



WELCOME!

Social Media Training

DECAL Family Ambassadors

Meagan Jackson

Communications Manager

GEEARS: Georgia Early Education Alliance for Ready Students

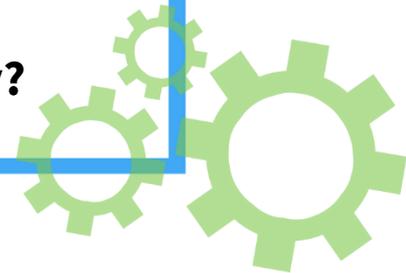
AGENDA



- **Introductions**
- **Learning Objectives**
- **Brief History of Social Media**
- **Audiences**
- **Algorithms**
- **Content Creation – Hashtags, Writing Copy (captions)**
- **Review and Tour of Platforms**
- **Best Practices and Examples**
- **Breakout Sessions**
- **Webpage Resource**
- **Post Reporting (Ann P.)**
- **Q & A Session and Next Steps**

LET'S GET TO KNOW EACH OTHER!

- **What is your name?**
- **Where are you from?**
- **Why are you passionate about early childhood?**
- **What do you hope to learn today?**



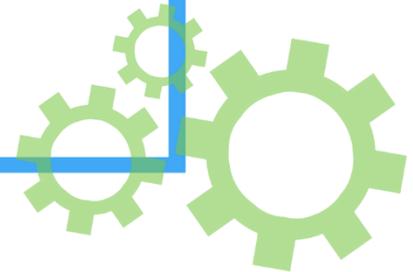


LEARNING OBJECTIVES

The purpose of this training session is to provide participants with...

- **knowledge of the technical aspects of social media Facebook & Instagram.**
- **an understanding of algorithms.**
- **general best practices for content creation.**
- **the confidence to share relevant messages with their audiences.**

HISTORY OF SOCIAL MEDIA AND DIGITAL COMMUNICATION



What exactly is social media and where did it come from?

Definition:

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities.

Origins:

- **1844** - The very first form of electronic communication was developed by Samuel Morse.
- **1969** - Advanced Research Projects Agency Network developed the ARPANET.
- **1987** - National Science Foundation launched a more robust, nationwide digital network known as the NSFNET.
- **Late 80s – Early 90s** internet BOOM, and the birth of consistent, digital communication for the general public.
- **Late 90s - 2000s** – Social networks like Friendster, Myspace, Hi5, Tagged, dating sites, etc.
- **TODAY** – Several social media platforms that use the email subscription style service. Pinterest, Twitter, and the platforms we'll be focusing on today: Instagram and Facebook.

AUDIENCES

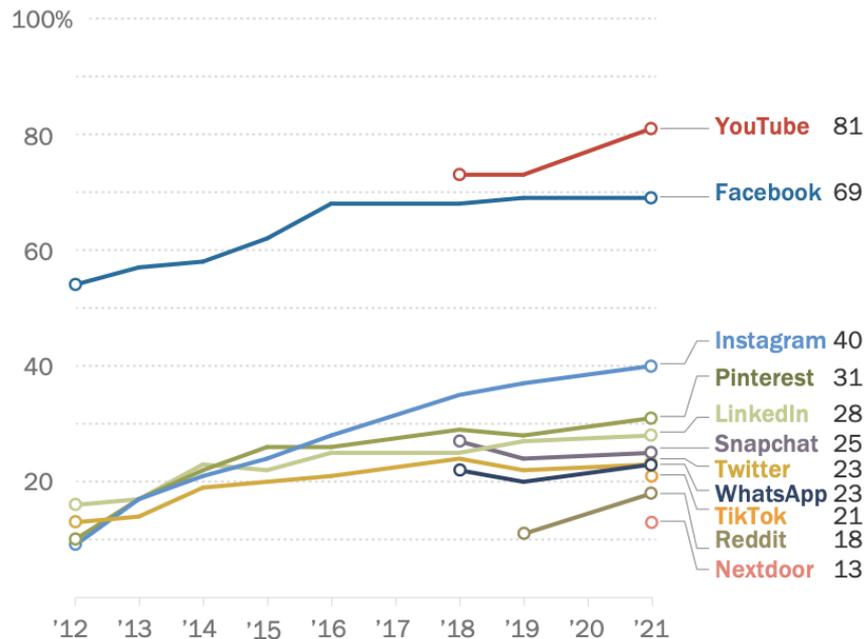


Most Popular Social Networks

1. YouTube
2. Facebook
3. Instagram
4. Pinterest
5. LinkedIn
6. Snapchat
7. Twitter
8. WhatsApp
9. TikTok
10. Reddit
11. Nextdoor

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

SOCIAL MEDIA CONTINUES TO THRIVE IN THE U.S.



72%
of U.S. adults
population uses
social media



73%
of U.S. adults
regularly visit
YouTube



69%
of U.S. adults are
on Facebook



75%
of U.S. adults
18 to 24 use
Instagram



73%
of U.S. adults
use Snapchat





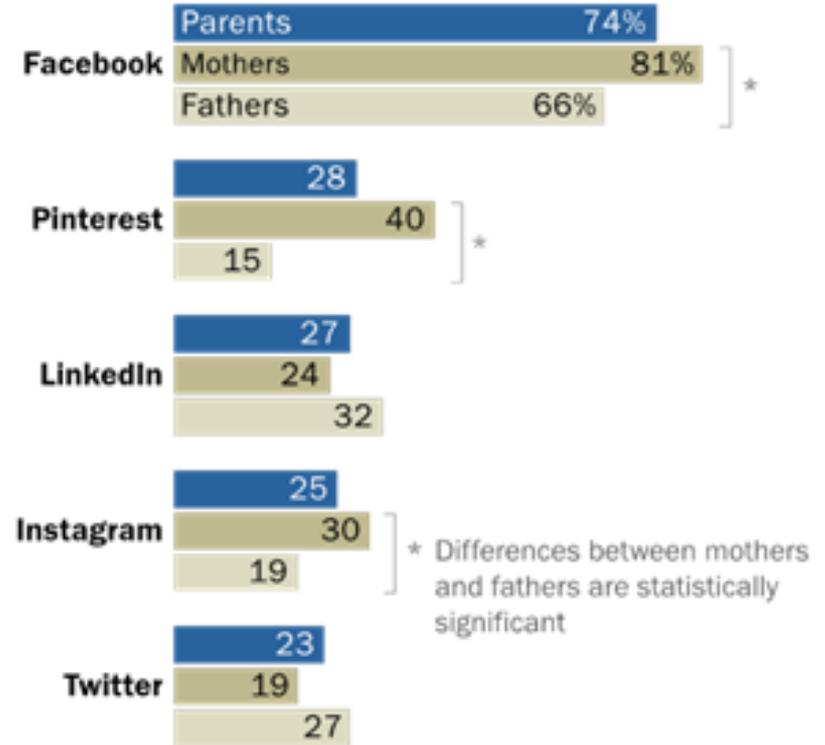
PARENTS ARE ACTIVE ON SOCIAL MEDIA

The average mom checks social media **15 times** a day.

One in four women on Instagram are moms.

Eighty-one percent of U.S. moms use Facebook compared to **61%** of the total U.S. population.

