



# *Social Media* **For Child Care**

**CONTENT GUIDE CHEAT SHEET**



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# Is Your Facebook Page Helping or Hurting Your Business? Let It Help!

Have you ever Googled yourself? How about your business name? I bet you have! Guess what? **Parents are Googling your business too!**

**If a parent is searching around for child care and have just learned about yours, they will almost *always* Google your business name to find out more.** In Google search results, **your business's Facebook page will more than likely show up.** The parent *will* be landing on it and what they see immediately shapes their opinion of you, before they ever even call you or walk in the door. This means, like it or not, **the Facebook page of your child care center, preschool, or early education center is *already* one of the most visited online sites representing your business!**

## ***So is your Facebook page helping you or hurting you?***

A well-maintained and engaging Facebook page with a strong following can be a powerful marketing tool that can turn into enrollments. And a neglected, deserted page can send people away, causing a parent to second guess your center, wondering why there aren't reviews or pictures, and creates a sense they can't trust you with their child.

Let's step into the shoes of that parent that is shopping around online for child care centers. This is a big decision! They are gathering information online and forming opinions, before ever talking to you! This parent is comparing, checking out websites, and landing on the Facebook pages of the all these centers. If a parent lands on an almost empty Facebook page that has been forgotten, it starts to form a sense of distrust. Think about how much more likely the parent is to pick up the phone and call the business with a vibrant Facebook page that showcases lots of pictures, has a lot of reviews, features, descriptions, and many likes. **An engaging, interactive Facebook page helps parents form a connection with you and makes them aware that other people trust you too. It nurtures a relationship.**

Why is this? Any client needs to get to know, like, and trust you before they decide to do business with you. This is *especially* true in the child care industry where a huge amount of trust is necessary! **Think about all that information a client gathered before they decided to even give you a call for a tour.** They Googled you, they looked through your website, they read reviews online, they got emails from you, they saw your Facebook page, they read your blog. THEN they called you to ask you questions, they asked their friends, and *THEN* came in for a tour. All of these points of communication are called "touch points." **The more touch points, the more a**



**relationship develops. And it's really all about forming a relationship during this time** and building trust. An engaging, optimized Facebook page helps you do this.

So how do you start optimizing your page? How do you develop a page that helps your enrollment building? It's time to start posting valuable content on a regular basis! **This complete content guide teaches you how to do this if you need some more help.**

A lot of child care business owners get frustrated because they don't have a lot of likes on their Facebook pages. This is totally normal for child care centers and in fact, many local brick and mortar businesses! With time, consistency, and an understanding of what is engaging to your audience, your Facebook page WILL grow if you stick to it. When you have excellent engagement and are posting useful, valuable content, your fan base will grow organically. **Using this guide on what to post on your child care's social media pages will show you how to do that.**

To make a child care decision, a parent really NEEDS all these touch points to get to know you. **Social media is essentially a tool for nurturing a relationship with potential families!** And ultimately, Facebook is an effective marketing platform that you can use to send traffic to your website, collect leads, and convert leads into enrollments. But where do you start? Start by posting consistently on Facebook. With consistency, you will get results!

If you get overwhelmed by coming up with daily content to post on your child care business' social media accounts, **follow this definitive content guide on how to create a powerful social media presence.** It will simplify the process and ensure you reach your audience with ease!



A photograph of two hands, one on the left and one on the right, with index fingers pointing downwards. The hands are positioned against a solid teal background. The entire image is framed by a thin yellow border.

## What should I post on my child care center's social media page? Here's a list of ideas!



### **TWO QUICK SOCIAL MEDIA POSTING TIPS:**

1. If your post fails, try editing the wording and reposting.
2. Try different times of the day. If you don't see much action, delete and repost later in the day.



# 1. PHOTO POSTS



## QUICK PHOTO TIPS FOR SOCIAL MEDIA:

Always use clear, high quality eye-catching images. **One good image is better than 10 blurry images. Content with photos and relevant images get 94% more views than content with text alone.**

### How to get more engagement when posting photos to social media:



**Link to your website.** Say something at the end of the text of your photo like, *"Want to learn more about our programs? Click here."* Link back to your website whenever possible! You want to send yourself traffic and let people get to know your business better.



