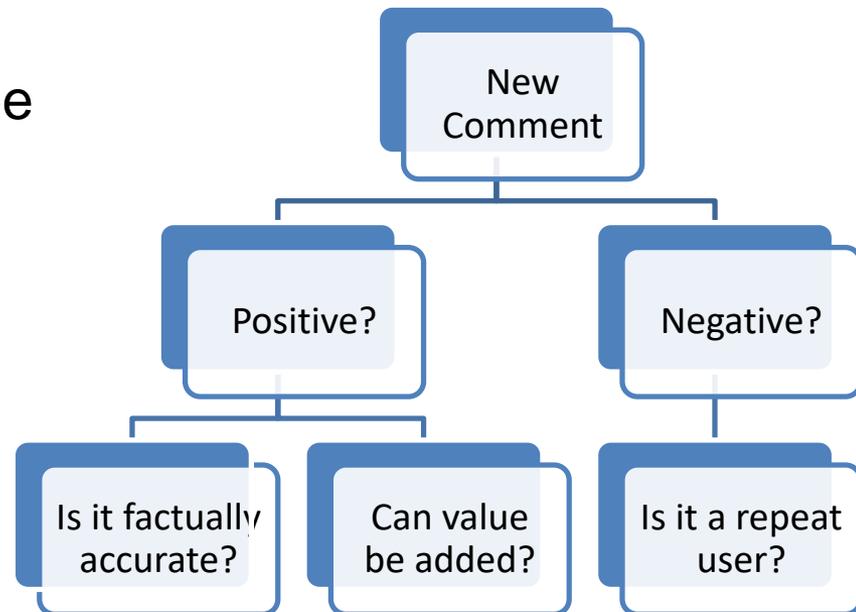
Clearly Define Responsibilities

◆ Reporting

- Goal setting
- Report generation
 - Who will determine the schedule for reports?
 - Who will review dashboards/progress reports and analyze social media data?
- Recommendations
 - Who will provide recommendations based on analysis?
 - How will you put recommendations into action?

Set User Expectations and Simplify Moderation Protocols

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





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Create Social Media Content

Start Social Media Work before You Are on Social Media to Save Time

◆ Build a content library.

- Simple content creation tools
- Templates
- Repurposed existing content
- Create assets that can be **used for more than one occasion**, like this “Did you know?” image that can be used when new information is shared with various segments of your audience.



Start Social Media Work before You Are on Social Media

◆ Use an editorial calendar.

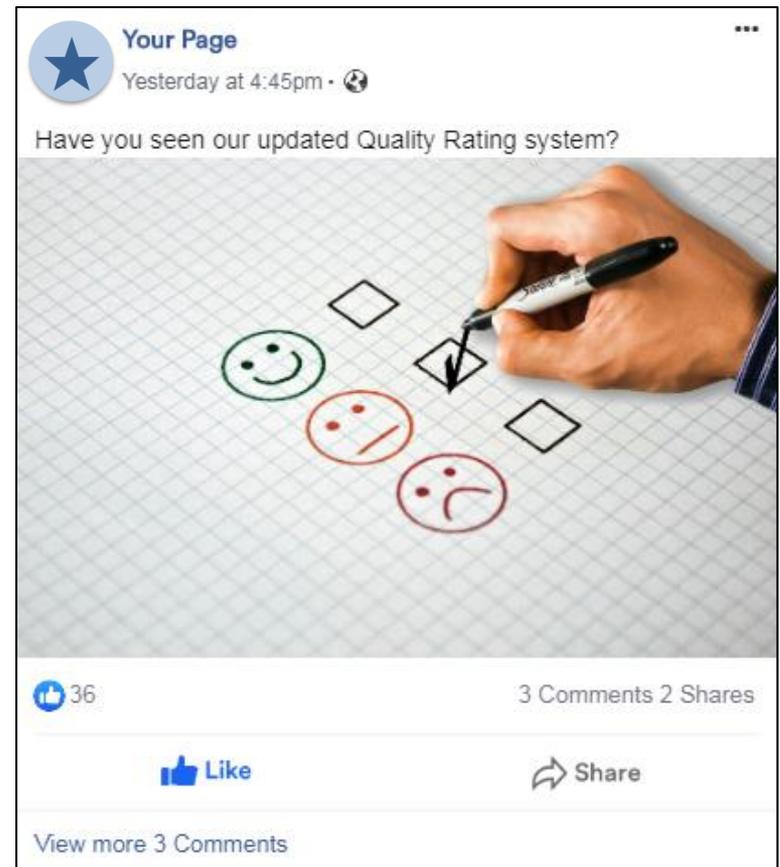
- Core messaging
- Community building
- Timeliness

