

# Using Social Media to Grow Enrollment

## The Latest Ideas and Trends to Create a Base of Raving Fans



**Kris Murray**  
President & Founder



# Today's Agenda

- Quick Overview of Social Media in 2015
- Where & What to Post
- 4 Brand New Facebook Tools
- Time-Saving Tips
- Case Studies of Child Care Leaders Who Are Rockin' It
  - And Using Social Media to **Really Grow** Enrollment & Revenue
- Summary & Conclusion

A little about me...

# How It All Started...Meet Alison



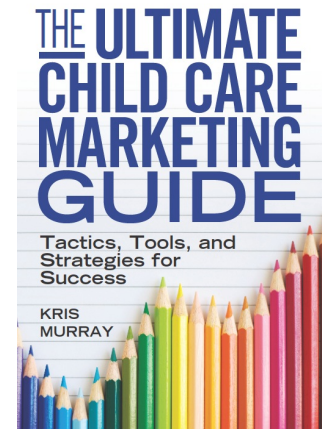
**Alison, my first child care client, with  
her granddaughters**

# Kris Murray

**Mentor – Speaker – Author – Mom**



- Business coach & mentor exclusively for Early Learning Leaders
  - Host of the largest national business conference in the world for our industry – the Child Care Success Summit
  - Over 240 child care leaders currently in our mentoring programs
  - Author of two 5-star rated books (both on Amazon)
  - Mom of 2 great kids and Devin’s loving wife



# Just a few of the hundreds of early childhood leaders who've gotten results from the "Kris Murray Method"





# The Latest Stats...

- 1.01 Billions Monthly users
- 6.75 Hours per Month
- 1 out of every 7 minutes online spent on Facebook
- 250 Million Photos added daily
- 500 Million + Likes per day
- 140 Billion friends connected





# The Millennial Generation: Your Target Market

- Millennials (16-35)
  - Account for about 90% of all babies being born today
  - Web first searchers
    - Go to the web to find businesses
    - Only after making a choice do they call, visit or do offline research
    - **If you are not present on the web & social media they assume you don't exist**
  - Millennial moms & dads are “pre-shopping” your program online and in social media

# Obviously, Your Program MUST Be on Social Media Sites

- You really do need an active social media presence for your child care program
- Encourage Interaction & ENGAGEMENT
  - **Comments and Shares are Now More Important than “Likes”**

