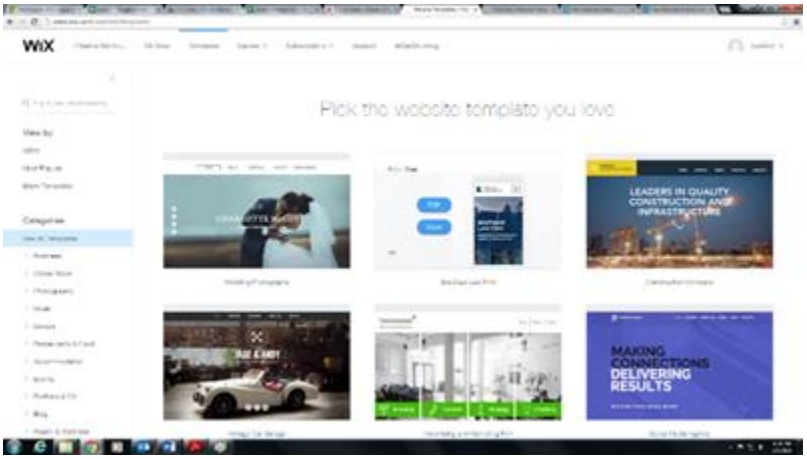
Utilizing Social Media

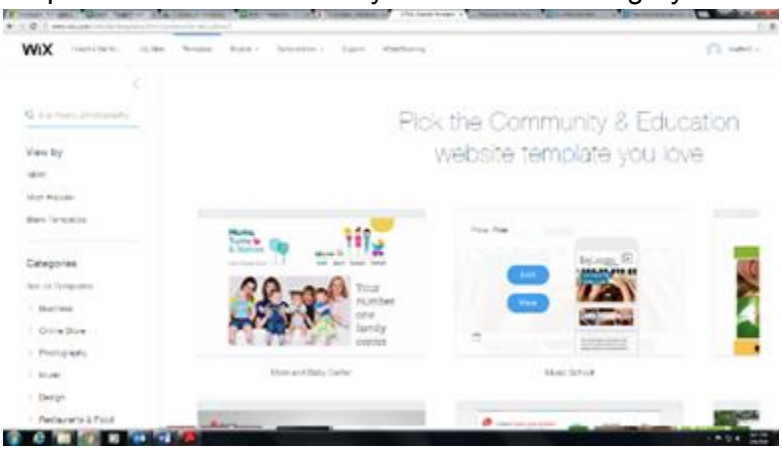
Creating a website and utilizing social media are effective ways to promote your program to families. See below for easy ways to get started:

Wix.com
Step 1 – Create your own account for free
Step 2 – Click ‘Create a Website’

Step 3 – Choose a Website Template



Step 4 – Choose ‘Community & Education’ Category



Step 5 - Customize your website!

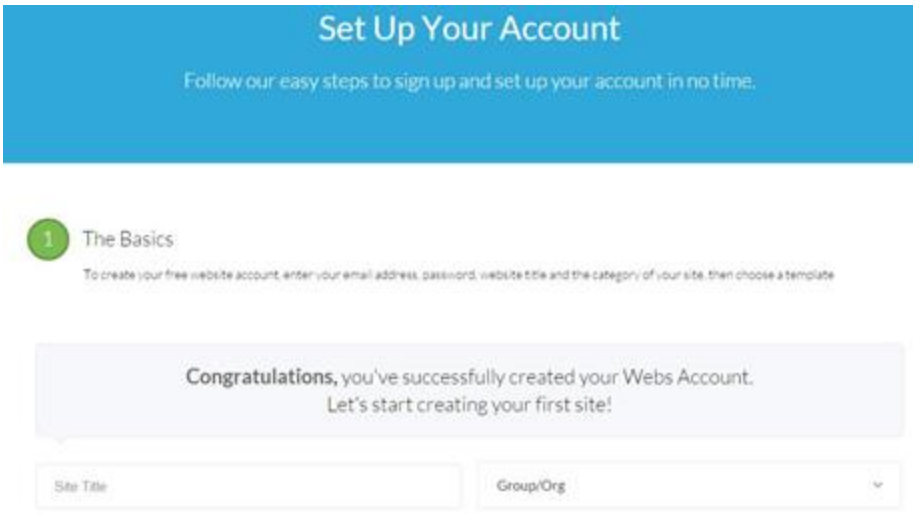
Step 6 - Click ‘Save’ and ‘Publish’ in order to obtain your site’s URL.

