

Social Media Essentials for Getting Head Start Programs Connected

1.1 Opening Slide

Menu

Social Media Essentials for Getting Head Start Programs Connected

Select a topic to get started:

- Nuts & Bolts
- Facebook
- Twitter
- LinkedIn
- Social Media Strategies

2. Nuts & Bolts

2.1 Open Koala

Do you want to use social media to promote your Head Start program but are not sure how to get started? Are you a little concerned you might break the Internet?

Don't fear! Social media can help you:

- Enroll families
- Engage parents
- Assess community needs
- Recruit staff
- Share your mission

With the strategies and tips in this resource, you can get started today—and you won't break the Internet.

Let's explore how to use social media to grow your community. Select the NEXT button.

2.2 Q&A

Do nonprofits really use social media?

You betcha! According to research, 98 percent of nonprofits use Facebook, 70 percent use Twitter, and 55 percent use LinkedIn.

Can social media address the Head Start Program Performance Standards (HSPPS)?

Social media can help you:

- **Grow** your waiting list ([45 CFR § 1302.14\(c\)](#))
- **Disseminate** annual reports ([45 CFR § 1302.102\(d\)\(2\)](#))
- **Determine** community strengths, needs, and resources ([45 CFR § 1302.11](#))
- **Build** community partnerships ([45 CFR § 1302.53](#))

Is social media a good investment?

Social media is cheaper and faster than most forms of communication, especially direct mail and print advertising. Forty-eight percent of nonprofits believe social media is very valuable.

What do nonprofits do on social media?

The top three goals of nonprofits' social media efforts are to:

1. Share news about the organization
2. Share news about the cause
3. Enhance brand recognition

2.3 Which Platform Is Right for You?

Which platform is right for you?

Select the objectives that matter most to you:

- Engage parents
- Educate the community
- Market program events
- Increase enrollment
- Recruit employees
- Share real-time updates
- Build partnerships

Select NEXT to learn more.

2.4 Social Media Landscape

The Top Three Platforms to Jump-Start Your Social Media Efforts

Facebook

About: Facebook cultivates an online community through shared stories, videos, pictures, and messages. Especially easy-to-use, versatile, and interactive, it has the highest user base across demographics.

Best Used For: Facebook is great at building brand identity, distributing program updates, and sharing news. Programs can also use pages to solicit community feedback.

Facebook ads are inexpensive and effective in reaching target groups.

Program Uses:

- Share event information
- Enroll and engage families
- Recruit staff
- Connect with the community
- Collect data for community assessments

Twitter

About: Twitter allows users to send short, real-time messages (280 characters max), called "tweets," to followers. Content is easy to share with related communities and like-minded individuals.

Best Used For: Twitter is ideally suited for connecting with people who have similar interests. It can facilitate conversations with influential communities and thought leaders. Fast-paced and concise, Twitter links share research, services, and news.

Program Uses:

- Build awareness of child-related issues
- Share program updates in real time
- Identify potential partners and build relationships

LinkedIn

About: LinkedIn offers company profiles and individual resumes. Primarily geared toward professional networking, LinkedIn fosters "insider" connections to jobs, people, and other opportunities.

Best Used For: LinkedIn is ideal for meeting people with specific interests, experiences, and skill sets. Contacts are added through known connections and aimed at building trust among users.

Program Uses:

- Identify and recruit board members
- Recruit staff and volunteers
- Identify potential partners
- Enhance brand recognition

2.5 Additional Platforms

Additional Platforms to Expand Your Social Media Presence:

- **Instagram:** An app made for sharing photos and videos from a smartphone
- **YouTube:** One of the most popular video-sharing websites on the internet
- **Pinterest:** A social network that shares photos and infographics organized around your interests
- **Blogging:** Platforms for long-form posts include WordPress, Medium, and Tumblr

2.6 Best Practices

A few things to think about...

Build online relationships with these guiding principles. Select a topic to see more.

Keep it simple – Help your families find the information they need. Make your content targeted and scannable. Catchy photos and headlines engage readers.

Be responsive – Be an active community builder. Respond to comments. Engage in conversations. "Like" and "retweet" the way you want to be liked and retweeted.

Be real – Share your successes, challenges, and dreams. In social media, personality counts.

Share stories – Celebrate your amazing Head Start program. Highlight the benefits of early childhood education. Recognize deserving staff, volunteers, and partners.

Expand content – Retweet and post information that affirms Head Start goals and objectives. Share best practices. Link to community events.

