

Sandbox Social Media: Digital Connections in ECE



You will hear silence
until we begin!

Tech Support
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OUR PLAN FOR THE SAND:

- Overview

- Tours

- Toys

- Tips



JUMP IN!



ABOUT YOU

SOCIAL NETWORKING ISN'T NEW

We just have more virtual options

The universe's largest 24/7/365 sandbox party...accessible anywhere



SOCIAL MEDIA REALITIES



- It is pervasive
- It is high-impact
- It plays nicely with other tactics

SOCIAL MEDIA MYTHS

- It's easy!

- It's FREE!

- It's INSTANT!

- College kids are gr8 at it!

- It will reduce costs!

- It will increase revenue!



**SOCIAL MEDIA
WON'T WORK
ALL BY ITSELF**

**You still need
comprehensive
marketing**



PROFESSIONAL SOCIAL MEDIA :

is art and science that takes:

- **Openness**
- **Planning**
- **Policies**
- **Training**
- **Persistence**

WHAT CAN YOU DO IN THE SOCIAL MEDIA SANDBOX?

- Meet
- Learn
- Share
- Ask
- Invite
- Listen




POST “CRAVABLE” CONTENT



What is yummy
for the people you
want to attract?

- Blog posts
- Videos
- Email newsletters
- Events
- News
- Website content
- Freebies
- Contests
- Polls

A photograph of two women sitting at a table outdoors. The woman on the right has blonde hair and is wearing a denim jacket, looking towards the woman on the left. The woman on the left has dark hair and is seen from the back. In the background, several children are sitting at another table. A thought bubble above the blonde woman contains the text "I wish she would stop talking about her child!".

I wish she would stop talking about her child!

**If you only talk about yourself
no one will want to be your
friend**

THE RIGHT MIX

80%
About relevant,
useful
information

20%
Promotional

RISKS

&

BENEFITS

Loss of “control”

Inability to sustain the effort

Privacy

Staff distraction

Transparency

Defensive: Claim your territory

Reach audiences where they go

Demonstrate accountability

Another way to broadcast info

Respond to problems

Monitoring/Listening

Build partnerships

Get and share information

Increased website traffic, SEO



**Build
Credibility**

HOW MUCH SOCIAL?

ABOUT

1/4

of your overall marketing mix

Why invest so much time in social media






SEO



DIVING IN TO SOCIAL MEDIA

COMPARING THE PLATFORMS

	Facebook 	Twitter 	LinkedIn 
Primary purpose	Personal Networking	Personal & Business	Professional Networking
Ease of Use	Complex	Very Complex	Straight-forward
Users	500 M +	200 M +	120 M +
ECE Audiences	Depends on Target	Moderate, but very tight	Moderate, but professional
Best for	Connecting & Listening to the Public and community	Broadcasting Listening	Connecting & Building Networks with Influencers

Fast, Complex, Broad, Not Deep



Twitter



- 140 characters
- Like a stock exchange ticker
- Great for PD, networking, promoting events, websites. blogs
- **MUST** use hashtags!

TWEETING IN ACTION. DECODING THE SYMBOLS

@Twitter ID

A tweet to a specific person that is visible to all

RT @Twitter ID= ReTweet

Broadcasting someone else's tweet

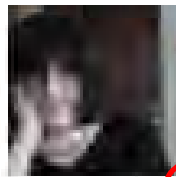
D TwitterID

A direct message to a specific person

= Hashtag

Hashtags define topics so they are searchable

DECONSTRUCTING TWEETS



52 FSSimon Fran Simon

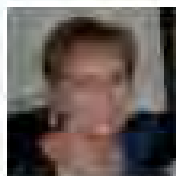
Screen Time, Young Kids and Literacy: New Data Begs Questions
ow.ly/78Y0K by [@LisaGuernsey](https://twitter.com/LisaGuernsey) #earlyed #ecetech #ece #edtech

30 minutes ago

Link to an article

Attribution

Hashtags



44 judiehaynes Judie Haynes

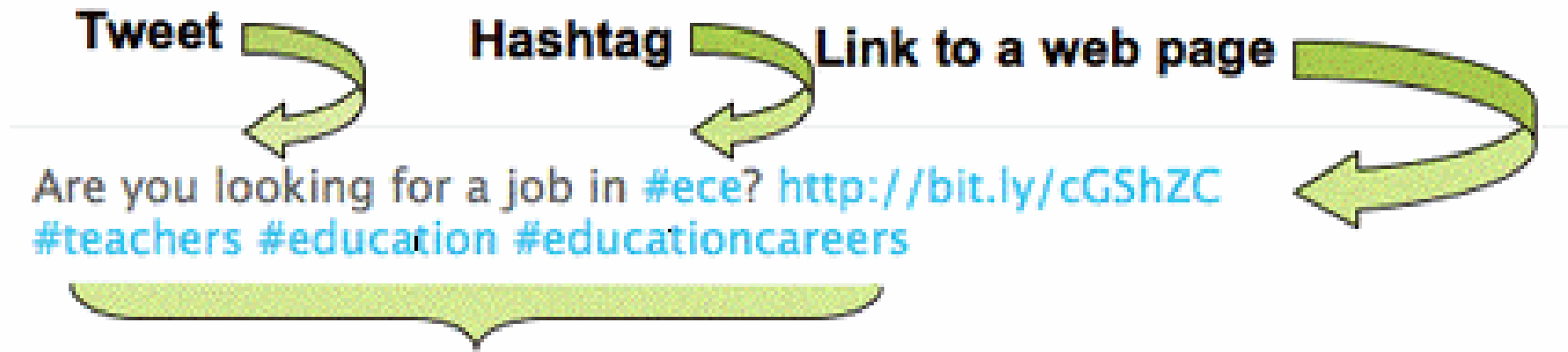
RT [@FSSimon](https://twitter.com/FSSimon) Speaking of webinars, [@KarenNemethEdM](https://twitter.com/KarenNemethEdM) & I
are doing an intro webinar 4 #ECE 12/7 @ 2 PM!
tinyurl.com/7ck53kd #ellchat