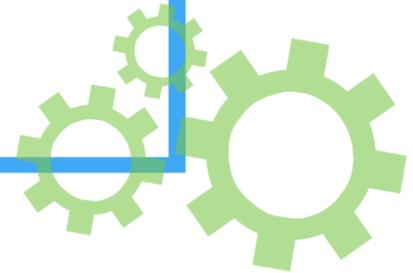
Parents Use a Range of Social Media Platforms



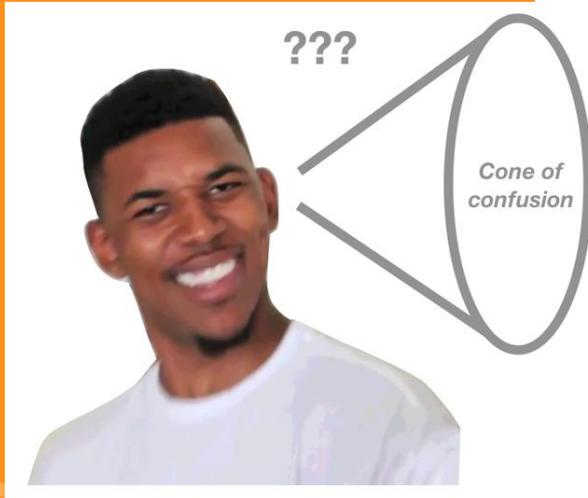
Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. Parents in this survey were defined as those with children under age 18.

PEW RESEARCH CENTER

ALGORITHMS



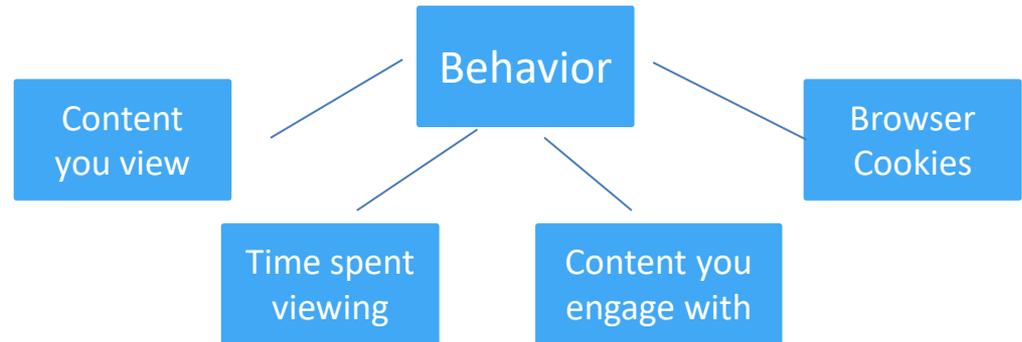
What is an algorithm?



An **algorithm** is a process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.

In social media, algorithms are used to sort content viewed by its users.

The algorithm determines which content to deliver to you based on your behavior.



Creating Algorithm-Friendly Content



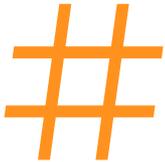
Create engaging content.



Use a photo for every single post.



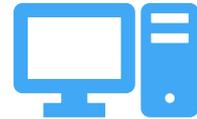
Tag relevant accounts in your post.



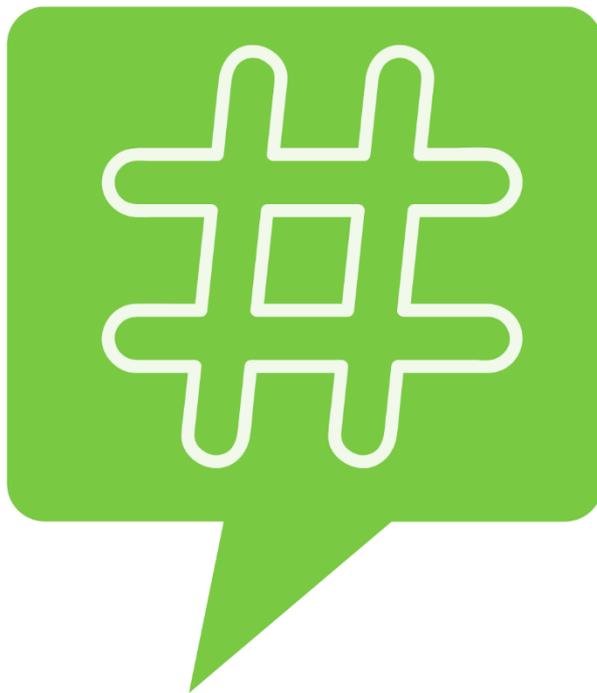
Use a relevant hashtag for every single post.



Post at the right time.



Post frequently.



Hashtags

More than just a pound sign.

[#ActEarlyGA](#)

[#DECALFamilyAmbassador](#)

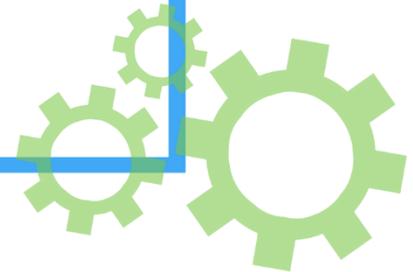
WRITING COPY



What makes a good caption?

- 1. Be brief.**
- 2. Make an emotional connection.**
- 3. ALWAYS proofread before you post.**
- 4. Use a hashtag.**
- 5. Include a link (if applicable.)**
- 6. Remember to tag DECAL. @BrightfromtheStart**
- 7. Be mindful of your “voice.”**

VIRTUAL TOUR OF INSTAGRAM



Step 1

T-Mobile 7:41 PM 37%

gearlyed 9+ → ⊕ ≡

 **437** Posts **1,129** Followers **339** Following

GEEARS
GEEARS: Georgia Early Education Alliance for Ready Students is focused on quality early learning and healthy development for children ages birth to 5.
linktr.ee/geears
3400 Peachtree Rd NE, Ste 921, Atlanta, Georgia

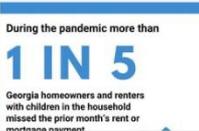
Edit Profile Promotions

Insights Contact Add Shop

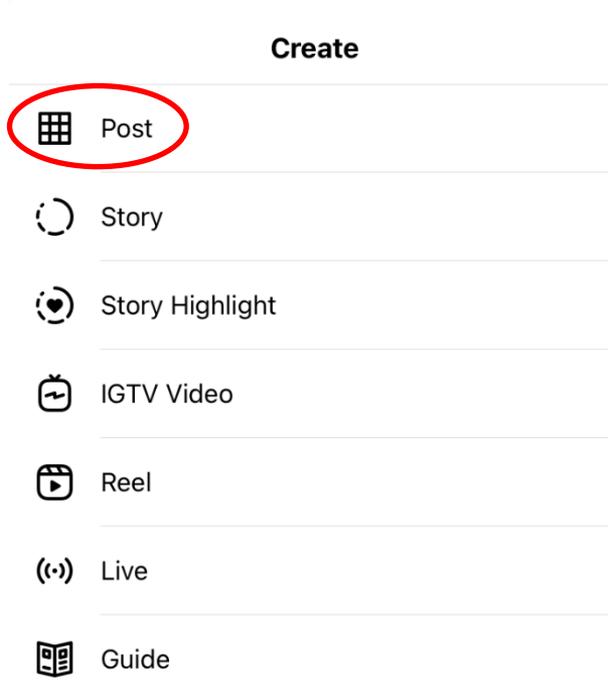
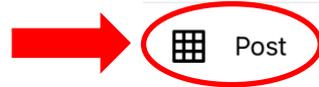
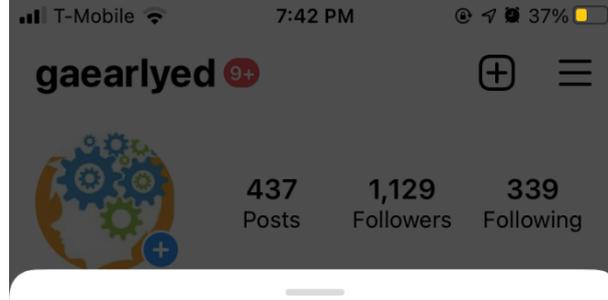
P-3 Fellows... Polling Res... New

📅 📺 ⏪ 📷

🏠 🔍 📺 🛒 🌐

Step 2



Step 3

Cancel **New Post** Next



Atlanta area **early learning Program Directors** or leaders and Atlanta area **public elementary Principals**, Assistant Principals, or other school leaders

APPLY TODAY!