Actively engage – Pose questions. Survey your audience. Find out what matters to your community.

Mix messaging – Offer a mix of conversation and self-promotion. Consider the Golden Ratio: 60 percent others' content, 30 percent your content, 10 percent promotional.

Measure impact – Decide which social media metrics matter the most and keep surpassing that measure through regular experimentation.

Ready to Move On?

[Selectable options to move to the next topic, choose a new topic (go back to the menu), or skip to the review]

3. Familiarizing Yourself with Facebook

3.1 Why Facebook?

Why Facebook?

Head Start programs are deeply rooted in relationships with families and the local community.

Establishing a Facebook page for your program will allow people to learn about your services and provide a way to connect.

Setting up your Facebook page can be easy and fun, so let's get started.

Select NEXT.

3.2 Getting Started

4 Easy (Honest) Steps to Getting Started

Select a heading to reveal more.

1. Search Google for "Head Start and Facebook." – Review the sites listed and create a wish list of features and posts you most want to emulate.
2. Search YouTube for "Nonprofits and Facebook." – Multiple videos offer step-by-step instruction on how to launch a best practices page.
3. Create a personal profile. – A personal profile is required to set up a company page. Personal information is not revealed.
4. Choose "Create a Page" from Facebook's drop-down menu. – Select "Company, Organization, or Institution" and complete the prompts.

3.3 The Facebook Page

Here are some key elements of a Facebook page. Select a number to reveal more details.

1. Cover Photo: Capture the essence of your organization with an impressionable, high-quality photo (282 x 315 pixels).
2. Profile Picture: Use your instantly recognizable logo as the profile picture (180 x 180 pixels).
3. About Section: Provide a concise description of your program and its offerings.
4. User Likes: Encourage followers to "like" your page so you can keep them informed about special events and raise brand awareness.
5. Timeline: Post engaging content that is interesting, useful, and easily digestible.
6. Integrate with Instagram: Link your Instagram images to your Facebook timeline.

- Milestones (not shown): Tell your program's story by showcasing your important achievements, anniversaries, and awards.

3.4 Facebook Terms

Drag Item	Drop Target
Groups	FB pages about shared interests where members can interact
Follow	Connect with an organization and view their content in your feed
Like	Show support without adding written comments
Notifications	Updates about activities on FB
Page	A public profile primarily for businesses, causes, and organizations
Profile	An individual's personal information on FB
Status update	Short posts that share thoughts, feelings, or activities
Tag	A link to someone's profile
Timeline	Profile page that shares your posts and information
@	Link to someone's page and alert them they were mentioned

Drag and Drop Properties
Return item to start point if dropped outside any drop target
Snap dropped items to drop target (Stack random)
Allow only one item in each drop target

3.5 Notifications

Correct	Choice
	Show support without adding written comments
	FB pages about shared interests where members can interact
X	Updates about activities on FB

A public profile primarily for businesses, causes, and organizations
--

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.6 Groups

Correct	Choice
	Show support without adding written comments
X	FB pages about shared interests where members can interact
	Updates about activities on FB
	A public profile primarily for businesses, causes, and organizations

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.7 Like

Correct	Choice
X	Show support without adding written comments
	FB pages about shared interests where members can interact
	Updates about activities on FB
	A public profile primarily for businesses, causes, and organizations

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.8 Page

Correct	Choice
	Show support without adding written comments
	FB pages about shared interests where members can interact
	Updates about activities on FB
X	A public profile primarily for businesses, causes, and organizations

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.9 Tag

Correct	Choice
	Connect with an organization and view their content in your feed
X	A link to someone's profile
	Short posts that share thoughts, feelings, or activities

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.10 Follow

Correct	Choice
X	Connect with an organization and view their content in your feed
	A link to someone's profile
	Short posts that share thoughts, feelings, or activities

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.11 Status update

Correct	Choice
X	Connect with an organization and view their content in your feed
	A link to someone's profile
	Short posts that share thoughts, feelings, or activities

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.12 Timeline

Correct	Choice
	Link to someone's page and alert them they were mentioned
	An individual's personal information on FB
X	Profile page that shares your posts and information

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.13 @

Correct	Choice
X	Link to someone's page and alert them they were mentioned
	An individual's personal information on FB
	Profile page that shares your posts and information

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.14 Profile

Correct	Choice
	Link to someone's page and alert them they were mentioned
X	An individual's personal information on FB
	Profile page that shares your posts and information

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

3.15 Did You Know?

Did you know? Facebook Tips

Select an icon to reveal a tip.