**POLL TIME!**

# Where to Spend 90% of Your Time and Effort

*Let me help you FOCUS...*

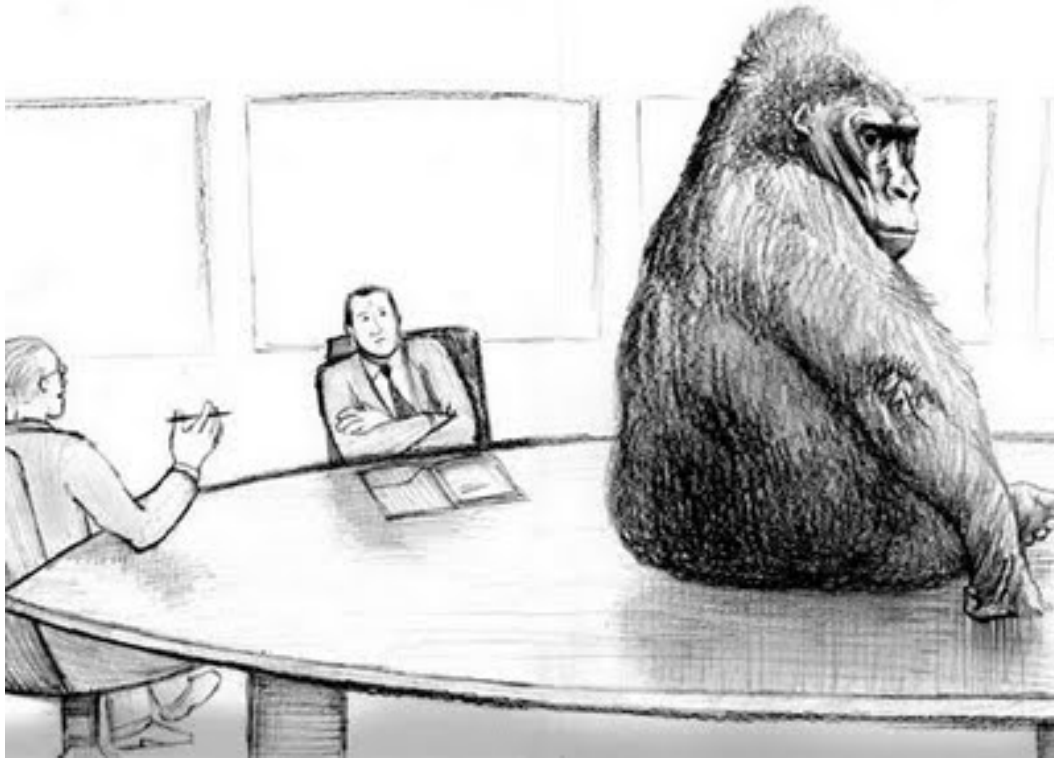
# The 4 Biggies

- Facebook
- Pinterest
- Google+
- YouTube
  
- Plus LinkedIn for Finding Teacher Talent and Making Company Connections
- Instagram is growing, especially among 16-22 year olds

# Facebook



“The 800-pound gorilla”



# Why These Platforms?

- Facebook – the big daddy
- Pinterest – where young moms hang out
- Google+ - supports your Google Search results
- YouTube – lots of traffic, video marketing, and owned by Google

# What to Post

- Photos / videos: Focus on the LEARNING activities taking place
  - Take values / culture of your parents into account
- Focus on the 5 E's
  - Endear
  - Entertain
  - Educate
  - Enlighten
  - Expert (you)



# Remember, Your Goal is ENGAGEMENT

- Seeking more Shares and Comments
- Posts that “compel” people to get involved
- “Caption this”
- Questions
- Polls
- Throwback Thursday, etc.
  - My use of Win Wednesday
  - Last week, 11 detailed comments
  - [Facebook.com/ChildCareBusiness](https://www.facebook.com/ChildCareBusiness)

# Is It Okay to Promote?

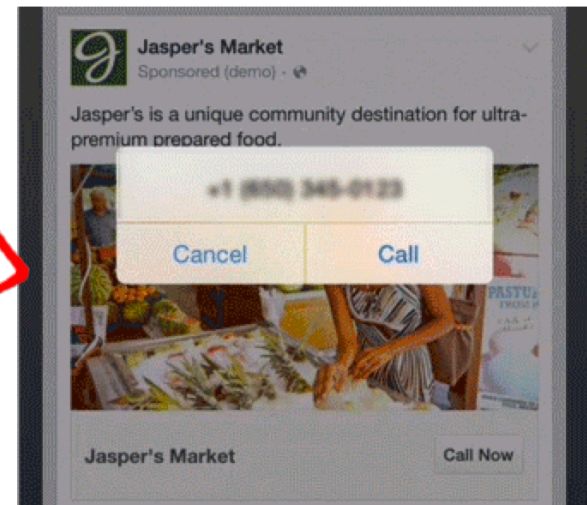
- YES!
- Include links to your main website to drive traffic and inquiries
- Promote up to 25% of the time
- Special offers, especially tied into holidays
- Promotional posts should be boosted (ad campaign)

# Facebook Tools & Shortcuts



# Four New Facebook Tools You Should Know About

- **Call Now Button for Local Businesses**
  - <https://www.facebook.com/business/a/local-awareness-call-now>
- **Instant Articles: create fast, widespread articles and be seen as the expert**  
<http://instantarticles.fb.com/>
- **Free FB Training**
  - <https://www.facebook.com/blueprint>
- **FB Support – yes, you can really get help from a human!**
  - <http://www.postplanner.com/how-to-contact-facebook-to-get-support/>



