



Virtual Collaboration:
Amplifying our
Voices Through
Social Media



Presenters

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Participants Will Learn:

- Strategies to use social media as a marketing tool
- How to use analytics in reporting and the impact

#ECFamResources - How It Started

The WHY...

A shared vision of bringing the early childhood tools and resources to the people who need it the most...the families!



How it Worked



- Common hashtag: #ECFamResources
- Social Media “takeover” each month
- “Takeover” center creates and shares content throughout the month
- Participating centers watch for and repost/retweet/share the content on their social media, using the common hashtag (*this is the hard part!*)

Considerations

- What's your main message? Purpose?
- Tracking and learning when to post
- Creating or curating content?
- Key partners



Consistency is crucial for growth

- **Starts with a plan:** content & frequency
- **Relies heavily on branding**
- **Builds a trustworthy and reliable community for our clients**



Social Media by the numbers



4.2 billion

Social media
users worldwide

2 hours

Time spent by an
average U.S. user
per day

35 minutes

Average time spent
by average U.S.
user per day per
channel



Tools and Resources We Like

Social Media scheduling tools

- HootSuite (*you can qualify for a discounted rate if are a non-profit organization*)

Design/Graphics tools

- Canva (*free for a registered non-profit organization*)
- QR codes - [Free QR Code Generator \(qr-code-generator.org\)](http://qr-code-generator.org)

Royalty-free Photo services (be careful with copyrighted photos)

- Bigstock
- iStock (cost per picture)

Data, Analytics, Impressions

Big Data Approach

- High but **real expectations**
 - Reach 25% target audience
 - Steady Growth: 0.64 to 2.2% monthly
- **Amplification** is Powerful But Anonymous
- Social Media for Good is **Impactful** not Competitive
- **Data translates to storytelling** not necessarily to traditional data collection.





Data, Analytics, Impressions and More

- **Impressions** are the number of times your content is displayed, no matter if it was clicked or not.
- **Reach** is the total number of people who see your content.

Analytics



Jun 2022 - 30 days

TWEET HIGHLIGHTS

Top Tweet earned 752 impressions
 Excited to share a NEW issue brief on the importance of diversity & inclusion in #preschool. Strong Foundations is a joint report of @Hunt_Institute @EdTrust @TCFdotorg and @EdAlliance's @MannyCantorNYC with support from @trust4learning Read it at: ow.ly/UH2C50JFTMO

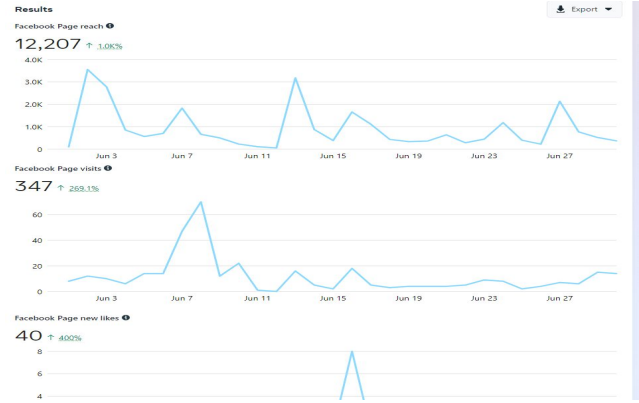
Top mention earned 9 engagements
 If you are at #naeyciNST come by the @ECPCCenter booth in the exhibit hall. P-416 pic.twitter.com/otPprzEj7w

Top Follower followed by 39.3K people

Top media Tweet earned 577 impressions
 Five ways fathers support their child's learning everyday
 1. Fathers play with their child to help them learn social skills. #ECFamResources pic.twitter.com/eCAXy36FAD

JUN 2022 SUMMARY

| | | | |
|---------------|-------|-------------------|-------|
| Tweets | 226 | Tweet impressions | 20.1K |
| Public posts | 3,858 | Hashtags | 32 |
| New followers | 19 | | |



Best days and times to publish

Based on your **number of fans online in the last 30 days**, we suggest publishing on:

| | | | | | |
|---|---|---|--|---|--|
| 1 | <p>Tuesday @ 21:00</p> <p>424 fans online</p> <p> Schedule for Tue, Sep 6</p> | 2 | <p>Monday @ 20:00</p> <p>422.25 fans online</p> <p> Schedule for Mon, Sep 12</p> | 3 | <p>Tuesday @ 20:00</p> <p>414.75 fans online</p> <p> Schedule for Tue, Sep 6</p> |
|---|---|---|--|---|--|

Creating a hashtag



- A hashtag is a keyword or a phrase used to describe a topic or a theme. Hashtags can help you find topics of interest.
- A hashtag automatically becomes a clickable link when you tweet it. Anyone who sees the hashtag can click it to go to a page featuring the feed of the recent tweets that contain that hashtag.