**Tell a story about the photo.** Talk about what the kids are doing or what they are learning. This gives you the opportunity to link back to your school's website. For example, if you have pictures of your students visiting an apple orchard, you can say something like, *"the kids had so much fun today learning about seeds at the apple orchard. If your child would like to join, click here for more information about our school."*



**Associate the photo with what your child care center has to offer.** Tie what you are saying about the photo back to your school, philosophies, branding, benefits, etc. For example, if you have some photos of kids doing yoga, it's a great opportunity for you to talk about the benefits of yoga for children, or even about the extracurricular activities that you offer. If it's a picture of kids eating their lunch, it can be an opportunity to talk about the free lunch you offer. It is important to connect the photo with your business mission, vision and philosophies.



**Fun photo ideas:** Collages, close-ups of kid's projects, classroom activities and events. Two great resources for collages and other photo editing are Picmonkey and Canva.



**Only choose the best photos to share and spread out when you post the photos.** Don't upload all 42 photos of the same activity at one time. Simply chose the best ones that people can like and share. Upload one at a time. This usually gets much more engagement than uploading a whole album. You can add them to albums as you upload them one at a time. Get more mileage out of your photos, by posting them over several days instead of all at once.

## 2. VIDEO POSTS



### TIPS & IDEAS:

Videos should be entertaining, engaging, light-hearted, informative and personable. Videos are a fun way to connect with your followers and show the true essence of your child care center! But who and what to film? **It's easy, take five minutes and use your phone to get some quick video.**

Here are some video topic ideas for social media:



Activities going on in the classroom.



School updates: borrow something from your print or email newsletter and put it in video format.



Have a teacher explain what is going on in their classroom that week.



Give a parenting or early childhood education tip.



Answer a frequently asked question.



Have a new staff member introduce themselves.



Give people a tour of your classrooms & outdoor space.

***Rotating through these video types will give you video content all year!***

# 3. PERSONALITY POSTS

Your audience wants to know more about you! I like to call posts about owners or directors lives “**personality posts**”. These are types of posts that give a face to your business by sharing more about yourself and/or the director. It allows people to connect with the faces in the business. Don’t be afraid to share snippets of your life in your photos. Posts of you and your family doing activities you love will engage your audience the most. Let your audience get to know you. This is a great opportunity to build a level of trust that parents need to have with you! **Be meaningful, be genuine, and be authentic.**

**What to share? Here are some ideas:**



**Photos of the owner with their families** doing activities that are important or meaningful to them.



**Quotes about your philosophies** on early childhood education or just on life! Create a fun graphic in Picmonkey or Canva or find one online that illustrates how you feel.



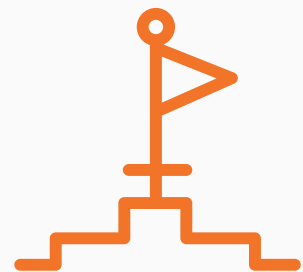
**Real stories about your business.** How did you start? What do you love about it?



**Parenting advice and child care tips.** What are some of your own experiences?



**What is going on in your life?** If it is positive and relevant, don’t be afraid to share! Is it your daughter’s birthday? Post pictures and share with your audience, they love to see that!



**Milestones and big news in the school.** Are you thinking about a new sign for your child care business? Post about it and get feedback!

***Don’t be afraid!***

# 4. TEACHERS & STAFF FEATURES

Your audience also wants to get to know your staff and teachers! Social media is a great opportunity to talk about all the great people that make your child care business tick. This builds trust with potential families that might enroll at your school, and also helps currently enrolled families get to know the faces they might see around, but might not know a lot about.

**These are types of posts to help everyone get to know your staff:**



**Interesting facts about the teacher.** Their favorite color, subject in school, or stories about their families.



**Quotes & videos from staff** about why they love being teachers and what they love about working at your school.



**Quotes from teachers** about their philosophies on education and child care.



**What's happening in the lives of your employees?** Let your following know about their big moments and milestones such as birthdays, certifications or new babies! Celebrate together!



