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
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

• 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

**Income**
- $30,000 - $40,000
- $40,000 - $50,000
- $50,000 - $70,000
- $70,000 - $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 - $1,000,000
- $1,000,000 - $2,000,000
- Over $2,000,000

**Relationship Status**
- Single: 40%
- In a Relationship: 17%
- Engaged: 4%
- Married: 47%

**Education Level**
- High School: 30%
- College: 63%
- Grad School: 8%

**Job Title**
- Construction and extraction: 4%
- Nurses: 3%
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.
SNOW BODY LIKE OUR TODDLERS

Look Who's Blooming!

CHICKA BOOM BOOM
LOOK WHO'S IN MY ROOM

ABCDE
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
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
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.

Case Study #4: Joanne Mooney
Apple Tree Montessori, NJ
Case Study #4: Joanne Mooney
Apple Tree Montessori, NJ
Apple Montessori Schools

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.

Case Study #4:

Joanne Mooney

Apple Tree Montessori, NJ
Pinterest Examples
Pinterest Examples

18 Fine Motor Activities for Preschoolers

Follow Board
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
Learn more at

www.ChildCareSuccessSummit.com

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Thank You!

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