Hashtag

Creating a message



- Create a social media post in 3 easy steps
 - Determine content/message
 - Use Canva or other tools to create visual
 - Post on Facebook and Twitter



One Example



FAMILY INVOLVEMENT SELF-ASSESSMENT

Use this checklist to assess your readiness to become involved in personnel development efforts. These considerations will help you evaluate whether or not this is the right opportunity for you at this time.

Questions to consider before committing to be involved:

| | Do I know? | Is this right for me? | MORE QUESTIONS TO ASK |
|--|------------|-----------------------|-----------------------|
| OPPORTUNITY | | | |
| What is the opportunity? • Local, state or national | | | |
| • Stakeholders: advisors group or other | | | |
| Is this a new opportunity or existing? | | | |
| Is this time limited (topic specific) or ongoing? | | | |
| What is the impact? • Local state or national | | | |
| ROLE | | | |
| What is my role? | | | |
| • Family faculty/co-trainer/presenter | | | |
| • Will I represent my own experience or share the family perspective? | | | |
| Is there background information that I should know to address the topic? | | | |
| Is there a training or classes that I can attend? | | | |
| What is the expectation of family? | | | |
| How many other families are involved? | | | |
| COMMITMENT | | | |
| Where are the meetings or classes held? | | | |
| • Is there an option to participate virtually? | | | |
| What is the time commitment? • Per week/monthly/quarterly | | | |
| How far in advance are the meetings or class schedules? | | | |
| How far in advance is the agenda distributed? | | | |

| | Do I know? | Is this right for me? | MORE QUESTIONS TO ASK |
|---|------------|-----------------------|-----------------------|
| RESOURCES | | | |
| Is there a reimbursement mechanism? | | | |
| What is covered? | | | |
| • Childcare | | | |
| • Travel costs (parking, tolls, mileage) | | | |
| • Stipend for my time | | | |
| • Preparation time reimbursed | | | |
| Do I know how to request reimbursement? | | | |
| What is the turnaround time for reimbursement? | | | |
| Where do I go if I have specific questions? • Person or website | | | |
| Do I have a support network at home to allow me time away? | | | |
| Do I have enough information to make an informed decision about this opportunity? | | | |
| What if I decide this is not right for me? | | | |
| Do I know the process of resigning? | | | |
| Are there other things to consider? | | | |
| Do I need to find out more before making a decision? If so, what? | | | |



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Family Involvement Self-Assessment Checklist

1 What is the Opportunity?

2 What is the role?

3 What is the commitment?

4 Is there a reimbursement mechanism?

5 What resources and supports are available? >>





Small Group Activity - create a Social Media Post using one of these

- [Five Strategies for Engaging Family Partners \(nichq.org\)](http://nichq.org)
- [7 Steps Of The IEP Process | SpecialEdResource.com](http://SpecialEdResource.com)
- [The Early Intervention IFSP Process \(ectacenter.org\)](http://ectacenter.org)
- [Family-Involvement-Self.Assessment.pdf \(ecpcta.org\)](http://ecpcta.org)





Lessons learned

Big group – clarify shared vision – define roles and process

- Tried a few different ways before we found what worked
- Small workgroup – worker bees – don't need everyone's input all of the time
- Takeover month
- Amplification group – participating, sharing, posting, retweeting

Be patient, especially when people aren't responding as expected

Have a few people who are savvy enough, have the expertise; not everyone needs to be an expert on everything

Don't Overthink IT!



What We Learned - The Power of Combining Forces to Cultivate New Audiences

- Many families do not realize the treasure trove of evidence-based practices that exist in the different TA Centers. Hearing about resources from trusted voices increases the likelihood they will access the materials.
- Collaboration between TA Centers provides teams the opportunity to hold each others practices up and the opportunity to learn from each other and develop new innovations.



Remember...

- Don't overthink it!
 - Keep your messages/content simple!
 - You don't have to spend a lot of money
 - You don't have to be a social media expert
 - Don't wait for it to be perfect... get comfortable with a campaign and process that will be continually evolving

Which platform should you use?



Building awareness

Facebook
Twitter
Instagram

Educating

Facebook
Twitter
LinkedIn

Advertising events

Facebook
Twitter

Covering live events

Twitter
Instagram
Snapchat
TikTok

Activating audiences

Facebook
Twitter
Instagram

So What? Now What?

What questions, comments, or suggestions do you have?





Thank You!

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