Invest in strategic imagery! – Your profile picture, timeline cover, and tab icon create an all-important first impression. Make it count!

Photos = **Better** engagement! – Posts with photos get better engagement than text-, video-, or link-based posts.

Be engaging 1-2x a day – When posting, think quality over quantity and no more than 10 times a week. Be a clearinghouse for best practices.

Promote your Facebook presence – Feature Facebook icons above the fold on your website, blog, and e-newsletter.

"Pin to Top" popular updates – To highlight important posts already shared, occasionally pin them to the top of your page.

"Similar Page Suggestions" = **More** likes – Activating your Similar Page Suggestions will include your page when Facebook recommends similar pages.

Say "thank you" – Tell your story over and over by regularly thanking those who advance your cause.

Measure up! – Experiment with your posts and the monitor the metrics that matter the most using Facebook's "Page Insights."

Encourage direct messages - Activate the messaging functionality to engage with fans via direct messages. Then, respond, respond, respond!

3.16 Head Start & Facebook

What works well?

Easy-to-access link to learn more

Simple, targeted message
Engaging picture
Concrete call to action

3.17 Could It Be Stronger?

Could it be stronger?

Consider more engaging language
Experiment to see the best time and way to post
Use a # and @ to link to related Facebook searches
Share alongside posts on the benefits of early childhood education

3.18 Learn More

Learn More

Extend your knowledge of Facebook Select a topic to learn more.

Facebook Insights – Learn ways to monitor the traffic on your business page.

<https://www.facebook.com/business/a/page/page-insights>

Nonprofits on Facebook – Explore how nonprofits can benefit from using Facebook.

<https://nonprofits.fb.com/>

Facebook Help Center – Find answers to frequently asked questions.

https://www.facebook.com/help/?helpref=hc_global_nav

Facebook Brand – View guidelines for how the Facebook brand can be used.

<https://en.facebookbrand.com/>

Facebook Ads – Consider how Facebook ads can get your message out to targeted audiences. <https://www.facebook.com/business/products/ads>

Ready to Move On?

[Selectable options to move to the next topic, choose a new topic (go back to the menu), or skip to the review]

4. Twitter

4.1 Why Twitter?

Why Twitter?

Turn to Twitter to catch up on news and trends in your professional network, including Head Start, child care trend setters, and experts in early education.

Publicly share information with like-minded people. Follow, and become, a thought leader.

A tweet's 280-character limit is fast, focused, and informative, so let's get started. Select NEXT.

4.2 Getting Started

4 Easy (Honest) Steps to Getting Started

Select a heading to reveal more.

1. Search Twitter for "Head Start programs." – Viewing related posts will introduce you to Twitter feeds you may want to emulate.
2. Search YouTube for "Nonprofits and Twitter." – Multiple videos offer step-by-step instructions on how to launch a best practices Twitter profile.
3. View the "Getting Started with Twitter" webpage. – Videos and text introduce you to the key considerations in launching your profile.
4. Go to Twitter.com to build your profile – Twitter will walk you through the process of setting up an account.

4.3 Twitter Page

Here are some key elements of a Twitter page. Select a number to reveal more details.

1. Home: See the stream of tweets from accounts you have chosen to follow.
2. Header Image: Create a memorable first impression for your program (1500 x 500 pixels).
3. Profile Picture: Brand your homepage and all your tweets with this image (400 x 400 pixels).
4. @Name: Your Twitter name or handle (15-character limit).
5. Bio: Introduce your program with a brief descriptive profile (160-character limit).
6. Who to Follow: People you might follow based upon who you are already following.
7. Key Twitter Stats: Select each category to learn more.
8. Follow Button: Select your Twitter community here.

9. Trends for You: Information you may care about based on your location and who you follow.

4.4 Handle

Correct	Choice
	The re-posting of a meaningful tweet in your network
X	A username on Twitter
	A message on Twitter—no longer than 280 characters—that may also contain photos, links, or videos

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.5 Twitter Terms

Drag Item	Drop Target
Direct Message (DM)	A private message you send to someone who follows you
Follow	A Twitter connection that lets you view others' tweets in a running feed
Timeline	A stream of tweets from accounts you have chosen to follow
Like	Use the heart icon below a tweet to tell the author you appreciate their message
Retweet (RT)	The re-posting of a meaningful tweet in your network
@	Placed before someone's Twitter username alerts them they are mentioned in your tweet
Tweet	A message on Twitter—no longer than 280 characters—that may also contain photos, links, or videos
Notifications	Alerts highlight how others are interacting with your posts
Hashtag	A # placed before a keyword links it to other tweets with that keyword, making it

	easily searchable
Handle	A username on Twitter

Drag and drop properties
Return item to start point if dropped outside any drop target
Snap dropped items to drop target (Snap to center)
Allow only one item in each drop target

