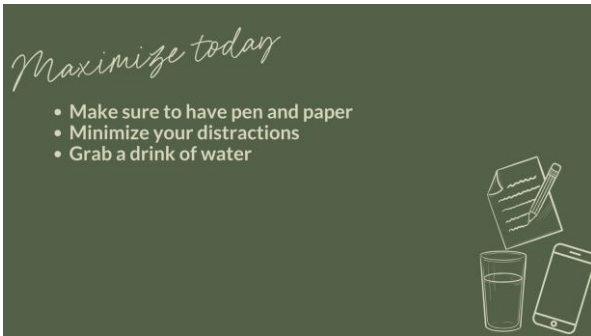




1



2



3



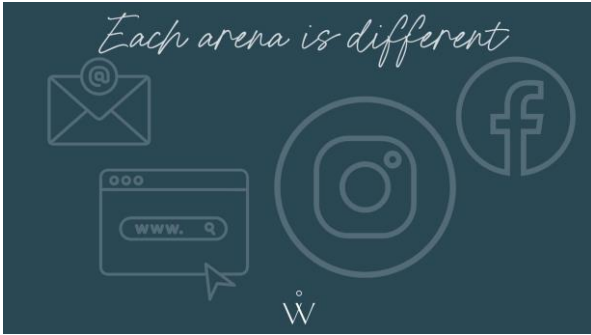
4



5



6



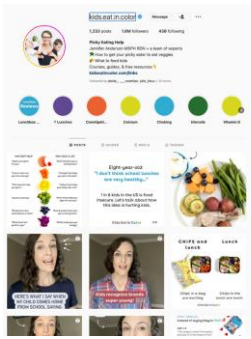
7



8



9

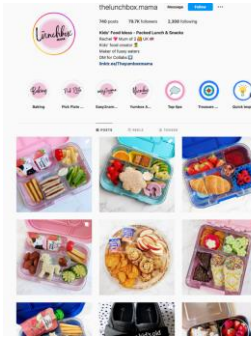


Who is their target audience?

- A parent who needs help with getting their picky children to eat healthy.

W

10

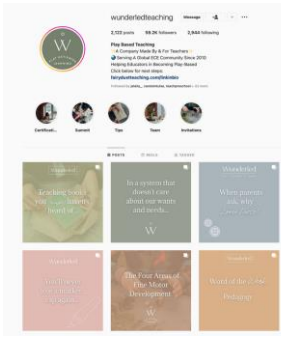


Who is their target audience?

- A parent who needs help with packed lunch ideas for their fussy eaters.

W

11



Who is our target audience?

- An early childhood educator who is play based or interested in play based education and is up against academic push down.

W

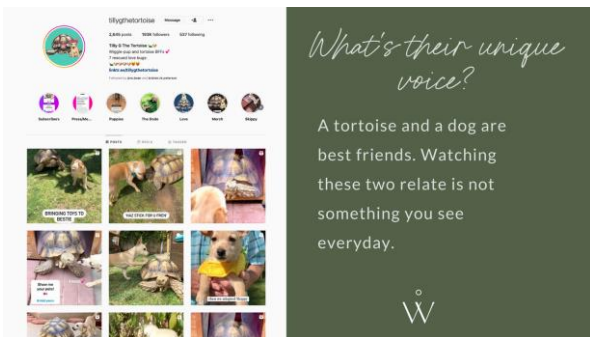
12



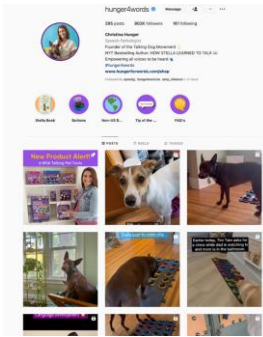
13



14



15

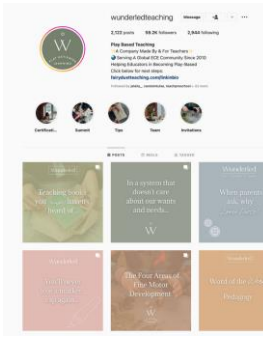


What's their unique voice?

This is the original creator of teaching her dog to communicate through buttons that make sound. The dog forms sentences and communicates a wide range of expression.

W

16



What's our unique voice?

We are advocates of play based education, and on our social media, we really focus on educators who are up against academic pushdown. We also advocate for YOUR teaching heart vs. a specific approach.