Step 7 - Share website with families!

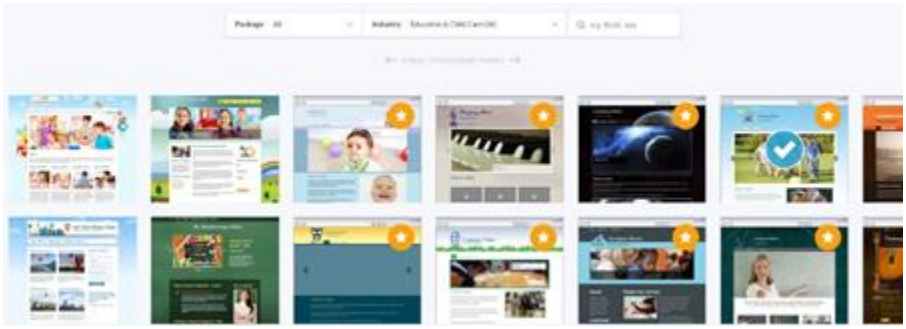
Webs.com

Step 1 - Enter your email, choose a password, and choose “Group/Org” in the Category field, and then click “Create a Free Website.”

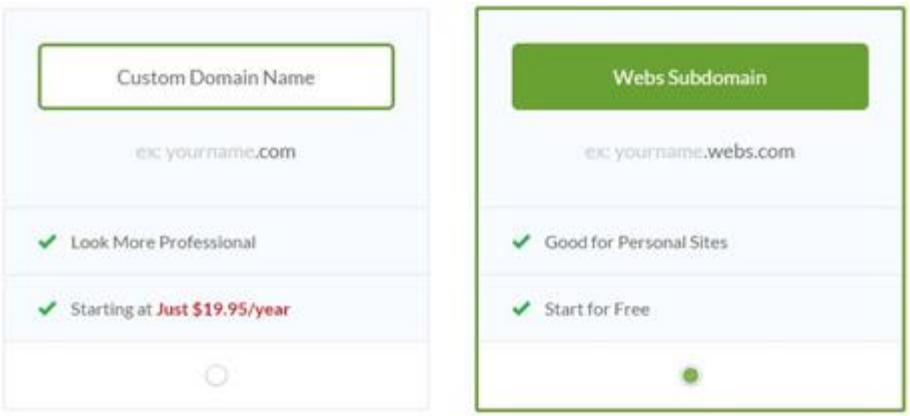
Step 2 - Enter a title for your site.



Step 3 - Choose a theme for your site (note that “Education & Childcare” is an option in the “Industry” field, and that there are a number of early education-themed templates. Please also note that themes with a star in the upper-right hand corner require a premium account.)



Step 4 - Choose a domain name. You have two choices: buy a custom domain name (i.e. “www.sitename.com”) or start with a Webs.com subdomain name (i.e. “www.sitename.webs.com”).



Choo

Step 5 - Select your package. You are able to gain extra features by purchasing an “enhanced” or “pro” package, but it is not necessary.

Step 6 - watch the 3-minute tutorial on how to build your site, and use the tools available.

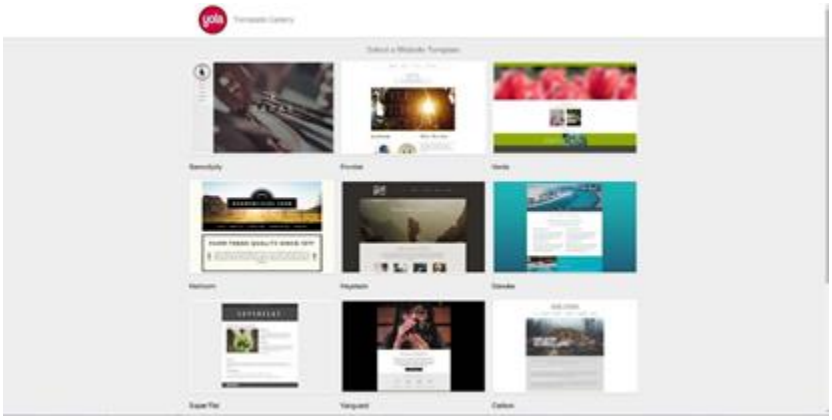
Step 7 - click “Done” in the upper-right hand corner. Your website is now complete, although

please note that you can update and change your website at any time.