**PRESCHOOL to 3RD GRADE (P-3)
LEADERS FELLOWSHIP**

Through this fellowship, participants will build their capacity to address early education needs across the preschool to 3rd grade spectrum, working with fellow leaders to ensure that children experience a seamless educational pathway and are prepared for future school success.

FOR MORE INFORMATION AND TO APPLY, VISIT:
www.geears.org/P3

PAACT **GEEARS**
Georgia Early Education and Assessment Resource System Georgia Early Education and Assessment Resource System

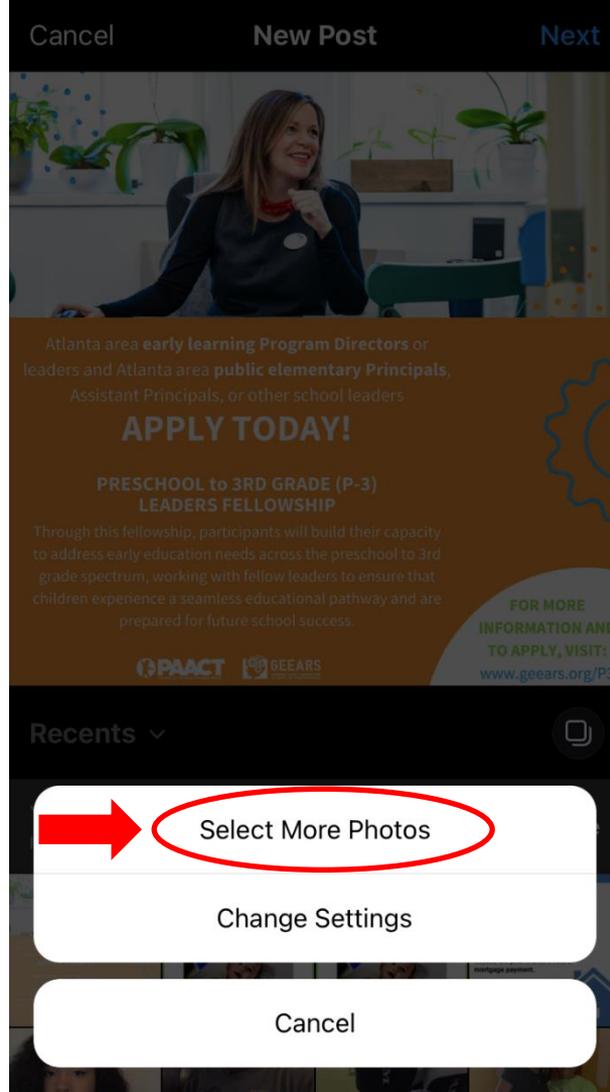
Recents ▾ 

You've given Instagram access to number of photos and videos.  **Manage**

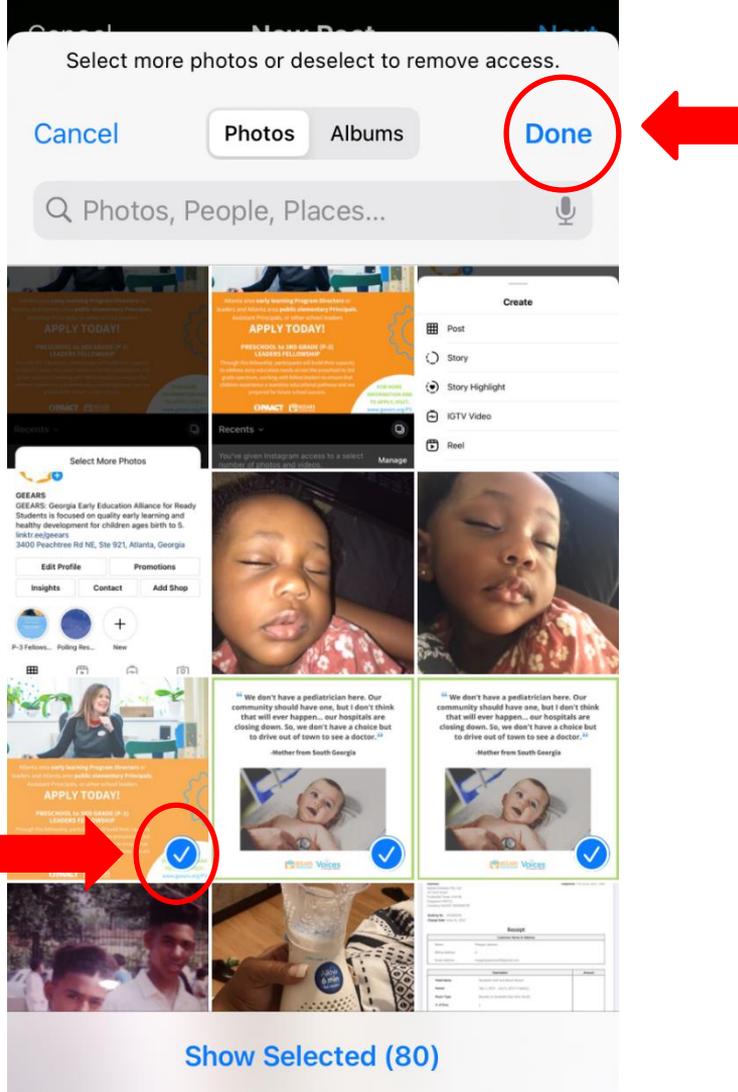


The 'Recents' section displays a grid of social media posts. The top-left post is a large orange graphic for the 'APPLY TODAY!' fellowship. To its right are two smaller posts with identical text: 'We don't have a pediatrician here. Our appointment should have come, but I don't think that will ever happen... our hospital are closing down. So we don't have a choice but to drive out of town to see a doctor.' Below these are two posts featuring a baby's face. The bottom row shows a variety of other posts, including one with the text 'During the pandemic more than 1 IN 5 Georgia homeowners and renters with children in the household missed the prior month's rent or mortgage payment.' and another with a house icon.

Step 4



Step 5



Step 6

Cancel **New Post** → **Next**



Atlanta area **early learning Program Directors** or leaders and Atlanta area **public elementary Principals**, Assistant Principals, or other school leaders

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www.geears.org/P3

PAACT **GEEARS**
Georgia Early Education and Assessment Resource System Georgia Early Education and Assessment Resource System

Recents ▾ 

You've given Instagram access to a select number of photos and videos. **Manage**



1 IN 5
During the pandemic more than
Georgia homeowners and renters with children in the household missed the prior month's rent or mortgage payment.

Step 7

The image shows a mobile application interface. At the top, there is a navigation bar with a back arrow, a pencil icon, a red arrow pointing right, and a "Next" button circled in red. Below this is a large banner image of a smiling woman in a classroom setting. The banner has an orange background with white text. The text reads: "Atlanta area **early learning Program Directors** or leaders and Atlanta area **public elementary Principals**, Assistant Principals, or other school leaders". Below this, it says "APPLY TODAY!" in large white letters. Underneath, it says "PRESCHOOL to 3RD GRADE (P-3) LEADERS FELLOWSHIP". A paragraph follows: "Through this fellowship, participants will build their capacity to address early education needs across the preschool to 3rd grade spectrum, working with fellow leaders to ensure that children experience a seamless educational pathway and are prepared for future school success." To the right of this paragraph, it says "FOR MORE INFORMATION AND TO APPLY, VISIT: www.gears.org/P3". At the bottom of the banner are logos for PACT and GEEARS. Below the banner is a grid of four smaller versions of the banner, with the first one circled in red. The grid has labels "Normal", "Clarendon", "Gingham", and "M" above the columns. At the very bottom, there are "Filter" and "Edit" buttons.

