



hempsall's

Making the Most of Social Media

Aims

- Different types of social media
- Why social media matters
- Tricks and tips to avoid common pitfalls
- How to create content
- How to use social media to support marketing, promotion and communication with families and other stakeholders
- Explore key elements of managing risk



What about you?

- Are you professionally using:
 - Facebook?
 - Twitter?
 - LinkedIn?
 - Instagram?
 - Something else?
- How often do you post?
- How confident are you?
- Are you getting the most out of social media?



Why social media matter

- Your customers and stakeholders are already there
- So are your competitors
- Minimal cost
- Ability to target
- Conversations
- Easy to measure



Why social media matter

- 93% of UK households have internet access
- 91% of adults use internet every week, 77% buy online
- Two thirds of entire population on social media



30m+ active



24m



14m



26m



35,400



500,000



Up to 1m



1.25m



Choose your platforms



45% of users active daily

49% aged 25-44

Still number 1, but evolving

Social: friends and family

Conversations



Two thirds are under 35

80% affluent millennials

Less personal: business, politics, showbiz

Signposting



A third of 18-34s (millennials)

20% active daily

Image driven

Mobile focus

Not for for hard information



75% of working population

Grown 8%

Parents are on there in a work capacity

Good for building brand & recruitment



Using social media

- Choose your platforms – why?
- Don't overstretch
- Who's going to own/do it?
- Branding/images
- Plan for daily activity
- Automated scheduling

Do it properly, or not at all!



Using social media



Once a day



Twice a day



4-6 times daily



Daily activity, weekly posts

Don't forget weekends!



Scheduling

	M	T	W	T	F	S	S
0800							
1000							
1300							
1700							
2000							

6 bits of content, 35 tweets



Creating content

- News, events (before and after)
- Childcare – information and availability
- Information – opening times, Ofsted
- Unique Selling Point (USP) – facilities, philosophy
- Pictures of you and staff at work
- Useful information (child-related)
- Blogs – views, opinions and stories
- Share what's relevant from others
- Thank yous, testimonials
- Pegs - <https://www.awarenessdays.com/>
- Tap into other relevant assets



Creating content

Childcare Choices



www.childcarechoices.gov.uk/providers/communications-toolkit/england/



www.gov.uk/government/publications/using-the-hungry-little-minds-brand

Creating content

- Be human – write as you would professionally speak
- Be useful – signpost, give information
- Be expert – share advice
- Be interesting – know your audience
- Be pictorial – Facebook research:

Photo albums =	180%	} greater engagement
Pictures =	120%	
Videos =	100%	



Memes, emojis, gifs...



Marketing



- Regular activity
- Follow trends #
- Identify and engage with key influencers
- Produce content people WANT to share
- Respond quickly to questions/comments
- Consistent tone of voice
- Promote the benefits
- It's not about the hard sell
- Calls to action



Managing risk

- Data protection
- Copyright
- Consent
- Safeguarding
- Boundaries
- Dealing with negative issues



Have you got a social media policy?



Data, copyright, consent

Data protection

- Ensure social media covered in your privacy notice
- Always ask – should this be in the public domain?

Copyright

- Beware of cutting and pasting images
- Share/give credit

Consent

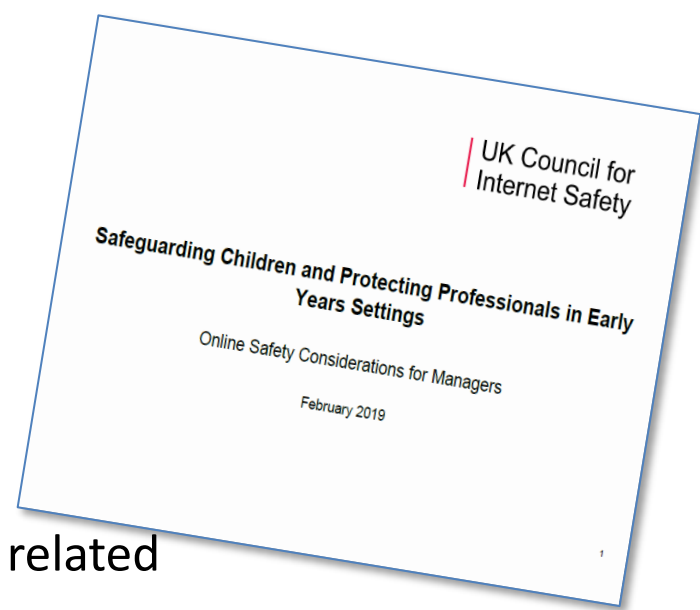
- Standard form – use it!
- Understand levels of consent



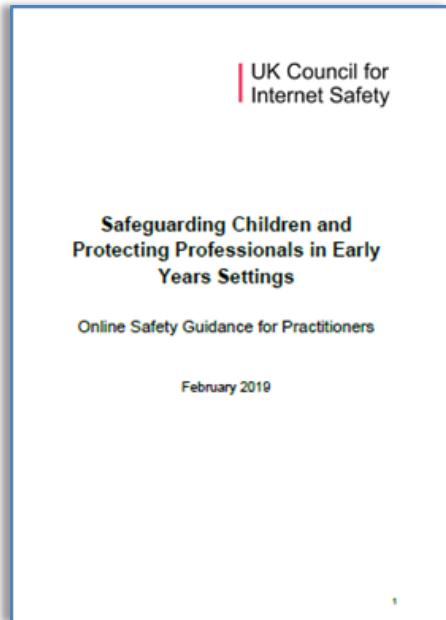
Safeguarding

Managers should ensure:

- Social media use is covered in the code of conduct or 'Acceptable Use Policy'
- Staff read and understand all social media related policies and procedures
- Staff follow policy guidance – e.g. not sharing photos without consent, confidentiality, using personal devices to share setting content
- Staff communication with parents/carers and colleagues is professional and via official channels
- Staff understand and follow procedures for reporting and recording online safety concerns, in line with the child protection policy



Boundaries



Staff should:

- Always be clear if they're on social media as employee or private individual – never both!
- Heed policy on contact outside work – refrain from having parents as social media 'friends'
- Only communicate with parents/carers and colleagues via official channels
- Ensure personal posts are always appropriate – “Would I want my manager to see this?”
- Never use social media to refer to your organisation, colleagues, parents, visitors or children
- Work within policies related to non disclosure of business information and confidentiality

www.gov.uk/government/publications/safeguarding-children-and-protecting-professionals-in-early-years-settings-online-safety-considerations



Dealing with negative issues

- Always monitor your social media channels – NB weekends and holidays
- React quickly
- Always engage with online content – but try and take it offline
- Correct inaccuracies
- Be proactive to tell the story you want
- Stay calm, carefully use [humour](#)



Recovering from COVID-19

The world has changed

- Old loyalties may be broken
- What matters to parents – safety, reassurance
- Parental preference – location, holidays, work patterns, social bubbles.



Recovering from COVID-19

- What are your USPs now? Risk assessment, measures taken, facilities, outdoor space
- Social media are the new 'word of mouth' – testimonials
- Virtual tours, Zoom visits
- Supporting take-up of paid-for childcare and universal entitlements – people may be in need for the first time



Summary



- Social media are a crucial communications and marketing tool
- Do it properly, or not at all
- Stay useful and interesting – encourage others to share your content
- Be aware of the risks and manage them
- Consider what matters most to parents NOW
- Understand your USPs and push them