W

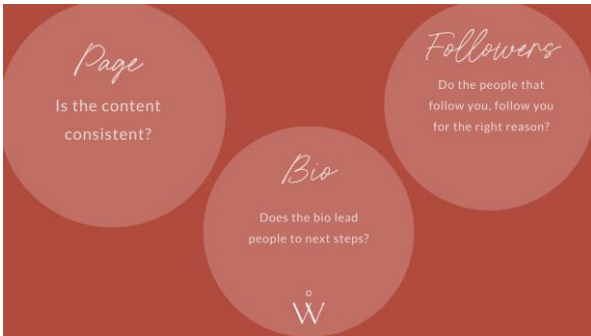
17



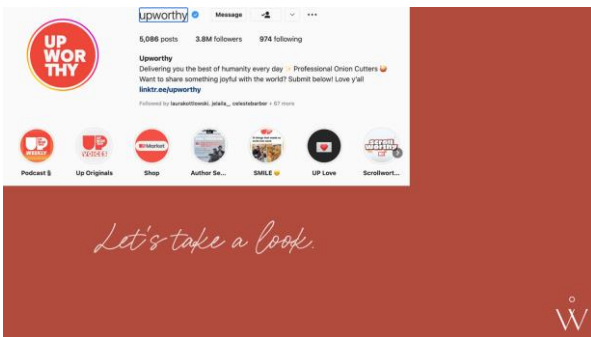
18



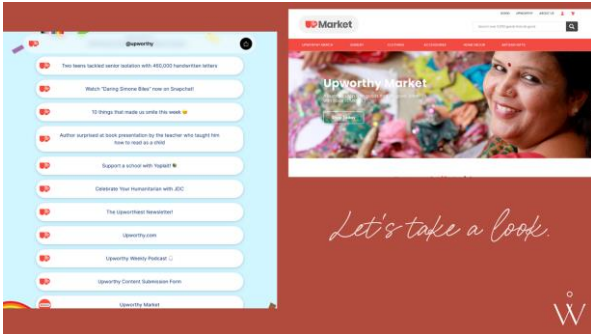
19



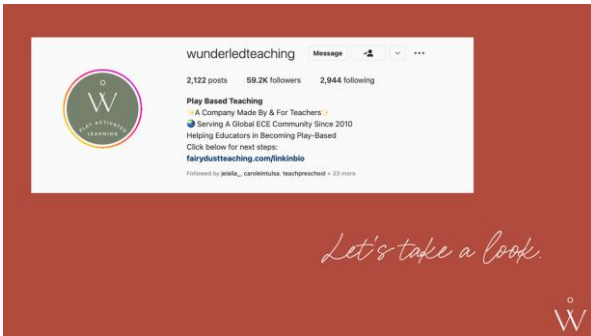
20



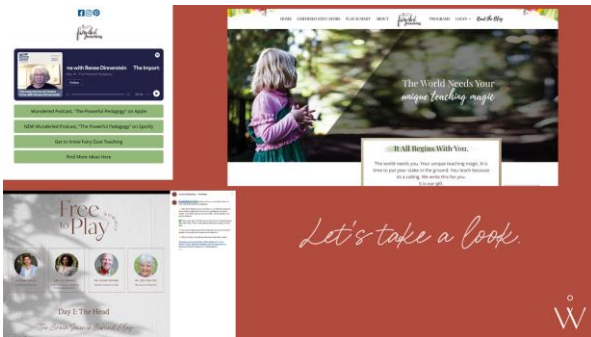
21



22



23



24



25



26




27

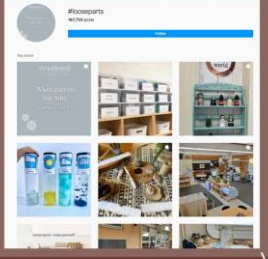
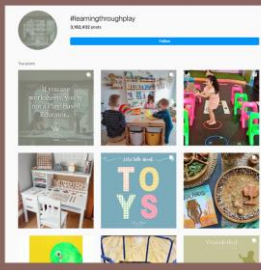

Hashtags

Think about this... 



28


Hashtags 

29

 *Take a moment...*

Come up with ten possible ways your target audience could search for your content.




30

Challenge...

This next week, utilize these hashtags AND go to the hashtags and leave a meaningful comment on 3 posts on each hashtag.




31



Content Creation

Keep it simple.
Keep it consistent.