15 hours ago

ReTweet

Attribution

CROSS_POLLINATING WITH HASHTAGS



[Read later: Cross-pollinating with Hashtags on Twitter](#)

HELLO

My name is

#ecetech

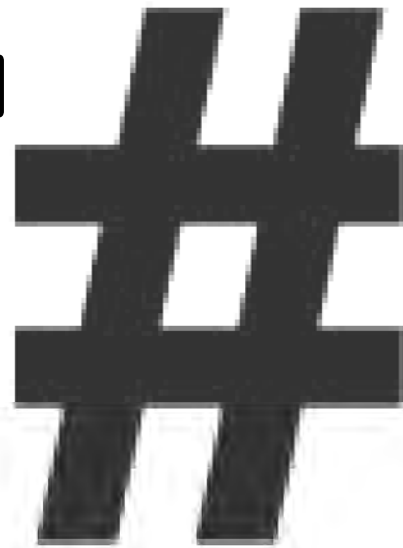
#earlychildhood

#prek

#preschool

#childcare

#ELL



#earlyed

#naeyc

#naeycac

#headstart

#ecec

Twitter Chats



#Kinderchat

Huge list of chats and hashtags:

<http://www.cybraryman.com/edhashtags.html>

@cybraryman



TWITTER TOYS

- Tweetdeck
- Hootsuite
- Seesmic

<http://mashable.com/guidebook/twitter/>

[More toys for other Twitter fun!](#)

LinkedIn

Slow, Robust, Deep & Broad



LINKEDIN STATS

- > 120 Million members
- 200 countries
- *At least* 20 ECE groups for professional development
- Tens of thousands of ECE professionals



Business to business networking



#1 Misconception



Linked

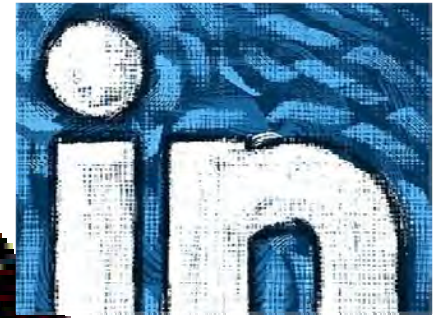


It's for job searching



CORE

- Professional Profiles
- Groups
- Status updates
- Company Profiles



“PROPERSONAL”



- Not anonymous
 - Professional




CONNECT ON LINKEDIN

- Gr8 Profile
- Connect with people:
 - You know
 - You need to know
 - Who know people you need to know
- Update Status
- Join groups, respond and share



Deeper info on my blog: [LinkedIn Tips](#) ³¹

LINKEDIN TOYS

+ Share on LinkedIn  ▼

• LinkedIn Browser Toolbar



• Hootlet by Hootsuite

• Sharaholic



Facebook

Fast, Complex, Broad, Vast

FACEBOOK STATS

800+ million users worldwide

**College > High School > Everyone >
Business**

**Almost all of the ECE professional
organizations have pages**

CONSUMER PEER TO PEER NETWORKING

1 THING TO REMEMBER

facebook Search

Facebook Pages

Product/Service

Share: Post Link

Write something...

Business pages

Facebook Pages
Have you downloaded the new Facebook for iPhone app yet? You can now easily access the Facebook Pages you use most often from the bookmarks tab on your iPhone. Select the icon in the top left corner of the app to view your favorite Pages under the Pages section. To view and access all Pages you manage, select "See All".

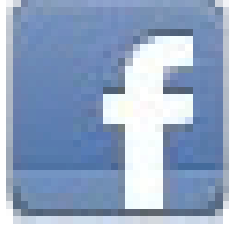
Wall Facebook Pages Everyone (Top Posts)

- Pages on Facebook
- Wall
- Info
- Friend Activity (1)
- Resources
- Public Figures and Orgs
- Marketing Talks Live
- Notes
- Photos
- Stories

About

Pages

- Celebs on Facebook 20+
- Daily by Morin 2
- Facebook Pages 20+
- Non-Profits on Fa... 20+



GR8 EXAMPLES OF ECE ON FACEBOOK

- NAEYC
- McCormick Cntr 4 Early Childhood Leadership
- National Head Start Association
- Child Care Resource Center, Ohio *
- Children's Defense Fund *
- Bright Horizons
- Teach Preschool * 23,000 + (WOW!)
- Teaching Strategies
- Language Castle
- The InvestiGator Club
- Erikson Institute
- Early Childhood Investigations

Blogging



Very deep, robust, & broad

WHAT'S A BLOG



“Web log”

Conceived as
online journals

156 mil blogs



[Blogs in Plain English](#)

WHY BLOGS **AND** WEBSITES?