“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		
						

Core Messaging

- ◆ Links to resources
- ◆ Factual content
- ◆ Mission statement



Community Building

- ◆ Facilitate direct interaction
- ◆ Ask questions
- ◆ Feature user content

Your Page
@YourHandle

What matters most to you when looking for summer care?

Activities	0%
Cost	0%
Transportation	0%
Length	0%

0 votes · 23 hours 59 minutes left

3:17 PM · 10/17/19 · [Twitter for iPhone](#)

View Tweet activity

Reply Retweet Like Share

Timeliness

- ◆ Seasonal
- ◆ Observance days
- ◆ Trends



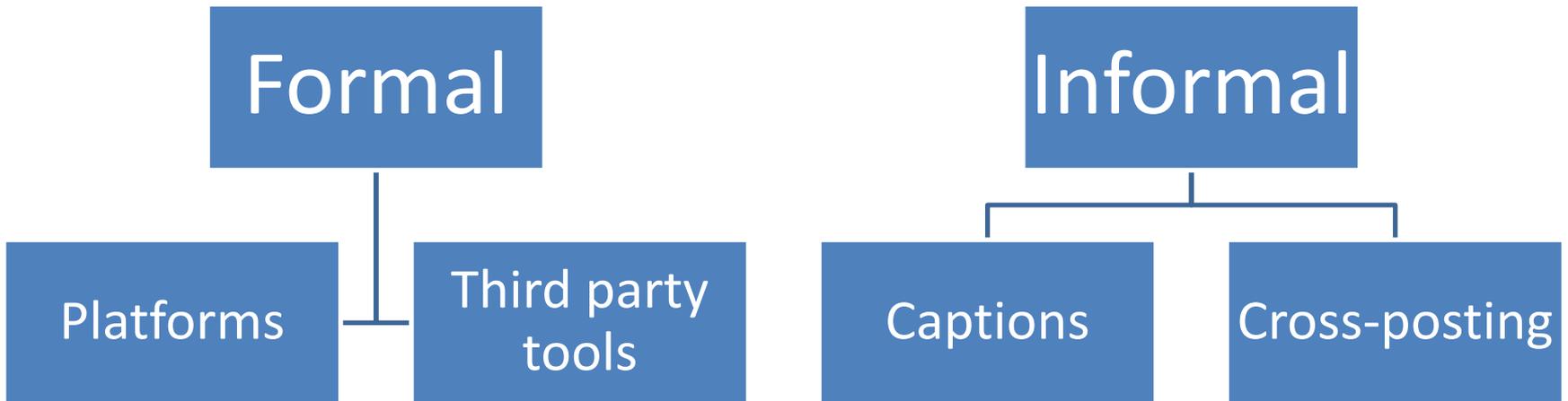


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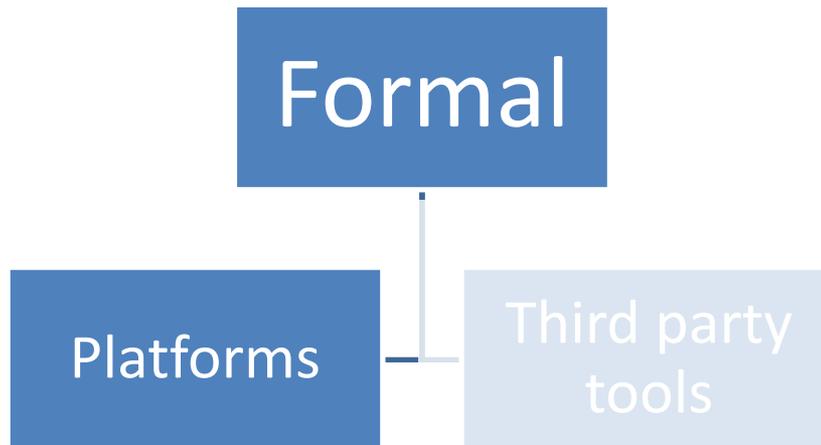
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Ensure Content Accessibility

Methods for Achieving Accessibility

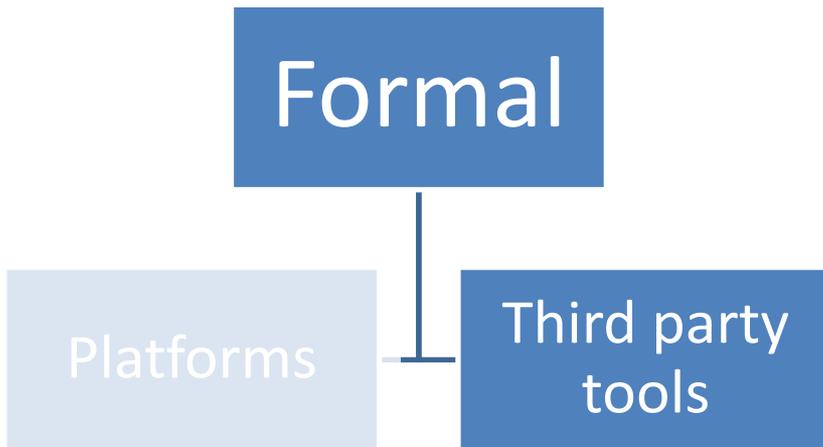


Methods for Achieving Accessibility



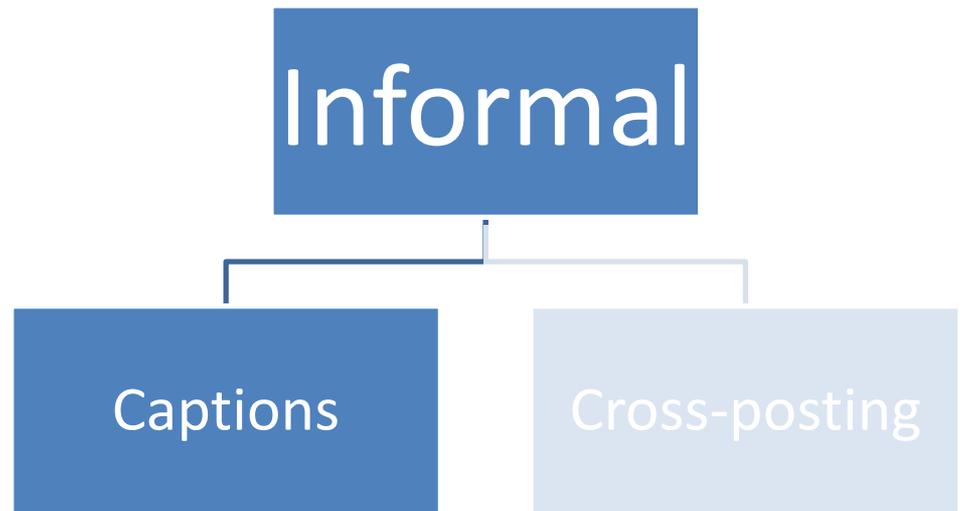
Alternative text
("alt-text")