# Facebook Advertising

- Facebook wants businesses to advertise (duh)
- Your posts will be shown less on peoples' timelines, unless you pay to BOOST them
- Key: use Facebook audience selection to target your posts

# Facebook Audiences

- Custom audiences
  - Based on your own customer / prospect list
- Lookalike audiences
  - More FB leads that “look like” a given custom audience
- Build an audience using FB Selects

# Facebook Audience Selects

**Financial**

**Income**

- \$30,000 - \$40,000
- \$40,000 - \$50,000
- \$50,000 - \$75,000
- \$75,000 - \$100,000
- \$100,000 - \$125,000
- \$125,000 - \$150,000
- \$150,000 - \$250,000
- \$250,000 - \$350,000
- \$350,000 - \$500,000
- Over \$500,000

**Net Worth**

- Under \$100,000
- \$100,000 - \$200,000
- \$200,000 - \$500,000
- \$500,000 - \$750,000
- \$750,000 - \$1,000,000
- \$1,000,000 - \$2,000,000
- Over \$2,000,000

**Home**

**Market Segments**

**Parents**

- All parents
- Expectant parents
- Child 0 - 3 years
- Child 4 - 12 years
- Child 13 - 15 years
- Child 16 - 19 years

Job Title	Selected Audience	Compare
Construction and extraction	4%	+0%
Nurses	3%	+0%

26% of audience matched

**Relationship Status**  
Self-reported data from people who list a relationship status on Fa...

Relationship Status	Percentage
Single	32%
In a Relationship	17%
Engaged	4%
Married	47%

**Education Level**  
The highest level of education reached based on self-reported dat...

Education Level	Percentage
High School	30%
College	63%
Grad School	8%

# Google “How do I create a custom audience”

- You can create a Custom Audience with any of the following tools:
  - Ads Manager
  - Ad creation
  - Power Editor
- You may have to use Power Editor for more advanced campaigns, including Lookalike Audiences
- Things are always changing



# Also, Make Sure Your Business Profile is Complete

- Settings -> PAGE INFO
- Company Address, Hours, etc.
- Use Keywords in Description and other fields,  
as much as you can
  - i.e. Duluth Preschool, Omaha Child Care Center

# Time-Saving Tips

- Your goal: 15 minutes/day or less
- Hootsuite: schedule posts on all platforms up to 30 days out
- PostPlanner: great tool for scheduling FB posts
- Outsource to a teacher or admin who loves social media and is good at it
- Hire a virtual assistant / social media manager

# You Can't Let Fear Stop You

- “I can't do social media because someone might put a bad comment up”
  - Fired staff who have a vengeance
  - Existing staff who aren't team players
  - Unhappy moms
- Upset parents with pictures / comments
- Past of teacher / off duty time coming back
  - When parents friend teacher they can see what they did this weekend, or that “college night” photo someone posted

# Solutions

- Get over it – It's too important to be on social media to let fear stop you
- You can control who makes comments and set your account so you must approve all posts
  - Delete the inappropriate posts
  - Content Filter
  - Block words, links, just about anything
- Have a Social Media Policy for your program

# Protect Your Program with a Social Media Policy

- **Personal Social Media Rules / Guidelines for Employees:** covers employee behavior on personal time and social media policies regarding personal communication between staff and parents
- **Business Activities & Social Media Rules / Guidelines:** covers employee behavior when acting on behalf of the company or as a teacher on company time
- **Provide Do's and Don'ts**
- **Provide Examples / Scenarios and What to Do**
  - For Example, “What to Never Disclose”

# Case Studies & Examples

# Case Study #1: Mary Wardlaw

## The Children's Center, Niles, MI

- Quarterly Door Decorating contests
- “We went from **80 likes to over 600** in the last year - mostly because of the 4 contests we've run.”
- The winning classroom gets \$100 of new toys/materials chosen by the teacher.