BLOGS	WEBSITES
Less formal	Formal
Allow (invite) comments	One to many communication
Immediate	Reviewed and edited
Weave in links to other sites, blogs	Intended to keep the visitor on the site
Focused, current, and topical	Comprehensive: products, services,
Updated frequently	More static (except news, sales, press)

WHY BLOG?

Increase SEO

Attract people

Engage personally

Provide commentary

Humanize

It may well be the next iconic parenting manual, up there with Spock and Leach and Brazelton...

—Lisa Belkin, *New York Times*

★ FEATURED ARTICLE

Fast-Tracking to Kindergarten? How About a Good Track to Learning in Kindergarten and Beyond?

May 23, 2011

An [article in the New York Times](#) by [Kate Zernike](#) presents two divergent views of early education. One taken at Kumon preschool enrichment programs is of a child, just out of diapers, sitting at a table writing the numbers 42, 43, 12, and 13; of a three-year old learning to read; and of a six year old able to recite the past, present and future tense

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Is This 'Improvement'?



'Juking the Stats' in Denver Public Schools



Ellen Galinsky

President, Families and Work Institute, Author: *Mind in the Making*

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The Kindergarten Cutoff Debate -- Maybe It's Adults Who Need Help with Learning

Posted: 05/31/11 12:48 PM ET

React > Amazing Inspiring Funny Scary Hot Crazy Important Weird

BLOGGING: ELLEN GALINSKY

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BLOGS

Parenting Is a Contact Sport

8 Ways to Stay Connected to Your Kids for Life.

by Joanne Stern, Ph.D.

Taking the Perspective of Your Kids: An Interview with Ellen Galinsky

Let's say your child feels downcast, frustrated and grumpy.

Published on January 19, 2011 by Joanne Stern, Ph.D. in Parenting Is a Contact Sport

Let's say your child comes home from school downcast, frustrated and grumpy. How you talk up about his unhappiness can make a big difference in his life—not only in the kind of relationship you have with him, but also in the kind of relationships he will develop with others.

Where moms and people who love them go to change our world

Home Take Action M.O.T.H.E.R.S. Blog Keep Informed Store In The N



Two Different Realities About Workplace Flexibility

Posted February 23th, 2011 by [Ellen Galinsky](#)

When Adele Diamond of the University of British Columbia wants to assess the brain development of young children, she often uses a task called the Day/Night Task. A child is shown a picture of night (a moon) and is supposed to say the opposite (day). Then he or she is shown a picture of day (a sun) and is again supposed to say the opposite (night). The task measures executive functions of the brain, including whether we can resist the temptation to go on automatic and instead follow directions.

Last week, Families and Work Institute released two reports for the Department of Labor's Women's Bureau and its cross-country [National Dialogue on Workplace Flexibility](#). If ever day was really night and night was really day, it was in these two reports on different — yet overlapping — segments of the U.S. economy.

Our first report was on [Workplace Flexibility and Low-Wage Employees](#). It was released in Pasadena, CA on February 17th at a Forum that drew more than 400 participants

READ B4 BLOGGING

- Birth to Thrive Online: <http://birthtothrive.thrivebyfivewa.org/>
- Early Ed Watch: <http://earlyed.newamerica.net/blogmain/>
- Lead from the Start <http://circle-time.blogspot.com/>
- Early Stories <http://earlystories.org/>
- Language Castle: <http://languagecastle.com/wordpress>
- Preschool Matters Today: <http://preschoolmatters.org/>
- The Grass Stain Guru <http://grassstainguru.com/>
- Teach Preschool <http://www.teachpreschool.org/>
- 140+ In The Moment <http://fssimon.wordpress.com/>
- Early Childhood Investigations
<http://earlychildhoodwebinars.com/blog-2>

PEOPLE /SITES YOU SHOULD KNOW



[Beth Kanter](#)

[John Haydon](#)



[Mashable, Social Media](#)

[Linked Strategies](#)



ADDITIONAL RESOURCES



[Social media resources](#) for getting started



[Social Media planning tools](#) on my site



[Twitter Tips, Tricks, and Power Tools](#)



[LinkedIn Presentations](#)

[Mashable's AMAZING Twitter Guide](#)

4 FINAL POINTS

A shirtless man is shown from the chest up, flexing his right bicep. The image has a semi-transparent grid overlay on the man's torso. The text '4 FINAL POINTS' is written in a bold, red, distressed font at the top of the image.

1. Just like everything else worthwhile, social media requires a plan and persistence.
2. Strong social media is only *one element* of strong marketing strategies
3. Nothing is easy, instant, or free!
4. You can do it. Your program depends on it.



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