

# How To Harness Social Media To Work For You!

Having a strong social media footprint can go a long way in helping child care providers in terms of exposure and networking. With social media sites such as Facebook, Twitter, Instagram and a host of others looking like they're here to stay it is more important than ever to harness the powers of these free tools. Here are a few tips to help you make the most of your social media experience.

1. **Have Unique Content**- Seems pretty self-explanatory but having unique content within your social media sites helps drive exposure to your program. Examples of unique content can be anything from pictures of the zoo field trip you just took you center on, to the new addition of a natural play area. And anything in between. *\* Be sure to have photo releases from each family in your program.*
2. **Post Often**- Posting often allows your friends and followers to keep in touch with what is going on with your program. You want to reinforce the notion that when they see a new post from your center or FCC program it is of value, interesting and important and specific to your program.
3. **Link with other like-minded programs**- Be sure to follow/friend other programs similar to yours for exchanging of thoughts and ideas. This also helps facilitate communication between child care providers. You want them sharing your content with their followers
4. **Keep work and personal social media separate**- It's very important to separate business social media from personal. Aside from the obvious reasons (personal privacy, overexposure, etc.) you always want to maintain a professional decorum with business social media tools.
5. **Have Fun!**- Social media is a fun way to keep in touch with other child care professionals, friends and the families you serve. Be sure to make your sites colorful and exciting to encourage growth within your business.



If you aren't using social media for your program and want to get started give us a call! The Business Center can be reached at (440) 960-7187 ext. 247 or by email at [jdeavers@ccrcinc.com](mailto:jdeavers@ccrcinc.com).