Next

Atlanta area **early learning Program Directors** or leaders and Atlanta area **public elementary Principals**, Assistant Principals, or other school leaders

APPLY TODAY!

PRESCHOOL to 3RD GRADE (P-3) LEADERS FELLOWSHIP

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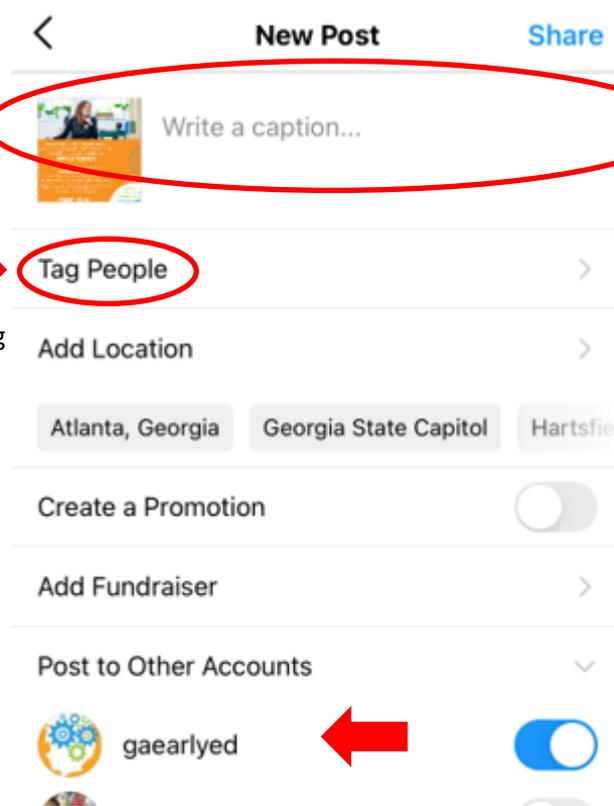
FOR MORE INFORMATION AND TO APPLY, VISIT: www.gears.org/P3

PACT GEEARS

Normal Clarendon Gingham M

Filter Edit

Step 8



Click here to type your caption.

Then, click here to tag your post.

Step 9

Tag People

Done



Atlanta area **early learning Program Directors** or leaders and Atlanta area **public elementary Principals**, Assistant Principals, or other school leaders

APPLY TODAY!

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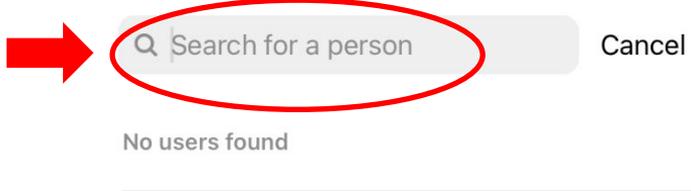
FOR MORE INFORMATION AND TO APPLY, VISIT:
www.gears.org/P3

PAACT **GEEARS**



Tap photo to tag people.

Step 10



Step 11

Q brigh Cancel



brightfromthestart

Bright from the Start

Followed by murraycountyprek + 69 more



brighthorizons

Bright Horizons

Followed by atlantababyexpo + 8 more



brightonbutler

BrightonTheDay.com

Followed by vinnyinc + 2 more



brighterdayshousing

Brighter Days Housing

Followed by atlantacss + 11 more



brighterfutureclayton

The United Way BFYLC

Followed by state_rep_kim + 2 more



bcgbrighthouse



Step 12

Tag People

Done

Atlanta area **early learning Program Directors** or leaders and Atlanta area **public elementary Principals**, Assistant Principals, or other school leaders

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brightfromthestart

FOR MORE INFORMATION AND TO APPLY, VISIT:
www.gears.org/P3

PAACT **GEEARS**

Tap photo to tag people. Tap again to remove.

Press and drag to move.

Step 13

< New Post Share

 Early education is so important! 

Tag People brightfromthestart >

Add Location >

Atlanta, Georgia Georgia State Capitol Hartsfield

Create a Promotion

Add Fundraiser >

Post to Other Accounts v

 gearlyed

Step 14

T-Mobile 7:51 PM 36%

gaearyed 9+

437 Posts 1,129 Followers 339 Following

GEEARS
GEEARS: Georgia Early Education Alliance for Ready Students is focused on quality early learning and healthy development for children ages birth to 5.
linktr.ee/geears
3400 Peachtree Rd NE, Ste 921, Atlanta, Georgia

Edit Profile Promotions

Insights Contact Add Shop

P-3 Fellows... Polling Res... New

During the pandemic more than **IN 5** Georgia homeowners and renters with children in the household missed the prior month's rent or mortgage payment.

MAYOR SUMNER

Step 15

7:52 PM GEARLYED Posts

gearlyyed

Atlanta area **early learning Program Directors** or leaders and Atlanta area **public elementary Principals**, Assistant Principals, or other school leaders

APPLY TODAY!

PRESCHOOL to 3RD GRADE (P-3) LEADERS FELLOWSHIP

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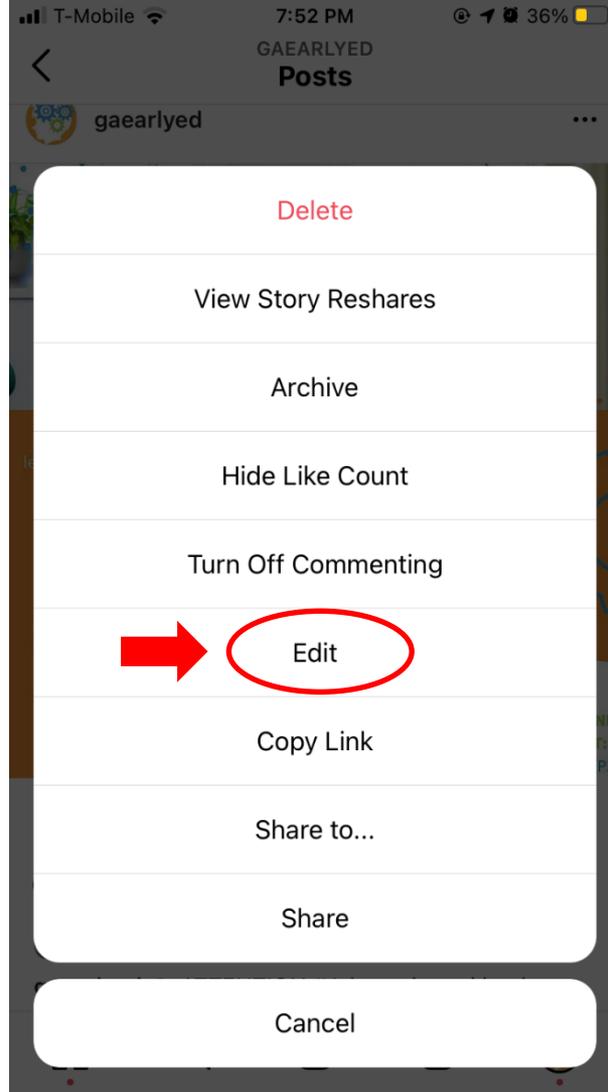
PAACT GEEARS

View Insights Promote

Liked by lisabethdwyer and 4 others

gearlyyed ATTENTION #Atlanta-based leaders from early learning programs and elementary

Step 16



Step 17

Cancel Edit Info Done

gearlyed
Add Paid Partnership Label...
Add Location...