Methods for Achieving Accessibility



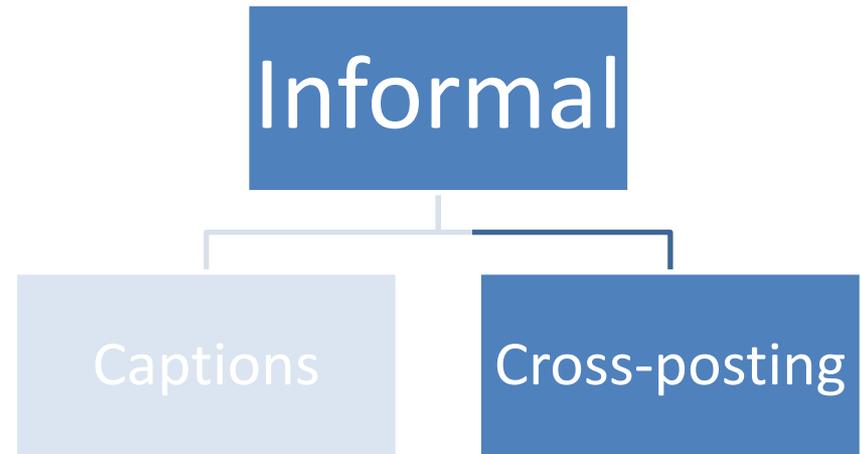
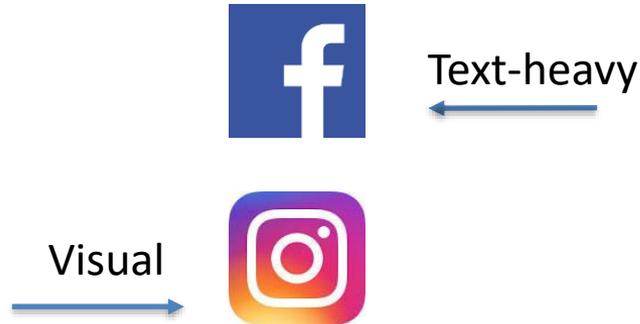
Methods for Achieving Accessibility

- ◆ Does this caption make sense without the image or video?
- ◆ What is the core message behind the post?
- ◆ Consider adding “alt-text” within your caption.
- ◆ Add caption files to videos.



Methods for Achieving Accessibility

- ◆ Cross-posting simply means delivering the same content via more than one medium.



General Accessibility Tips

- ◆ Use camel case hashtags, such as #QualityMatters.
- ◆ Use “warm intro” links.
- ◆ Go easy on the emojis.