4.6 Retweet (RT)

Correct	Choice
X	The re-posting of a meaningful tweet in your network
	A username on Twitter
	A message on Twitter—no longer than 280 characters—that may also contain photos, links, or videos

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.7 Tweet

Correct	Choice
	The re-posting of a meaningful tweet in your network
	A username on Twitter
X	A message on Twitter—no longer than 280 characters—that may also contain photos, links, or videos

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.8 Hashtag

Correct	Choice
	A Twitter connection that lets you view others' tweets in a running feed
X	A # placed before a keyword links it to other tweets with that keyword, making it easily searchable
	Use the heart icon below a tweet to tell the author you appreciate their message

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.9 Like

Correct	Choice
	A Twitter connection that lets you view others' tweets in a running feed
	A # placed before a keyword links it to other tweets with that keyword, making it easily searchable.
X	Use the heart icon below a tweet to tell the author you appreciate their message

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.10 Follow

Correct	Choice
X	A Twitter connection that lets you view others' tweets in a running feed
	A # placed before a keyword links it to other tweets with that keyword, making it easily searchable
	Use the heart icon below a tweet to tell the author you appreciate their message

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.11 Notifications

Correct	Choice
	A stream of tweets from accounts you have chosen to follow
X	Alerts highlight how others are interacting with your posts
	Placed before someone's Twitter username alerts them they are mentioned in your tweet
	A private message you send to someone who follows you

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.12 @

Correct	Choice
	A stream of tweets from accounts you have chosen to follow
	Alerts highlight how others are interacting with your posts
X	Placed before someone's Twitter username alerts them they are mentioned in your tweet
	A private message you send to someone who follows you

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.13 Direct Message (DM)

Correct	Choice
	A stream of tweets from accounts you have chosen to follow
	Alerts highlight how others are interacting with your posts

	Placed before someone's Twitter username alerts them they are mentioned in your tweet
X	A private message you send to someone who follows you

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

4.14 Did You Know

Did You Know? Twitter Tips

Select an icon to reveal a tip.

Keep it focused – Keep each tweet focused on one specific message rather than trying to communicate multiple things.

Ask questions and run polls – Asking questions is an effective way to interact with your followers and invite them into the conversation.

Reply, reply, reply – Be responsive to questions, comments, and criticisms that come your way. Switch to Direct Messages to resolve complex issues.

Measure up! – Experiment with your posts and monitor the metrics that matter the most using Twitter analytics

Use engaging visuals – People are three times more likely to engage with tweets that contain video and photos.

Connect with retweets – Remember, retweets should reflect your program's purpose and values. Associate with the thought leaders you want to be.

Use link shorteners – When linking back to your website, use link shorteners to maximize your character count, build your brand, and measure your efficacy.

Incorporate relevant hashtags – Highlight key words to tap into relevant conversations. Use no more than two hashtags per tweet.

4.15 Head Start & Twitter

What works well?

- Recognizable logo
- Simple, targeted message explaining what, where, and when
- Easy-to-access link to learn more
- Concrete call to action

4.16 Learn More

Extend your knowledge of Twitter.

Select a topic to learn more.

Getting Started with Twitter: Videos and text introduce you to the key considerations in launching your profile. <https://support.twitter.com/articles/215545#>

Twitter Nonprofits: Explore how other foundations and nonprofits use Twitter.
<https://twitter.com/nonprofits?lang=en>

Twitter Help Center: Find answers to frequently asked questions.
<http://support.twitter.com>

Twitter for Business: Learn how to drive web traffic, gain relevant followers, and advertise on Twitter. <https://business.twitter.com/en.html>

Twitter Analytics: Learn how to analyze your tweets and understand your followers.
<https://business.twitter.com/en/analytics.html>

Ready to Move On?

[Selectable options to move to the next topic, choose a new topic (go back to the menu), or skip to the review]

5. Linked In

5.1 Why LinkedIn?

Why LinkedIn?

Build community. Find talent. Get LinkedIn.

LinkedIn is a professional networking platform that is ideally suited for recruiting employees, volunteers, board members, and partners. Use it to elevate your program's professional profile and raise awareness about important issues.