**PRESCHOOL to 3RD GRADE (P-3)
LEADERS FELLOWSHIP**

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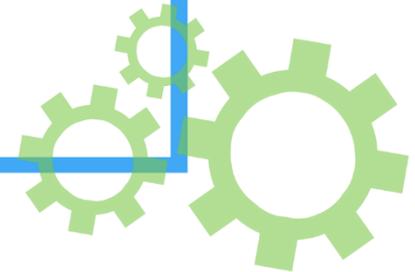
2 People

FOR MORE INFORMATION AND TO APPLY, VISIT:
www.gears.org/P3

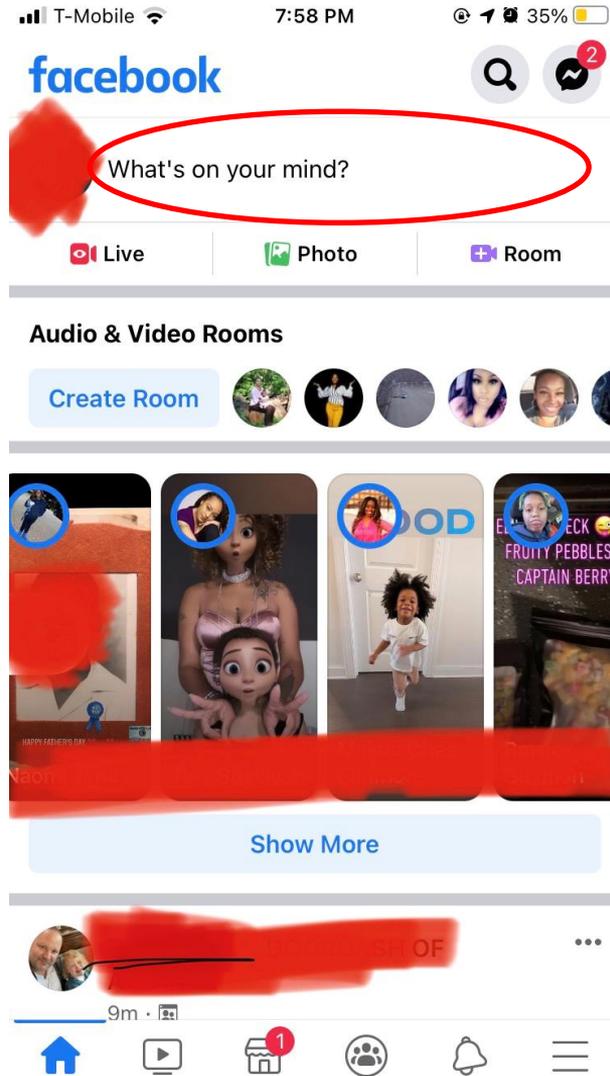
ATTENTION #Atlanta-based leaders from early learning programs and elementary schools! The Preschool to 3rd Grade Leaders Fellowship is now accepting applications. Learn to create a more aligned experience for young children & families while becoming a distinguished leader. Click the link in our bio to learn more and apply.

q w e r t y u i o p
a s d f g h j k l
↑ z x c v b n m ↵
123 😊 🗣️ space @ #

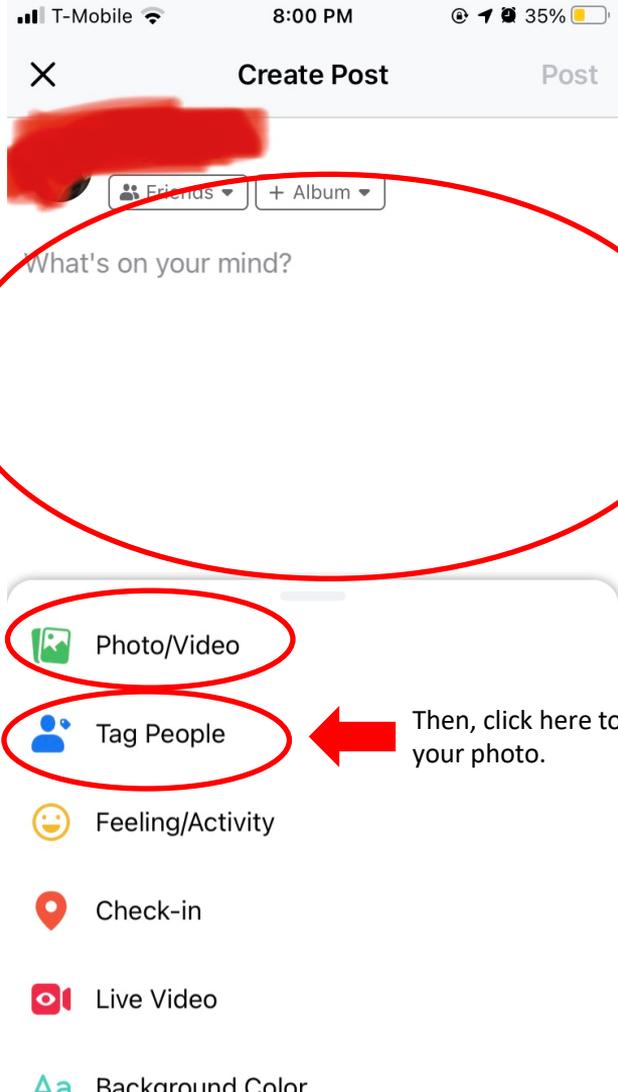
VIRTUAL TOUR OF FACEBOOK



Step 1



Step 2

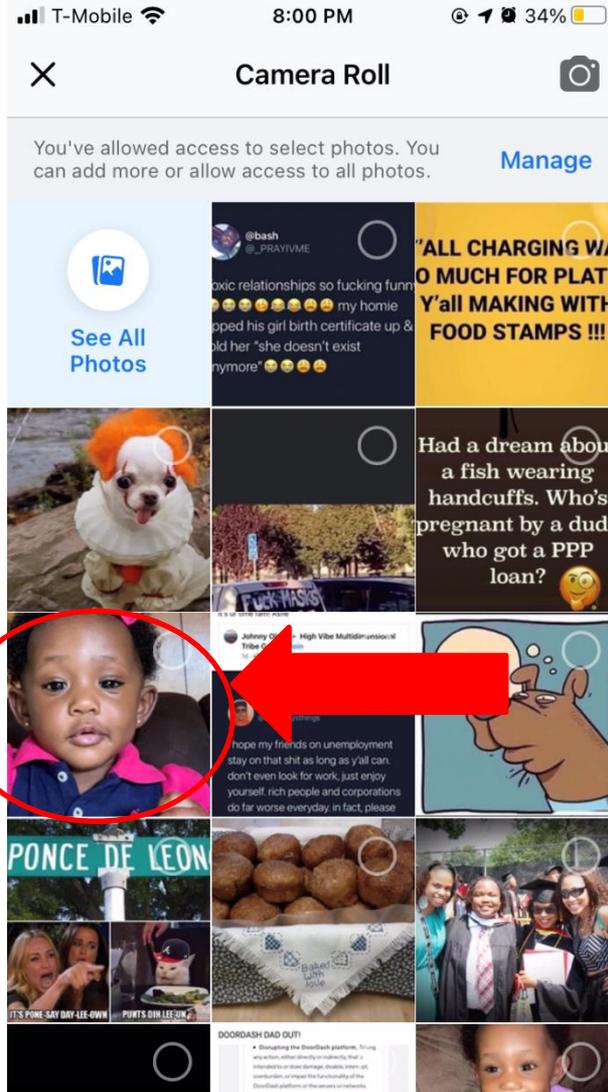


Type your caption here.