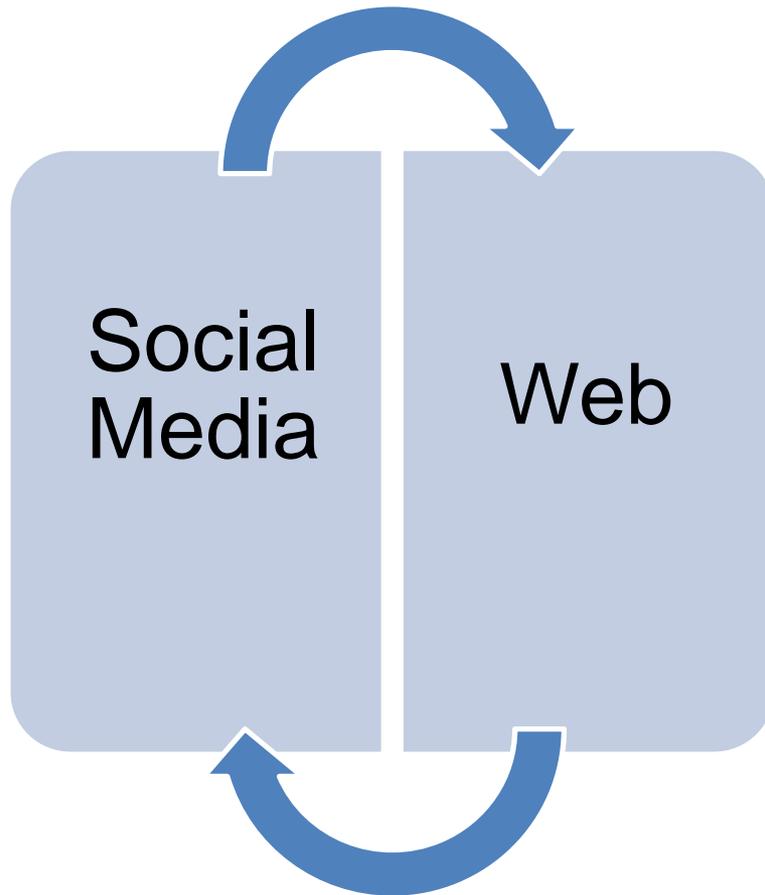


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Measure Social Media and Act on Information

There Are Two (Big) Things to Measure



In 2017,
25.6% of all
referral traffic to
websites
was from **social media.**

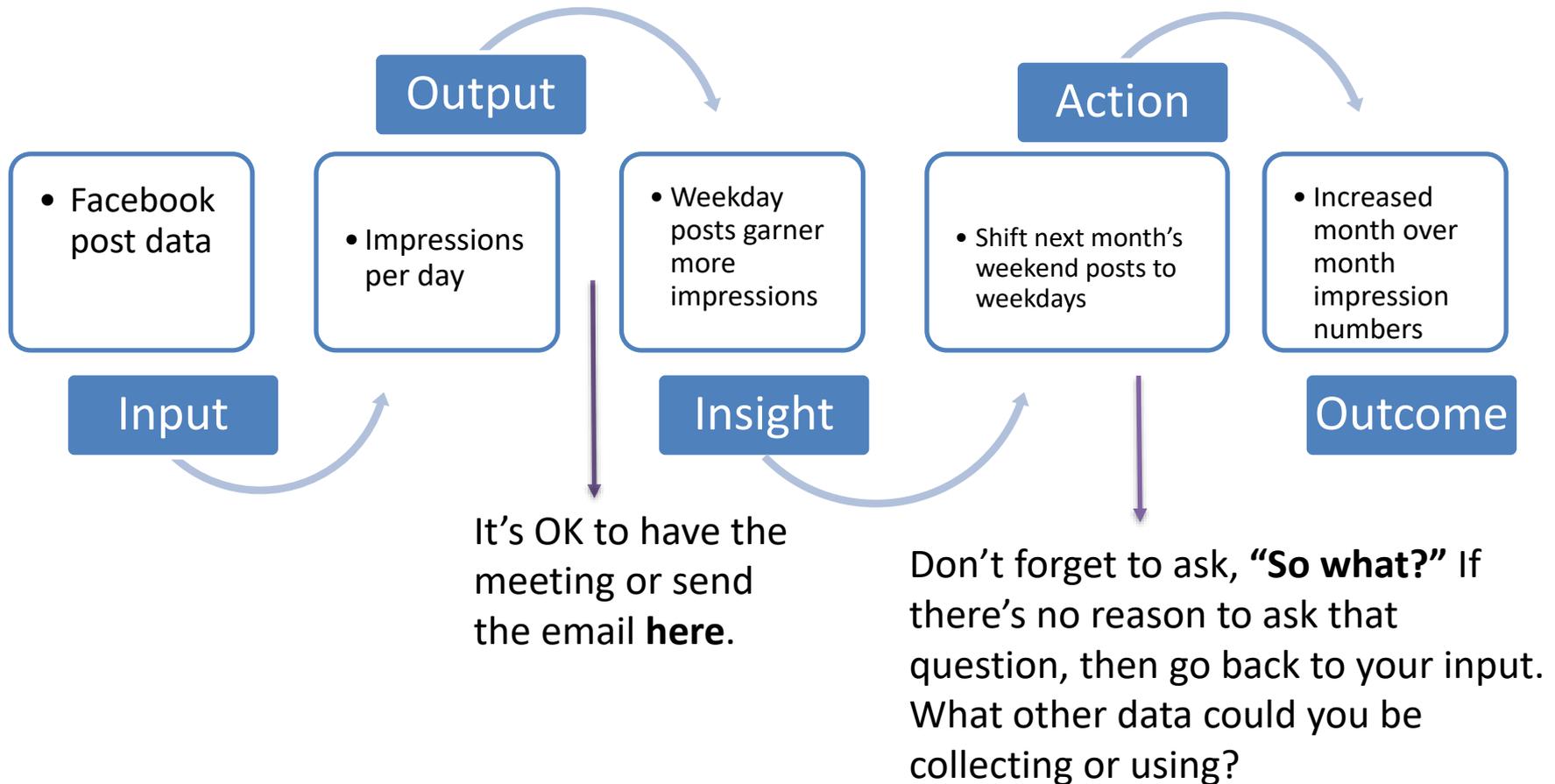
Data source:

<https://www.shareaholic.com/blog/search-engine-social-media-traffic-trends-report-2017/>

Moving beyond Reporting

- ◆ Go back to the goal.
- ◆ Present questions and answers.
- ◆ Include a recommendations section.
- ◆ View reporting as a connective piece.

Action-Oriented Reporting





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Navigate Common Constraints

No Time (or No Staff)

- ◆ You **CAN** do it all!
 - If you must play multiple roles, give yourself a buffer in between content creation and content “approvals” to help you catch mistakes.
- ◆ You don’t have time to **NOT** plan.
 - Scheduling and approving posts in batches is a big time saver, as are content libraries. If you can dedicate 1 full day up front, you might be able to run your accounts for a few months with minimal maintenance.

No Budget

- ◆ Many time-saving third party tools have free versions, including **Hootsuite** and **Tailwind** (industry-leading tools).
- ◆ **Adobe** and **Canva** offer free content creation tools.
- ◆ Consider **partnerships** to build a following without paid support.

No Analytics

- ◆ If you're comparing the same thing each period, you can show growth.
 - Use bit.ly for approximate link clicks.
 - Export data directly from the platform and choose a few numbers to track over time in a Microsoft Excel spreadsheet.

State-Specific Constraints

- ◆ Inability to use social media
 - Consider leveraging partners with social media to promote a consumer education website.
- ◆ Social media is connected to a larger departmental account
 - Create a joint schedule for content sharing.

Leveraging Stakeholder Social Media Resources

- ◆ Publicize consumer education websites
- ◆ Cross-post information and announcements



Poll 2

How much did your understanding about this topic improve as a result of this webinar?



Poll 3

How likely are you to use these strategies in the future for your work with consumer education websites?



“Ask Me Anything” Webinar

November 21, 2019, 2:00–2:30 p.m. (ET)



- ◆ This 30-minute follow-up webinar will answer questions raised today.
- ◆ Send additional questions to CapacityBuildingCenter@icfi.com.
- ◆ Note that every question may not be answered during the webinar.

Next Hot Topic Webinar

Understanding Your Consumer Education Brand

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

- ◆ **Description:** This webinar will help you understand the importance of branding and how it can improve your consumer education website's overall look and user experience.
- ◆ **Intended audiences:** It is geared toward state and territory Child Care and Development Fund Administrators, child care resource and referral agency staff, marketing and communications staff, early childhood training and technical assistance providers, and quality improvement specialists
- ◆ **The registration link is available at** <https://ccssn.adobeconnect.com/creatingdatagovernance/event/registration.html>.

Poll 4

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, Administration for Children and Families, U.S. Department of Health and Human Services. 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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