# Case Study #2: Carolyn Driggers

Primary Beginnings, Raleigh, NC

- Have run 2 Facebook contests that integrated with in-school activity
  - Decorate Your Doors holiday contest
  - Sign up for Super Bowl contest
- Rewarded family who won and put photo of them holding the reward on Facebook
- Results: doubled their “likes”
- This works for subsidy programs just as well as private-pay

# Case Study #2: Carolyn Driggers Primary Beginnings, Raleigh, NC

Actual Post:

There's still time to get more "likes" on your favorite Superbowl door! The classroom who has the most "likes" on their door will win a pizza party! Go to the Photo Albums and you will find it under each center's Superbowl Door Album. Good Luck!

# Case Study: Primary Beginnings, Raleigh, NC


(29) Primary Beginnings Child Development Centers - Mozilla Firefox  
File Edit View History Bookmarks Tools Help  
Inbox (4) - daycareystems@gmail.co... x (29) Primary Beginnings Child Develo... x +  
https://www.facebook.com/PrimaryBeginnings?ref=ts&fref=ts  
Pin It Gunnison Watershed S... DemGen Inc. Projects Town of Crested Butte... Home - Miss Jen's 5th ... CCM InfusionSoft WeightWatchers.com: ... Louise and Kris Dropbox ICCBTA InfusionSoft

facebook 4 25 Search for people, places and things Kris Murray Home

Primary Beginnings Child D... Timeline Now

Primary Beginnings Child Development Centers 17 hours ago


Superbowl party basket. Parents and children signed posters representing their favorite teams. One family won the drawing! Congrats to the Lane/Watson family!



Like · Comment · Share

Primary Beginnings Child Development Centers 18 hours ago

Congratulations to the Lane/Watson Family. They won the party basket by signing the Superbowl posters in the lobby!



Like · Comment · Share

Create Page

Now

January

2012

2011


2007

2001

Opened

Sponsored

SurveyMonkey: Upgrade Now surveymonkey.com



Don't leave important questions unanswered. Upgrade to get access to advanced features.

Andrea Fortunato Rhodes commented on her own link: "Wouldn't you just love to be N..."

Barbara Anne Elliott likes Dave James's photo.

Laura Guccione likes Barb Hamblett's photo.

Jen Ess shared Wiccan Parents's status update.

Mike Imes listened to Drive by R.E.M. on MOG.

Wyatt Graves and Randy

Alison Kent Pfeister

Beth Zeleniak Shipman

Carolyn Joyner-Driggers

Colleen Parson Sedgwick

Dan Idema

Dean Killingbeck

Stacy Marie

Tom Wiley

Wendy Bedrosian

MORE FRIENDS (16)

Ai-dee Simmons

Search



## The Little Lamb Christian School

May 7 at 9:10am · ✨

We have been overwhelmed by all of your kind words about our teachers!  
Our teachers are the best! What do you love most about your child's  
teacher?



## Case Study #3: Kayley Davis

Little Lambs  
Christian  
Preschool,  
Carmel, IN





Apple Montessori Schools

Posted by Hootsuite [?] · March 31 · 🌐

Reading aloud to our infants does wonders for their developing language skills and sets the stage for good reading habits. It also helps build a strong emotional connection to their caregivers.



512 people reached

Boost Post

Unlike · Comment · Share



👍 Apple Montessori Schools, Lisa Johnson, Inez Ugarte, Kelli Dugan and 13 others like this.

Top Comments ·



Write a comment...



Press Enter to post.



**Karla Vera** Omg!!!! Haha 😄

Like · Reply · 👍 2 · March 31 at 8:35pm



**Inez Ugarte** This is amazing i wish it were closer to me for my baby

Like · Reply · April 6 at 5:54am

## Case Study #4: Joanne Mooney

## Apple Tree Montessori, NJ



**Apple Montessori Schools**


Posted by Hootsuite [?] · January 1 ·

Apple Montessori Schools' New Year's Resolutions:

- \*Love More
- \*Laugh More
- \*Learn More




50,528 people reached

 [View Results](#)

Like · Comment · Share



 KellyAnn McNamara-Azzollini, Vanessa Krippner, Frances Jacqueline and 2,001 others like this.