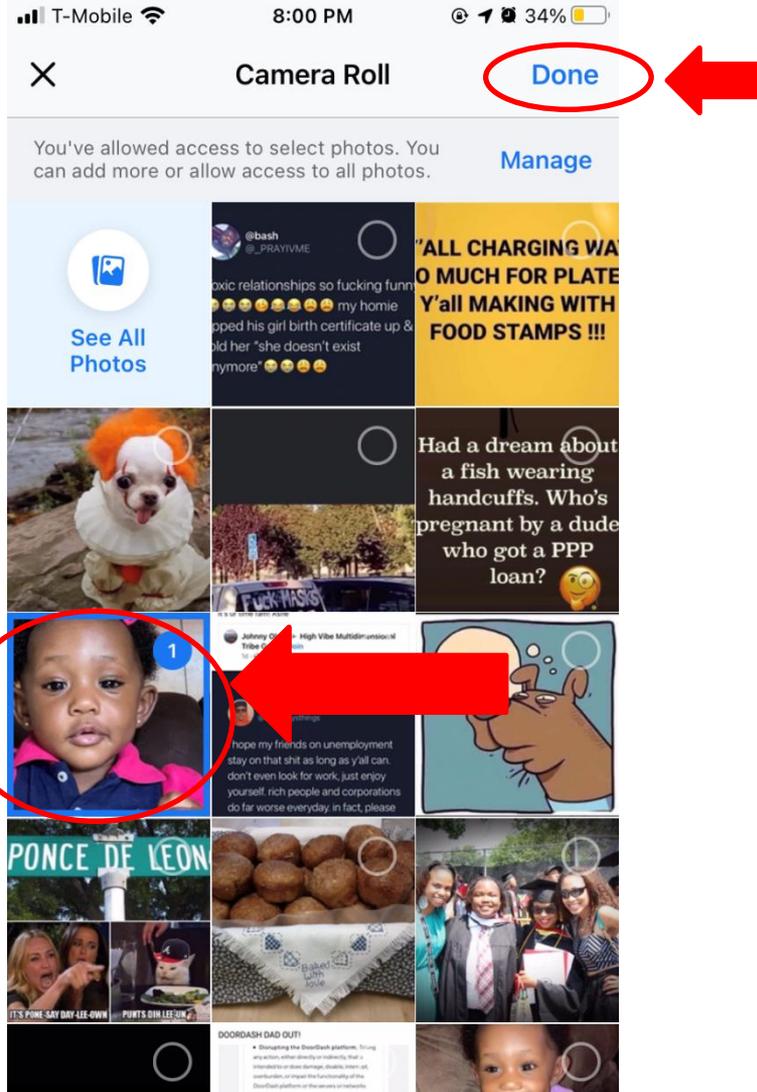
Then, click here to upload your photo.

Then, click here to tag your photo.