Select NEXT.

5.2 Getting Started

4 Easy (Honest) Steps to Getting Started

Select a heading to reveal more.

1. Search LinkedIn for "Head Start programs." – Review the posts that use this term and see if there are any features you want to emulate.
2. Search YouTube for "Nonprofits and LinkedIn." – Multiple videos describe best practices in launching a LinkedIn profile.
3. View the LinkedIn Help Center webpage. – Videos and answers to FAQs introduce key considerations in launching a profile.
4. Go to the "LinkedIn for Nonprofits" webpage to build your profile. – Step-by-step instructions walk through the process of setting up a company page.

5.3 The LinkedIn Page

Here are some key elements of a LinkedIn page.

Select a number to reveal more details.

1. Logo: This image will accompany all posts to keep it simple and recognizable.
2. Follow: Receive the host's posts in your feed.
3. See Jobs: Showcase job openings.
4. See Employees on LinkedIn: Identify employees and volunteers who are LinkedIn members.
5. Cover Image: Introduce your program and services with this commanding banner.
6. About Us: Strategic key terms and phrases make you easily searchable.
7. Showcases: Highlight the services and programs that define you.
8. People Also Viewed: Link to similar organizations (optional).

5.4 LinkedIn Terms

Drag Item	Drop Target
Profile	Your interests, skills, and professional experiences.
2 nd Degree Connection	Someone that one of your contacts knows.
Anonymous Viewer	Someone who has viewed your profile in private mode.
Groups	A place where professionals with shared interests connect.
InMail	Private messages between all LinkedIn users.
Introduction	Sharing contact information through a mutual connection.
Connections	Members of your LinkedIn network.
3 rd Degree Connection	A distant contact through a 2 nd degree connection.
1 st Degree Connection	A direct contact you can message through LinkedIn.
Invitation	A request to join a LinkedIn network.

Drag and drop properties
Return item to start point if dropped outside any drop target
Snap dropped items to drop target (Snap to center)

5.5 Connections

Correct	Choice
X	Members of your LinkedIn network.
	A direct contact you can message through LinkedIn.
	Someone that one of your contacts knows.
	A distant contact through a 2 nd degree connection.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.6 1st Degree Connection

Correct	Choice
	Members of your LinkedIn network.
X	A direct contact you can message through LinkedIn.
	Someone that one of your contacts knows.
	A distant contact through a 2 nd degree connection.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.7 2nd Degree Connection

Correct	Choice
	Members of your LinkedIn network.
	A direct contact you can message through LinkedIn.
X	Someone that one of your contacts knows.
	A distant contact through a 2 nd degree connection.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.8 3rd Degree Connection

Correct	Choice
	Members of your LinkedIn network.
	A direct contact you can message through LinkedIn.
	Someone that one of your contacts knows.
X	A distant contact through a 2 nd degree connection.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.9 InMail

Correct	Choice
	Someone who has viewed your profile in private mode.
	A place where professionals with shared interests connect.
X	Private messages between all LinkedIn users.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.10 Groups

Correct	Choice
	Someone who has viewed your profile in private mode.
X	A place where professionals with shared interests connect.
	Private messages between all LinkedIn users.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.11 Anonymous Viewer

Correct	Choice
X	Someone who has viewed your profile in private mode.
	A place where professionals with shared interests connect.
	Private messages between all LinkedIn users.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.12 Invitation

Correct	Choice
	Sharing contact information through a mutual connection.
X	A request to join a LinkedIn network.
	Your interests, skills, and professional experiences.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.13 Profile

Correct	Choice
	Sharing contact information through a mutual connection.
	A request to join a LinkedIn network.
X	Your interests, skills, and professional experiences.

Feedback when correct:

That's right! You selected the correct response.

Feedback when incorrect:

You did not select the correct response.

5.14 Did You Know?

Did You Know? LinkedIn Tips

Select an icon to reveal a tip.

Reflect the new you – Keep your account up-to-date and accurate so your program looks vibrant and responsive.

Post openings and solicit support – Recruit employees, volunteers, and board members who want to make a difference.

Be engaging – Post content-related information with a prompt for opinions and feedback.

Be searchable – Use strategic key terms and phrases so others can find you.

Emulate effective messaging – Scan related nonprofits to learn from their innovations and reflect on your efforts.

Craft catchy headlines – Short, compelling headlines attract more readers.

Include images – Use the power of pictures to reinforce and extend your content.

Join LinkedIn groups – Take advantage of these discussion boards and networking opportunities.