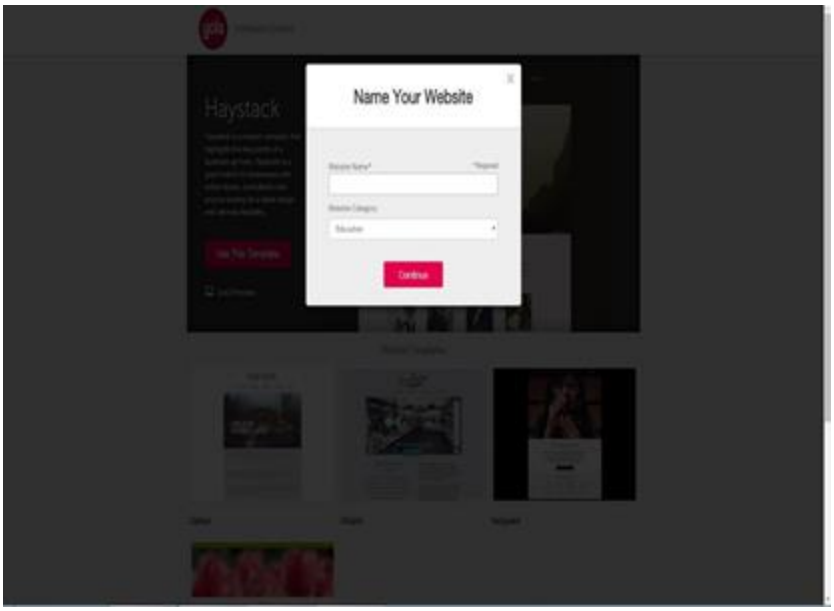
Yola.com

Step 1 - Click “Start for Free,” and then create an account.

Step 2 - Choose a website template.



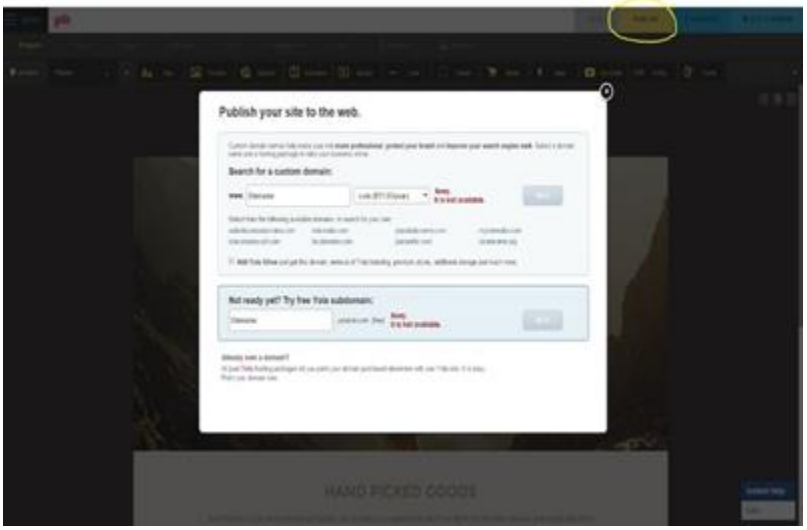
Step 3 - Name your website and select “Education” in the “Website Category field.



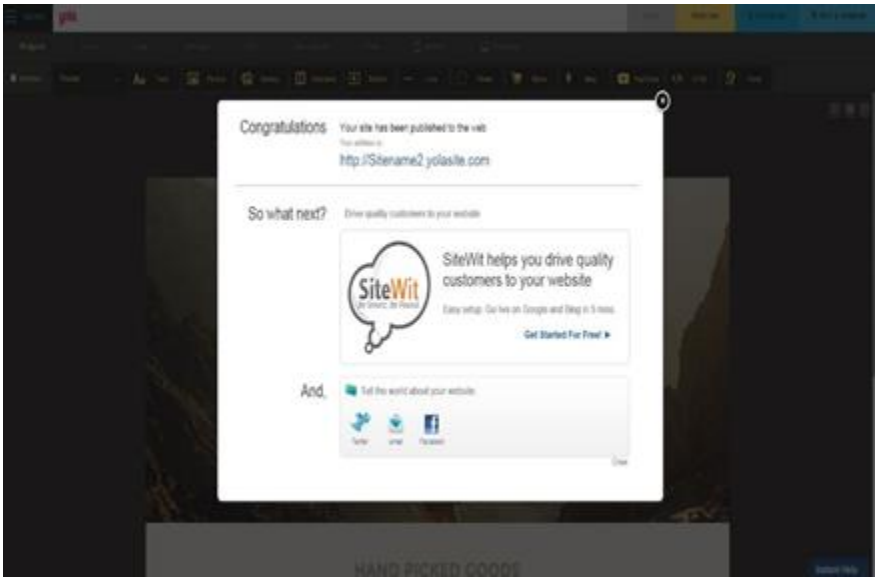
Step 4 - Fill in your contact information, or click “No thanks, I’ll do this later.”