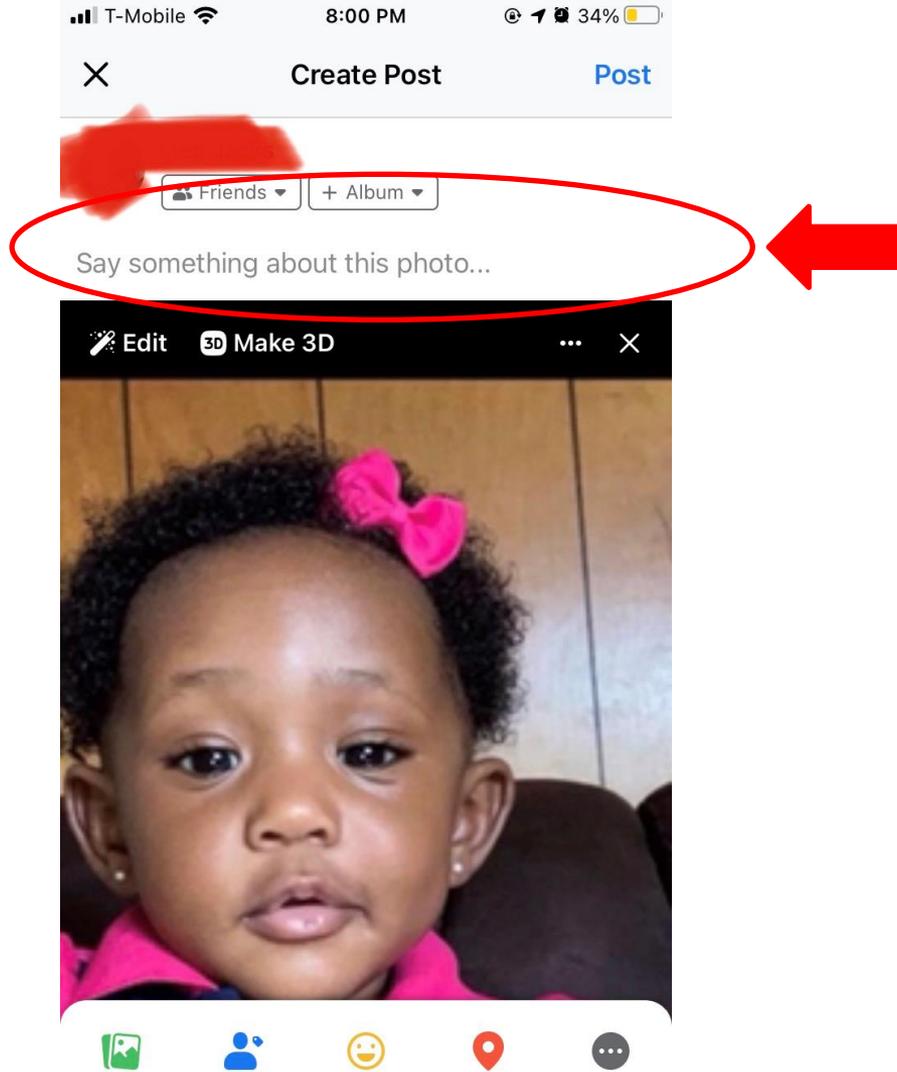
Step 3



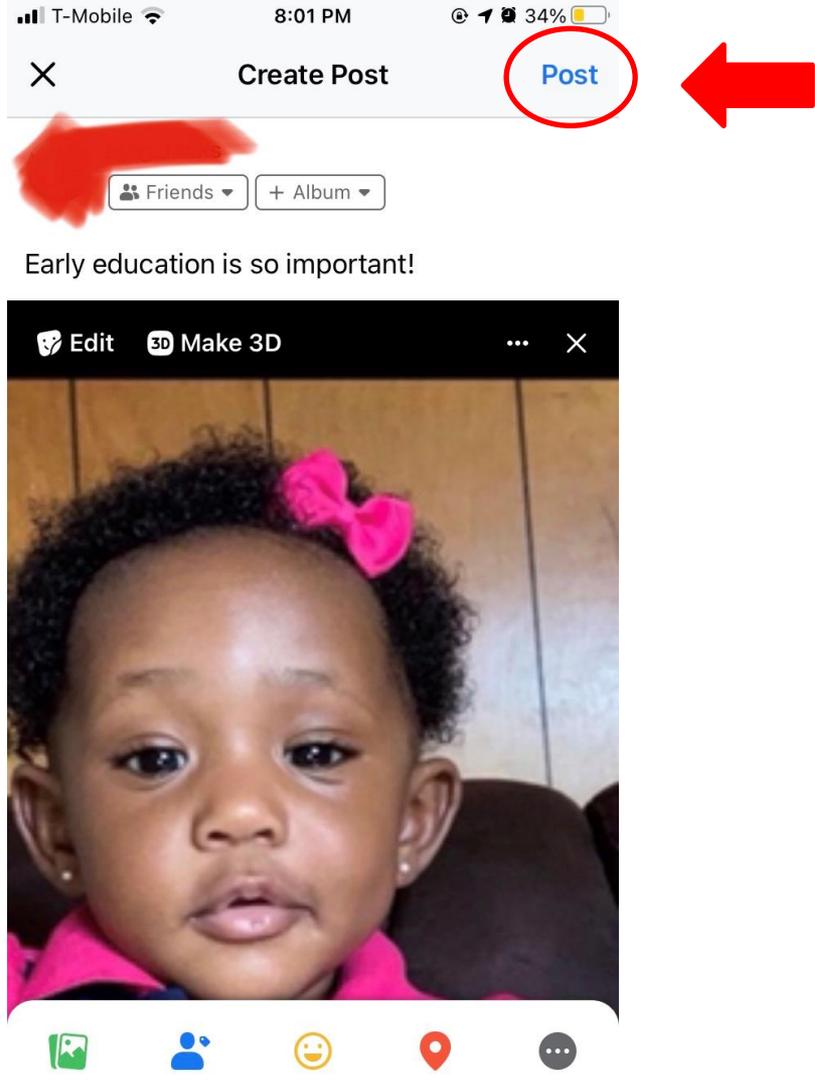
Step 4



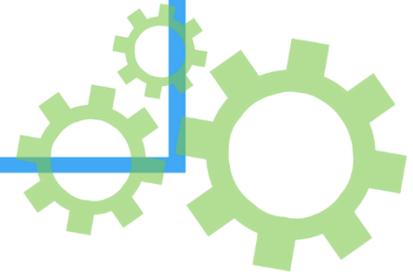
Step 5



Step 6



BEST PRACTICES



INSTAGRAM - BEST PRACTICES



**Download the CDC
Milestone Tracker
App today!**



- A picture is worth a thousand words
- Captions verbally illustrate the picture and provide context
- Captions show your personality
Instagram loves hashtags and emojis
- Experiment

FACEBOOK - BEST PRACTICES



GREAT PARENTING TIP #1...



TALK TO YOUR BABY!

- **Posts with images or graphics always get the BEST engagement**
- **Ask questions, create dialogue, make it a conversation**
- **Clever, witty, personable**
- **Be brief & straightforward**



Don't do these things:

- 1. Allow typos to slip by.**
- 2. Tag irrelevant people/organizations.**
- 3. Use too many hashtags.**
- 4. Entertain negativity.**

Instagram

EXAMPLES

Facebook



christinaetaylor • Following ...



christinaetaylor MOMS! Our children are our treasure, our little slices of heaven. When we aren't with them, we find peace in knowing they are in great hands. Hands that will nurture, encourage and love them the way that we do. @qualityrated has a great tool to help parents find affordable, quality child care facilities that will provide your children with the exceptional learning environment they need and the peace of mind you need!
#earlylearningmatters #healthybabies #healthykids #qualityratededucation

4d



talya.esther Just read approved in private!!! 🙌 So good!!!

4d Reply



112 likes

4 DAYS AGO

Add a comment...

Post



Georgia Early Education Alliance for Ready Students (GEEARS) is at Georgia State Capitol.

Published by Meagan Jackson [?] · January 28 · Atlanta ·

Thank you to ALL the members of the Georgia State House and Senate who took the time to listen to Georgia parents tell their stories. We look forward to working with you on early childhood issues, in 2020 and beyond!
#StrollingThunderGA #StrollingThunder #ThinkBabies



✔ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

714
People Reached

124
Engagements

Boost Post

MORE EXAMPLES

These days children are adept with technology, but never underestimate the power in holding them & reading. They remember! It's never too early to read to your child! #ActEarlyGA #DECALAmbassador, @brightfromthestart



Like

Share

70



Roya Benfield

Yesssssss A Mind Is A Terrible Thing to Waste ★★★★★ Reading Is Fundamental ❤️ 1

7 mos Like More



Joylissa LeFleur

Reading to children is the best! It makes them lifelong readers and learners. My mom read to me in the womb. And again as a baby. I was told I could read by the time I was 3. And my family will tell you that as a child I never went anywhere without a book (or 📱). Even now I have a library of ebooks on my phone, and when I find my purse has gotten ridiculously heavy, it's usually because I have a journal, a notebook, and a novel in there at the same time. 📖📚📖 1

7 mos Like More

Is your baby 🍼 beginning to lift up her head? I know 2020 was hard but think about what went well and LIFT UP YOUR HEAD, too!

Learn about your child's developmental milestones at development.decal.ga.gov #ActEarlyGA #DECALAmbassador @brightfromthestart

Early intervention is best.



Learn about how to monitor your child's development with DECAL!

**CONTENT YOU WILL BE
SHARING**



PREVIEW

Did you know?



**DECAL has a new website
to monitor children's
development!**

Did you know DECAL has a new website to help you monitor your child's development? Visit: Development.decal.ga.gov
#ACTEarlyGA

**What building a strong
brain looks like!**



#ActEarlyGA

Find out more about how to help build a strong brain in your child by watching this short video on serve and return by Harvard Center on the Developing Child: https://youtu.be/m_5u8-QSh6A
#ACTEarlyGA

GREAT PARENTING TIP #1...



TALK TO YOUR BABY!

Talking to your baby gives them a great start! Find out more here: <https://www.pbs.org/wholechild/parents/talk.html>
#ACTEarlyGA

BREAKOUT SESSIONS



SOCIAL MEDIA TOOLS WEBPAGE

www.geears.org/socialmediatools



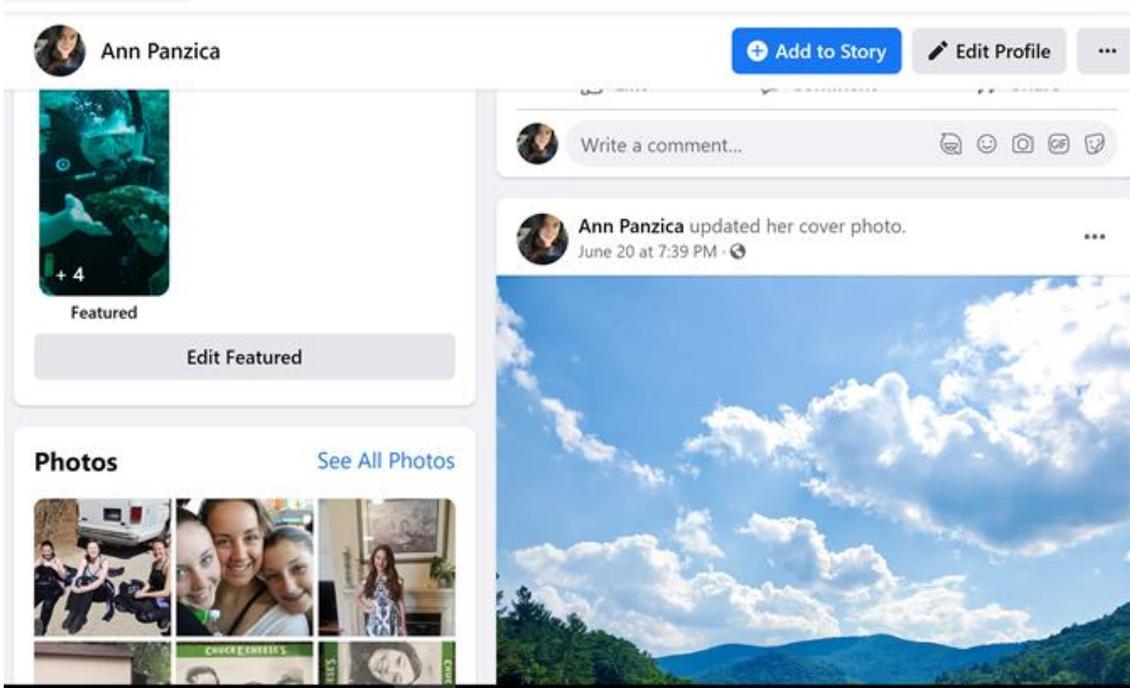
HOW TO REPORT POSTS



To receive a stipend for attending this training, you will need to:

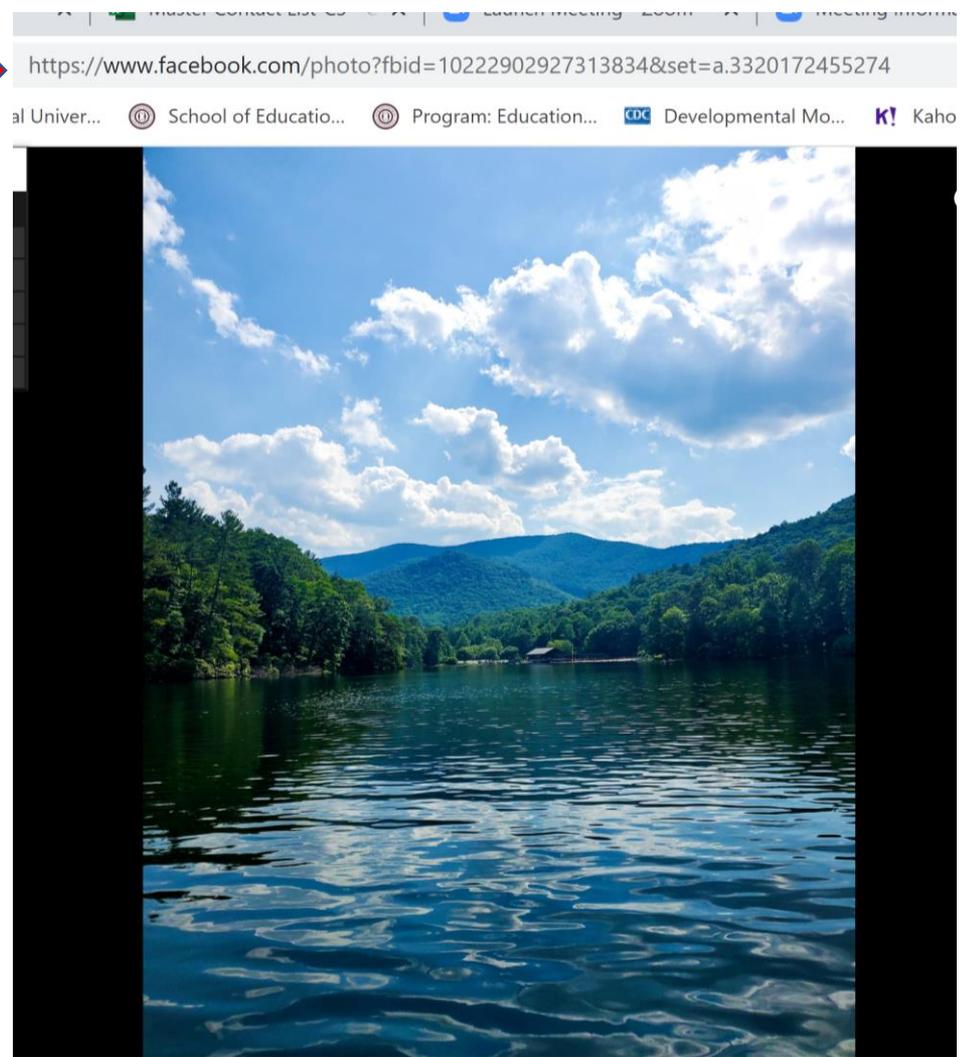
- 1. Post 3 Social Media Posts to your personal social media account.**
 - 2. Upload the links to the posts on our Google form.**
-

To get the
link, go to the
post:



The screenshot shows a Facebook profile for Ann Panzica. At the top, there is a profile picture, the name "Ann Panzica", and buttons for "Add to Story", "Edit Profile", and a menu icon. Below the profile information is a featured photo of a group of people, with a "+ 4" icon and the word "Featured" underneath. A button labeled "Edit Featured" is positioned below the featured photo. Underneath the featured photo is a "Photos" section with a "See All Photos" link. The "Photos" section displays a grid of six photo thumbnails. The first thumbnail shows a group of people sitting on the ground. The second is a selfie of two women. The third shows a woman standing in a room. The fourth and fifth thumbnails are partially visible and appear to be related to "Choice & Choices" and "LIFE'S" respectively. The sixth thumbnail is a close-up of a person's face. To the right of the profile information is a comment section with a "Write a comment..." input field and icons for commenting, reacting, and sharing. Below the comment section is a post from Ann Panzica stating "Ann Panzica updated her cover photo." dated "June 20 at 7:39 PM". The cover photo itself is a large landscape image of a blue sky with white clouds and green hills in the distance.

**Open the post,
and you will see
a link in the
address bar:**



Right click, copy the link and paste here:

<https://forms.gle/xW6GBFs5CaC8tSb2A>



Only graphics and captions from the landing page can be submitted for stipends.

Social Media Approval Process

Instructions for posting for a stipend:

1. Prior to posting, submit the social media form to childdevelopment@dec.al.ga.gov for approval.
2. Once **you** receive an email that your request is approved, post the graphics/captions found on the landing page to social media no more than 3 times per week on your personal social media site.
3. Cannot be part of your current job, for example, a classroom page if you are a teacher.
4. Once you have completed ten posts, submit your links to the following Google form: <https://forms.gle/xW6GBFs5CaC8tSb2A>

Social Media Request Form

DECAL Family Peer Ambassador Social Media Request Form

- Complete this form **BEFORE** you post to social media and send to childdevelopment@decals.ga.gov for approval. **Social media posting submissions will not be accepted unless they receive prior approval.**
- Indicate the date that you intend to begin posting, and the week that you anticipate you will be finished with ten total postings.
- Find the social media templates on the landing page at: geears.org/socialmediatools/. Only graphics from this landing page will be accepted for a stipend. All graphics from each campaign can be selected.
- **Only a maximum of 3 postings per week can be accepted.** Ten total posts submitted will result in 1 stipend.
- Only 3 stipends for social media postings can be accepted per quarter.

Complete this section

Posting Request

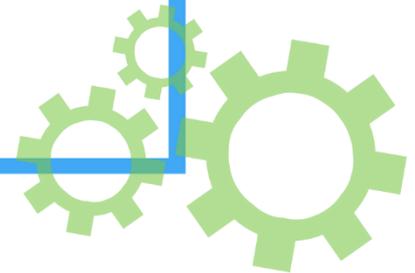
	Ambassador Name/Email Address/Phone number
	Please indicate the quarter (check one):
	<input type="checkbox"/> January-March <input type="checkbox"/> April-June <input type="checkbox"/> July-September <input type="checkbox"/> October-December
	Requested date of first post:
	Anticipated week of last postings:

For Ann or Bridget to complete

For Internal Use Only

Approval from (Printed Name/Signature)
Approval Status: <input type="checkbox"/> Approved <input type="checkbox"/> Not Approved: (Please indicate reason below)
Number of Social Media stipend requests this quarter:
Date stipend request sent to Care Solutions:

Q & A SESSION



**NEED EXTRA
HELP?
CONTACT ME**

**Meagan Jackson
mjackson@gears.org**