**Pictures of staff with their families** doing fun activities.\*\*



# 5. BLOG POSTS

Are you blogging on your website? If not, you should be! It is a great online marketing and lead generation tool for your school. I have other resources to teach you how to set up a blog, and what to blog. The next step is getting it out on social media! The biggest mistake people make with a blog post is posting the link to the blog on social media once and then never posting it again. **If you have a blog, leverage it! Post about your blog on social media multiple times, and make sure to keep your posts unique. Brainstorm different titles, take a quote from it, or create a different image for it. You put all the work into writing and posting the blog, now get the word out!**



**Post a link to your blog multiple times.** Spread it out, make sure to change up the description.



**Pull a text quote from the blog,** use it as an attention grabber on social media.



**Find different images** that represent the blog when you post about it.



**Create your own graphics** to go along with the blog that describe the topic.

## 6. TESTIMONIALS & REVIEWS

Testimonials and reviews also provide great content! If you have video testimonials, post them repeatedly on social media. Pull quotes from the testimonials and reviews to create a graphic to post. [Canva.com](https://www.canva.com) is a great tool to help you easily create graphics. You can also take a screenshot of any online review and repost it to your company page and say something like, ***"Thanks for the great review!"***



**Take screenshots of reviews** around the web (Facebook, Google, GreatSchools.org). Repost the screenshots onto social media.



**Create your own graphics of impactful quotes** from the reviews or testimonials.



**Post pictures of the family with the text of the review.** I often do this with Facebook reviews. If someone leaves a review, I will comment and say, *"Thank you so much! Do you mind if I repost your review on our Facebook wall and grab your profile picture to go along with it?"* Showing faces with the reviews gives it credibility.



**Repost any video review** to social media.



**Grab a quote from a video review**, turn it into a text review or a graphic you can repost.

# 7. CROSS-PROMOTIONAL POSTS

Cross-promotion on social media gives you huge potential to reach new people and grow your audience. Consider partnering with complementary and non-competing businesses related to your child care center. You can post about what they have going on, in exchange for them posting about you as well. Simply find local businesses, look to see if they have a large social media following and send them a message about helping each other advertise.

## Ways to team up with local businesses on social media:



**Highlight deals that the company might be offering.** (i.e. kids haircuts!) Then ask that the company post about any enrollment deals you may have going on.



**Talk about upcoming events the company may have planned.** Then send them a post about your school they can repost about your upcoming events on their page.

## 8. BEHIND THE SCENES

Everyone loves a sneak peek at the real moments behind the scenes! Take candid shots of yourself, your employees, or snap a shot of your office or workspace.

### Other moments to share:



**Activities, lesson plans and nutrition.** What are the kids going to learn next and what skills does it help them build? What are the cooks thinking about the meal plan next month? What are the teachers excited to teach?



**Staff events, meetings and activities.** Any quick interesting thing from meetings can be interesting to parents. Even just a photo!



**Trainings and snippets of meetings.** What are some new goals you and your staff are working toward?



**Cleanliness and organization.** How do you keep your center looking spick and span for your students?

***Be sure to post videos!***

# 9. NEIGHBORHOOD POSTS

Connect with parents, families, and potential clients in your area by posting community happenings. Be a local source of information! Simply bookmark good sources online for events in your area and quickly refer back when you want to do one of these posts. You can also like local Facebook pages and then scroll through your news feed every once in a while to see if there is anything to repost for the community.

## Some ideas:



**Family-friendly events.**  
Festivals, carnivals, book fairs, workshops, etc.



**Money saving tips.** Deals, sales, etc. that local families would appreciate.



**Important information.**  
News and updates from around your community that would be relevant for families.



# 10. RELEVANT ARTICLES OR LINKS

Sometimes coming up with fresh, engaging content can be tricky and a bit time consuming. Supplementing your original content with articles related to child care and parenting is a great way to keep your audience engaged and be a source of information. Paying attention to what is trending on these sources will also give you ideas for your own content.



## Top sources for our industry:

1. **Online:** <https://app.buzzsumo.com>
2. **Twitter hashtags**, for example *#childcare*
3. **Feedly:** parent hacks, the art of simple, enjoy the small things, modern parents messy kids, hands free mama, rage against the minivan
4. **Pinterest**

## Tips for reposting content you find from online sources:



**Write a small blurb with the article link**, don't just repost without saying anything about it.



**Make a connection.** Explain why you think the article is relevant and how it relates to your child care center, beliefs, benefits, mission, programs, family life and/or philosophies

# 11. REGULAR GIVEAWAYS

Ask questions that relate to your school (and encourage reviews) then create a monthly contest around it. One of the best things about social media is that it allows you to interact directly with a wide audience of people who are potential clients. Asking questions invites your followers to be engaged, so you can start a dialogue and make your audience feel heard.