Share your mission – Make sure your profile reflects your program's beliefs, culture, and values.

5.15 Head Start & LinkedIn

What works well?

- Regular postings show the program is vibrant and responsive
- The link provides a call to action and source for more information
- An exciting image expresses a strong sense of mission
- Message is valuable and relevant to staff and education professionals

5.16 Learn More

Extend your knowledge of LinkedIn. Select a topic to learn more.

LinkedIn Groups: Connect with professionals who have similar interests.

<https://www.linkedin.com/help/linkedin/answer/1164/groups-overview?lang=en>

LinkedIn for Nonprofits: Find the talent and connections to grow your program.

<https://nonprofits.linkedin.com>

LinkedIn Products and Tools: Review how LinkedIn can support your program.

<https://nonprofit.linkedin.com/linkedin-products>

LinkedIn Showcase Pages: Highlight your program's key services and programs.

<https://business.linkedin.com/marketing-solutions/company-pages/showcase-pages>

Posting a Job on LinkedIn: Advertise your program's open positions.

<https://www.linkedin.com/help/linkedin/answer/166/posting-a-job-on-linkedin?lang=en>

Ready to move on?

[Selectable options to move to the next topic, choose a new topic (go back to the menu), or skip to the review]

6. Social Media Strategy

6.1 Why a Strategy?

Why a Strategy?

Your social media strategy should be flexible and regularly reviewed against broader program goals and values.

Your plan will become more elaborate over time; but for now, let's start with foundational concerns.

Select NEXT.

6.2 Road Map 1

Developing a Social Media Plan

Select the numbered yellow signs as they become highlighted to learn more about each stop.

1. Know Yourself – Your social media plan is part of your larger communication system. Begin with a concise **mission statement** and the overarching **goals** you want to consistently **reinforce** and **extend**.
2. Identify Your Target Audience – Messaging for everyone is likely messaging for no one. To guide your content development, create audience **personas** that describe their specific needs and wants. Free online guides can help you through this process.
3. Choose the Right Network – Social media profiles may be free, but developing and **managing** them consumes valuable resources. Focus your efforts on the networks your target audiences use the most. Better to do an **excellent** job with a **few networks**, than a mediocre job on more.
4. Track and Measure Your Efforts – From day one, **measure your social media efforts**. Track followers, likes, and shares. Use **analytics** to monitor website traffic and **identify** the content that performs best. In time, you will identify the social media goals and metrics that matter the most to you.

Keep going!

6.3 Road Map 2

Developing a Social Media Plan

5. Select the numbered yellow signs as they become highlighted to learn more about each stop. Create a Content Strategy – Use stories and images to deliver your content. **Develop** content **categories** that resonate with your target audience (e.g., volunteer spotlights, early education benefits, inspirational quotes). **Plan** and **schedule** the frequency of your posts.

6. Make Engagement a Priority – Be personable and respond to questions, comments, and posts **tagging** your organization. Look for relevant **hashtags** to engage in conversation and like-minded thought leaders to cross-promote.
7. Assign Roles and Responsibilities – Social media doesn't just happen. To be **strategic** and **responsive**, social media campaigns need to be **coordinated**. Establish a point person to spearhead your efforts and stay informed of related budgetary, legal, and procedural concerns.
8. Review Related Policies and Procedures – Legal and budgetary considerations may alert you to potential **concerns** you had not thought about and help you craft social media policies. For example, privacy and **confidentiality** issues can be easily addressed with simple **safeguards**.

Select NEXT

6.4 Strategy Consideration

Strategy Considerations

Select the headings to reveal guiding questions. Answering these will help you create a social media plan.

On your mark: What benefits do you hope to realize through social media? Is social media already being used? What is going well? What can be improved? How will you define success? Have related agency and partner policies been addressed?

Get Set: Have program leaders approved the allocation of necessary resources? Are individuals with the appropriate skills and knowledge in place to implement the plan? Do you have the necessary technology to support the plan? How might staff and fiscal limitations impact your overall strategy?

Go: How will your content, look, and tone reflect your program's values and services? How will your campaigns reinforce larger marketing and outreach efforts? Do you need to post in multiple languages? How often will you review your strategy?

6.5 Policy Considerations

Policy Considerations

Here are some common terms and concepts you may want to consider as you develop your social media policies. A wealth of internet resources will provide added insight and direction. When in doubt, secure legal counsel.

Select an icon to reveal a tip.

