

INTRODUCTION

Parent Aware offers tools and resources to help families find child care and programs improve their practices so all Minnesota children benefit from high-quality care that will prepare them for school and life.

One way to help increase awareness of the services and resources we offer is by engaging with Parent Aware on social media. Use social channels like Facebook and Twitter to share your Parent Aware stories and help us promote our mission.

This social media kit will help guide you on how to engage, the type of content to create, and where to share it to effectively increase awareness of Parent Aware, both within your organization and among your followers.

WAYS TO ENGAGE

Interacting with our social media posts is a great way to increase the visibility of our work. Regularly like, comment, and share Parent Aware posts.

Creating and sharing your own Parent Aware posts will also help us increase our reach and impact. When drafting Parent Aware content for social media, make sure to tag Parent Aware and include a link to [ParentAware.org](https://www.parentaware.org).

AVAILABLE CONTENT

Parent Guides

ParentAware.org is home to several helpful guides to help families make more informed child care decisions. Our guides cover important topics like different types of care and education, health and safety, and licensing. The Parent Aware website is the current container for federally mandated resources for parents.

Videos

The [Parent Aware YouTube channel](#) houses several informational videos. Each video is closed captioned and has the option to translate the captions into the viewer's preferred language.

A Story of Hope

[A Story of Hope](#) provides an overview of the Parent Aware mission. This video is customizable and allows Rated programs to promote their commitment to school readiness.

My Coaching Story

The [My Coaching Story Videos](#), featuring two providers who have participated in the Star-Rating process, explore the coaching process and the benefits of working with a Quality Coach.

Recruitment Videos

The Rating process and the benefits involved are highlighted in the [Parent Aware Recruitment Videos](#). These videos feature culturally diverse providers with narration in their native language. Each video is also available in English.

Photos

Parent Aware has an established library containing images of children and child care providers. These photos are available for download on our SmugMug page. Please [contact Anna Mahan-Miller](#) to gain access to this account.



WHERE AND WHAT TO POST

Facebook

With no character limitations, Facebook is a great environment to share elaborate and detailed posts. Because the basis for interaction is friendships, Facebook is used as a platform to develop relationships and brand commitment.

Facebook is an ideal location to share videos, upcoming events, news articles, and online resources. Include eye-catching visuals when possible to increase interaction.

Suggested Posts

For providers:



Little Bees Child Care Center is excited to announce that we've earned our Four-Star Rating! This [Parent Aware](#) Rating means we're using school readiness best practices to make sure the kids we care for are prepared for kindergarten.

Read more about how we're letting our quality shine: <http://bit.ly/2zZEbra>.

For parents:



Finding a quality child care program is stressful. Thankfully, [Parent Aware](http://parentaware.org/) was there to help with my search. Their online search tool provided me with a list of child care providers in my area that fit my needs and the Parent Services Specialists were able to answer my individual questions – all at no cost. <http://parentaware.org/>

For partners:



Too many of Minnesota's children are not prepared for kindergarten. To solve this problem, child care programs are improving their quality through [Parent Aware](http://parentaware.org/). Star-Rated programs volunteer for continuous quality training and professional development and use school-readiness best practices to go above and beyond basic health and safety requirements set by state and county licensing.

Learn more about how Parent Aware improves, supports, and celebrates child care programs:
<http://bit.ly/2Bk86OX>

Twitter

Twitter posts are restricted to 280 characters or less, a recent increase from the original 140-character limit. Due to this restriction, the platform is primarily used for sharing news and updates rather than developing relationships.

Suitable Twitter content includes news articles, opinions, and trending topics.

Hashtags

Let Your Stars Shine is the Parent Aware brand promise. This empowering tagline can be tailored to meet the needs of parents, providers, and partners. To help promote our brand, utilize the hashtag #LetYourStarsShine.

Other appropriate hashtags include:

- #ParentAware
- #childcare
- #ece
- #earlyed
- #earlylearning
- #MNleg

Suggested Tweets

For providers:



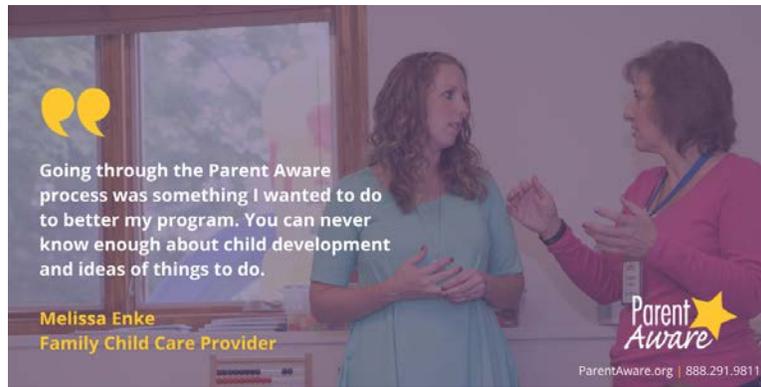
We've earned our Four-Star Rating! Read more about how we're letting our quality shine with #ParentAware: <http://bit.ly/2zZEbra>. #LetYourStarsShine

For parents:



Finding child care is stressful. Thankfully, #ParentAware was there to answer my questions and provide me with a list of child care programs that fit my needs. <http://parentaware.org/> #LetYourStarsShine

For partners:



Too many Minnesota children are not ready for kindergarten. #ParentAware helps child care programs improve their quality by adopting school-readiness best practices. Learn more: <http://bit.ly/2Bk86OX> #LetYourStarsShine