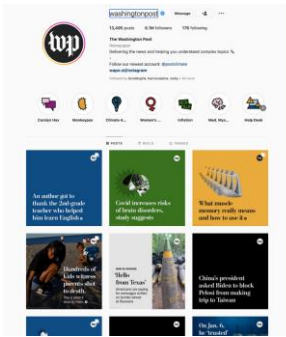
32



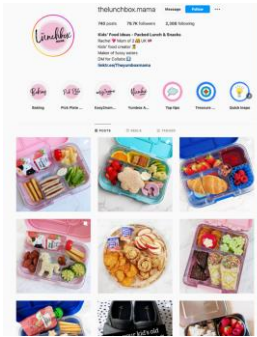
Keep it simple



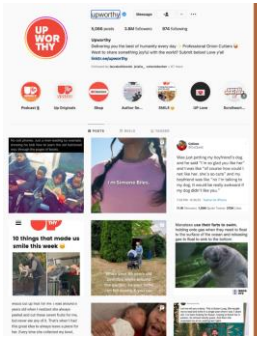
33



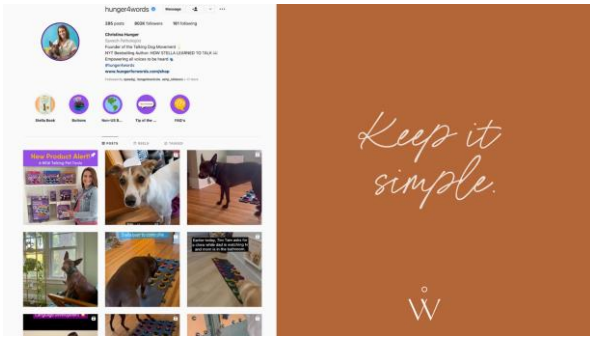
34



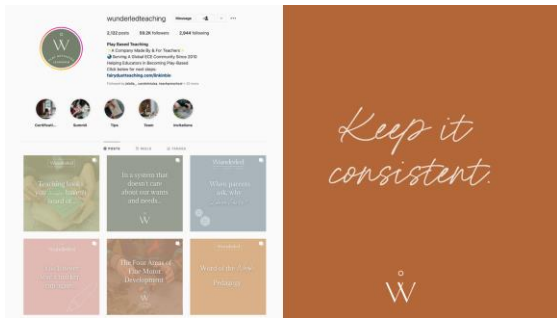
35



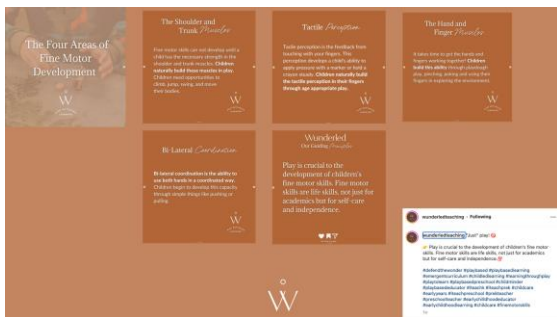
36



37



38



39

Content Tip...

Make the first thing you say intriguing. Create a hook.

40

A hook...

HOW TO TALK
parenting on IG

| NEED NOT HELP | MAY HELP A LOT |
|---------------------------------------------|-----------------------------------------------|
| "Apples are good for you!" | "Red food gives you a strong heart!" |
| "Carrots will help you have a healthy eye!" | "Orange food helps give you the best eye!" |
| "This food will help you grow!" | "Yellow food makes your body feel cool!" |
| "Banana is healthy!" | "Green food helps you fight off sickness!" |
| "Blueberries have antioxidants in them!" | "Red & purple foods give you a strong brain!" |
| "White food isn't good for you!" | "White foods give you energy!" |

©Lisa Ross in Color

41

A hook...

The Four Areas of Fine Motor Development

When parents ask, why *Loss Parts?*

If you use worksheets, you're not a Play-Based Educator...

When parents ask, why *Loss Parts?*

In a system that doesn't care about our wants and needs...

42

Challenge...

Think of a structure and stick with it. Try it out and be curious. If something sticks, ask yourself, "What was different about this post that people connected?"



43

Play...

- Try on new approaches, stay curious.
- Give something a chance to stick.
- Don't be afraid to pivot.
- Listen to your audience, read the comments.



44

Play...



45



Facebook

Why have your business on Facebook after I spent all this time talking about Instagram?



46



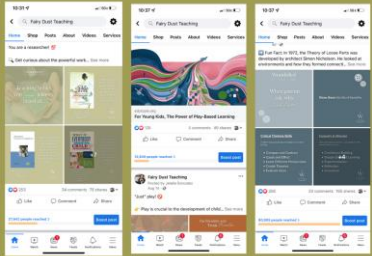
Facebook

- Private communities.
- Never be dependent on one platform.
- Many users are on FB.
- Very easy for people to share your work.




47

Keep it simple



- We personally don't use hashtags.
- Share articles and others in the community.
- Start discussions.
- Can use links, unlike IG (link in bio).
- FB ads.



48



49



50



51

Contact Me:



- asksally@fairydustteaching.com
- IG: Wunderledteaching
- FB: Fairy Dust Teaching