Acceptable Use Policy (AUP) – An AUP identifies practices and limitations that a user must agree to in order to access a business network on the Internet. It is an important social media consideration, as it outlines how a program expects its spokespeople to behave and ensures compliance with federal and local laws.

Social Media Monitoring – Assign someone the responsibility of monitoring your social media platforms on a frequent and regular basis. This way you can ensure your program is represented in a manner that best reflects your values, purpose, and voice.

Confidentiality – HSPPS [45 CFR § Part 1303 Subpart C](#) sets forth protections for the privacy of child records. [Personnel Policies, 45 CFR § 1302.90\(c\)\(iv\)](#) sets forth program confidentiality policies. Since content can be viewed and shared by anyone, there is limited privacy on a social media platform. If there is any chance that a professional standard might be breached, it is best not to post the information.

Responding to Comments – There may be times when someone expresses negative comments or review. Consider whether the posting is simply a difference of opinion or whether it is hurtful. If it is the former, respond in a polite, individual manner. Remember, this is a public record. At times, offline communication may be the best approach. However, if the post includes profanity, threats, or incites violence, you may want to delete it.

Copyright – Since you will likely be reposting and cross-referencing content created by others, it is important to understand how to properly attribute sources and other copyright considerations. Creative Commons offers guidelines and expectations on fair use.

Lobbying – Actions aimed at influencing legislation is considered lobbying. The Hatch Act restricts political activities by the people, including Head Start staff, whose employment is financed in whole or in part by a government grant award. Therefore, the use of social media by a grantee or its staff for lobbying purposes is restricted.

6.6 Legal Considerations

Legal Considerations

There are a number of legal considerations that may impact your social media policy. It may be beneficial to consult with a lawyer to review your policy.

Select a topic to see more.

Social Media Policy – Establish a social media code of conduct. This will guide your employees and may protect you in case there is related litigation.

Contests – Social media contests are effective in building an online community, but they do require special legal responsibilities.

Music – Don't use popular music without permission. Stock music is an affordable option.

Personnel Disclosures – Do not ask employees to promote your postings through their accounts. They should disclose their affiliation if they choose to endorse the program.

Testimonials – Testimonials can be powerful but must be authentic. No "astroturfing," or artificially creating grassroots buzz.

Online Responses – How should you respond to online comments? Search "Air Force Web Posting Response Assessment" for a thoughtful flow chart.

Images/Video – Only use photos for which you have the rights. Avoid showing faces without proper release forms. "Labeled for reuse" Google images can be **carefully** considered.

Terms of Service – Read the terms of service for your chosen social media platforms. They detail the rights and responsibilities to which the user and hosting platform both agree.

Privacy Protection – Never divulge personally identifiable information. Children's artwork and closely cropped images can be powerful and expressive.

Copyright – Copyright has its limitations. Employees need to know fair use regulations and how to show proper attribution.

6.7 Budgetary Considerations

While most social media profiles are free, developing and managing them consumes valuable resources. It is important to think about your budget and resources.

Budgetary Considerations

Select each topic to reveal the related budgetary consideration.

Infrastructure – Do we have the necessary hardware and infrastructure?

Networks – How many sites will we use?

Staffing – Do we have the personnel to design images and post content?

Time – How much time will be spent cultivating an online community?

Promotion – Are we purchasing advertising space?

6.8 Document Your Plan

You've got the skills! Get the team together and put it all on paper.

Ready to Review

[Selectable options to move to the review or choose a new topic (go back to the menu)]

7. Final Assessment: Immediate Feedback

7.1 Instructions

7.2 1. Is the following statement true or false?

All social media platforms are created equal. The target audiences for each platform are mostly the same.

Correct	Choice
	True
X	False

Feedback when correct:

Each platform has different purposes, audiences, and Head Start program applications. It is important to weigh these differences alongside program goals when choosing the right platform.

Feedback when incorrect:

Each platform has different purposes, audiences, and Head Start program applications. It is important to weigh these differences alongside program goals when choosing the right platform.

7.3 2. Select the social media platform that is best used for the following:

- **Educating the community**
- **Recruiting employees**
- **Sharing real-time updates**

Correct	Choice
	Facebook
X	Twitter
	LinkedIn
	Instagram

Feedback when correct:

See the "What Platform Is Right for You?" section slide for an example of how to weigh your program goals against the strengths of each platform to choose which is right for your program.

Feedback when incorrect:

See the "What Platform Is Right for You?" section slide for an example of how to weigh your program goals against the strengths of each platform to choose which is right for your program.