- **What would you tell a friend about our school?**
- **What was your child's favorite activity this week?**
- **What do you love most about our school?**



Give something away to the **"best answer"** to the question (you choose the winner!) or just say there will be a random winner if you don't want to choose. (*"special gift" ideas- book, gift card, etc.*)



Use a specific hash tag to promote your giveaway, for example **#WinWednesday** if you are hosting as a recurring weekly online event.



**Hint: Try boosting your giveaway posts to increase reach and responses!**

# 12. THROWBACK THURSDAYS

People love seeing old pictures. Post out older pictures from your school, from groups of students in years past, or of yourself from a time long gone!

**Make sure to hash tag #tbt**



*#TBT*

## **I hope you enjoyed this outline of ideas for social media content for your child care center!**

This is meant to be a quick guide and a reference point that you can use at anytime for ideas. If anything doesn't make sense or is confusing in any way...don't worry! Stay tuned for an upcoming release of an expanded social media course just for child care centers very soon with more great information to answer any questions. The course will also teach you how to get enrollments for your child care center with social media ads AND how to recruit high quality employees with Facebook and Instagram. I've figured it all out for you so you don't have to.



*Social Media*  
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THE ULTIMATE COURSE!



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And Early Childhood Education Centers  
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As a social media marketer that specializes in working with child care centers, daycare facilities, preschools & early childhood education centers, I help businesses like yours grow enrollment through Facebook and Instagram using campaign strategies, blogging, video and other content marketing.

Starting out in the industry as a social media and content marketer for the one of the top business coaches in child care, I helped to generate thousands of leads and hundreds of thousands of dollars for the coaching company. As an operations manager for Kris Murray's Child Care Marketing Solutions, I developed skills in SEO, blogging, email marketing, digital marketing, social media, small business administration, WordPress, product launch, client event planning and all around facilitation of small details, assisting the company in tremendous growth, giving me intimate knowledge of the child care industry and what it takes to grow enrollments.

After I started sharing and presenting my social media strategies with the child care owners in the Child Care Marketing Solutions program, many of them asked me for help with their center's social media. Once I took on child care clients and started to see dramatic results, I knew what worked! Since I can only take on so many clients and was consistently being asked to share this knowledge, I created a social media course just for the child care industry, so more child care centers like yours can start using them today. Hundreds have gone through the course and been able to use the strategies to grow their centers.

After I saw successful results with my child care clients, I started Social Prime For Child Care. For the past four years I've built a team to specifically help clients in the industry with social media management, social media advertising, content marketing, and more, with a focus on helping these clients get enrollments and recruit employees. Our child care clients receive about 10-40 leads per month just from social media, and receive thousands of clicks to the blog posts we create for them, website traffic growth, and increased online engagement.







Shonali is one of my Montessori clients and recently left a review on my Facebook page:

*"Camille does a marvelous job of working on our social media with such interest and enthusiasm. We are so grateful for her creativity, commitment and passion. Camille listens to our message and has been able to capture the essence of our culture at Eden Prairie Montessori. Thank you Camille! Eden Prairie Montessori loves you!"*

Darlene Bartlett from Childrens' Kastle Christian Learning Center asked me to run campaigns to find employees and this is what she had to say about the results:

*"I cannot believe the qualified applicants we have received from your social media campaign!!!! We have hired two amazing professionals and have a dozen or more resumes. Not only did we get great applicants but we also have had more visits to our website and Facebook page in the last month. In addition we have also scheduled a few tours from this campaign. I will no longer waste valuable time or money when I need teachers. I will always look to you in the future for your assistance in searching for great professionals in the Early Childhood Field!! Thank you for your help."*

What do I do outside of the child care world? After starting Social Prime For Child Care, I started travelling full-time around the world, working with clients remotely and hiring others who were passionate about the child care industry and also wanted to work remotely. I have lived in Guatemala, Mexico, Panama, Colombia, and now currently Brazil! When I need to get away from the computer I also love to hula hoop!



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