[Top Comments](#)

 26 shares



Write a comment...



Press Enter to post.



**Cecilia Caceres** Precious sweeties !!!

Unlike · Reply ·  1 · January 10 at 10:00pm



**Mariela A Reyes** Dios los colme de bendiciones s esa dos belleza

[See Translation](#)

Unlike · Reply ·  1 · January 10 at 12:15am

 [View 8 more comments](#)

## Case Study #4: Joanne Mooney

## Apple Tree Montessori, NJ



Apple Montessori Schools

Posted by Melody Rivera [?] · March 18 · Edited [?] ·

Family owned and operated for over 42 years. Montessori Schools serving students from Infants through 6th Grade, with 16 locations throughout Central and Northern New Jersey. Open year round with Summer Camp programs with daily swimming lessons.



3,872 people reached

Boost Post

1,542 Views



Unlike · Comment · Share

Apple Montessori Schools, Sebastian Krawczyk, KellyAnn McNamara-Azzollini, Treesh DelVescovo Ramsthaler and 27 others like this.

Top Comments

18 shares



Write a comment...



Press Enter to post.



Linda Marsh-Feis He looks soooo cute with his friends in school !!!

Unlike · Reply · 1 · March 19 at 2:33pm



Sharon Murray Cardia Go Dean!!!! I sent my boys to Montessori, loved their edu atonal experience!! Which one? He's so cute!

Unlike · Reply · 1 · March 19 at 7:26am



Stacy Marie La Vacca-Weiss Love it! Love ❤️!!

Unlike · Reply · 1 · March 18 at 11:17pm



Kathy Kelly O'Connell Great job KellyAnn ❤️

Unlike · Reply · 2 · March 18 at 10:41pm



Morgan Blue Stacy Marie La Vacca-Weiss our boys are in this!!

Unlike · Reply · 2 · March 18 at 9:12pm



Catherine Zelin Macomber Shawn Macomber

Unlike · Reply · 2 · March 18 at 8:45pm

# Case Study #4: Joanne Mooney

# Apple Tree Montessori, NJ

# Pinterest Examples

*Pin it* 490

Like 39

Visit site

Send

Share



**Kid Stuff - Learning**  
Jennifer Essington



Follow Board



# Pinterest Examples

Pin it

529

Like

26

Visit site

Send

Share



## 18 Fine Motor Activities for Preschoolers



13/02/18-fine-motor-activities-for.html?m=1



Preschool Activities

Meg Takes Photos



Follow Board

More from

# Summary & Action Steps

- Have an ACTIVE social media presence for your child care business
- Focus on the Big 4: Facebook, Pinterest, Google+, YouTube
- Don't let fear stop you / Have a social media policy to protect yourself
- Limit your time to 15 minutes a day – delegate it
- Focus on engagement: endear, educate, ask questions

# Child Care Success Summit 2015

## Orlando, FL – Oct. 8-10

“I have at least 100 new ideas from the Summit that I am working on implementing into our child care program. There is nowhere else in the whole world where I could have received such valuable information in 2 1/2 days.”  
~Brynn Kelley, Scribbles & Giggles Learning Center, Michigan



Learn more at

[www.ChildCareSuccessSummit.com](http://www.ChildCareSuccessSummit.com)

**Early-Bird Registration Ends **May 31****  
**Save \$600 and Bring a Guest for FREE**

# A Thank You Gift for Being With Me Today

Go to [www.Childcare-Marketing.com/fran](http://www.Childcare-Marketing.com/fran)

And sign up for my **free report**:

**“6 Ways to Improve Your Child Care Tours and  
Secure the Enrollment Every Time”**

# Thank You!

**Claim your Free Report at...**

**[www.Childcare-Marketing.com/fran](http://www.Childcare-Marketing.com/fran)**

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**Office Line: 970-349-8905**