7.4 3. Managing social media is not an exact science, but there are some common best practices. Which of the choices is not a common best practice?

Correct	Choice
	Keep it simple
	Share stories
	Measure impact
X	You can never post too much

Feedback when correct:

There can be too much of a good thing. While it is important to post regularly, post too much and you may turn off audiences for taking up too much of their feed.

Feedback when incorrect:

There can be too much of a good thing. While it is important to post regularly, post too much and you may turn off audiences for taking up too much of their feed.

7.5 4. Crafting an effective Facebook post can be an art. Which elements below are part of a well-crafted Facebook post? Select all that apply.

Correct	Choice
X	Simple, targeted message
X	Concrete call to action
X	Engaging picture
	Personal information

Feedback when correct:

Never include personal information about yourself, staff, or the children and families your program serves.

Feedback when incorrect:

Never include personal information about yourself, staff, or the children and families your program serves.

7.6 5. Is the following statement true or false?

It is common practice to use as many hashtags as possible in a tweet.

Correct	Choice
	True
X	False

Feedback when correct:

The general practice is to use no more than two hashtags per post, regardless of platform.

Feedback when incorrect:

The general practice is to use no more than two hashtags per post, regardless of platform.

7.7 6. Many of the best practices for posting are true across all platforms, but not always. Which of the following is important to consider when posting for Twitter, but is not as necessary for Facebook or LinkedIn?

Correct	Choice
	Hashtags
	Engaging visuals
X	Number of characters
	Focused message

Feedback when correct:

Twitter is the only platform that limits the number of characters per post.

Feedback when incorrect:

Twitter is the only platform that limits the number of characters per post.

7.8 7. Select the LinkedIn term that best describes the following: Someone that one of your contacts knows.

Correct	Choice
	1 st degree connection

X	2 nd degree connection
	3 rd degree connection
	Anonymous viewer

Feedback when correct:

A 2nd degree connection is someone one of your contacts knows.

Feedback when incorrect:

A 2nd degree connection is someone one of your contacts knows.

7.9 8. Every social media platform is designed with a purpose. For what is LinkedIn ideally suited?

Correct	Choice
X	Recruiting employees, volunteers, board members, and partners
	Connecting with old friends
	Retweet posts to your community
	Gathering feedback, comments, and suggestions

Feedback when correct:

LinkedIn was designed to connect professionals.

Feedback when incorrect:

LinkedIn was designed to connect professionals.

7.10 9. Is the following statement true or false?

It is beneficial to consult legal counsel when developing social media policies.

Correct	Choice
X	True
	False

Feedback when correct:

It is important to have legal counsel review any policies about which you have questions.

Feedback when incorrect:

It is important to have legal counsel review any policies about which you have questions.

7.11 10. Most social media platforms are free, but time and resources are not. Which of the following are important budgetary considerations to keep in mind when developing a social media plan?

Correct	Choice
	Purchase of ad space
	Time spent cultivating an online community
	Personnel to design images and post content
X	All of the above

Feedback when correct:

It is important to consider and account for how much time and resources your social media efforts will consume.

Feedback when incorrect:

It is important to consider and account for how much time and resources your social media efforts will consume.

7.12 Results Slide

Results for
7.2 1. Is the following statement true or false? All social media platforms are created equal. The target audiences for each platform are mostly the same.
7.3 2. Select the social media platform that is best used for the following: - Educating the community - Recruiting employees - Sharing real-time updates
7.4 3. Managing social media is not an exact science, but there are some common best practices. Which of the choices is not a common best practice?
7.5 4. Crafting an effective Facebook post can be an art. Which elements below are part of a well-crafted Facebook post? Select all that apply.
7.6 5. Is the following statement true or false? It is common practice to use as many hashtags as possible in a tweet.
7.7 6. Many of the best practices for posting are true across all platforms, but not always.

Which of the following is important to consider when posting for Twitter, but is not as necessary for Facebook or LinkedIn?
7.8 7. Select the LinkedIn term that best describes the following: Someone that one of your contacts knows.
7.9 8. Every social media platform is designed with a purpose. For what is LinkedIn ideally suited?
7.10 9. Is the following statement true or false? It is beneficial to consult legal counsel when developing social media policies.
7.11 10. Most social media platforms are free, but time and resources are not. Which of the following are important budgetary considerations to keep mind when developing a social media plan?

Result slide properties

Passing Score 70%

Success

Congrats! You are koala-fied to start developing your social media strategy.

Failure

Looks like social media is still a bear. Give it another try!