Step 5 - Customize your site! Please note the “Instant Help” button for live chat help. You can also click the “Menu” button in the upper left hand corner, and then click on “Help.”

Step 6 - Once you are done, click “Publish.” You have two options: either buy a domain name (i.e. “www.sitename.com”) or use a Yola subdomain for free (i.e. http://sitename.yolasite.com”).

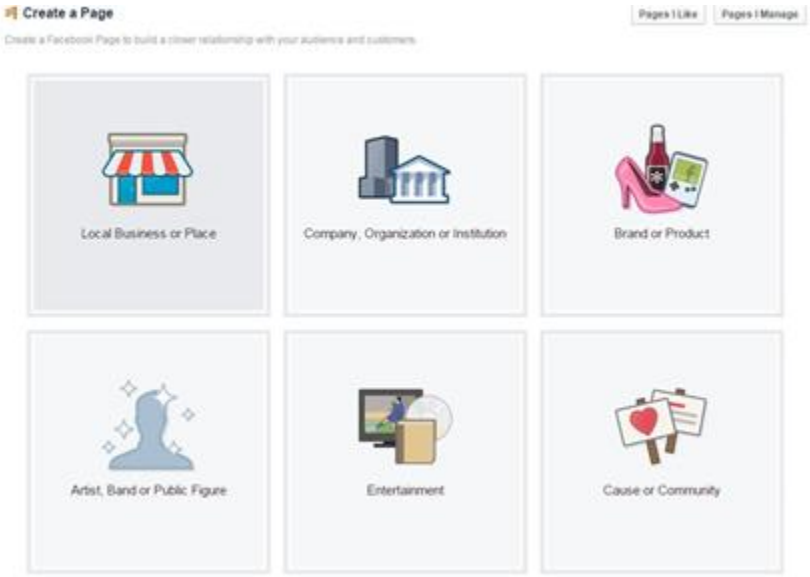


Step 7 - Congratulations! You've created your website. Please note that you're always able to continue updating and changing your website, and that you can always purchase a domain name if you start with a free site.



How To on Facebook Page:

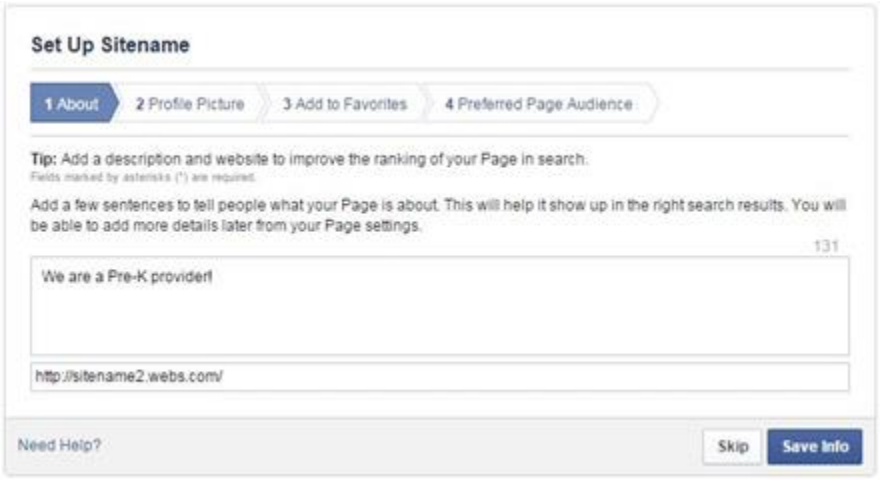
Step 1 - Log into facebook, and then click on "Create Page" under the Pages heading on the left hand side.



Step 2 - Choose "Community, Organization, or Institution," and then "Education," and fill in your site's name.

Step 3 - Fill in information about your site(s), and note the space for entering your separate

website. Also note the (one-time) opportunity to choose your facebook link/URL (i.e. “www.facebook.com/sitename”)



Step 4 - Choose a Profile Picture for your site’s facebook page.

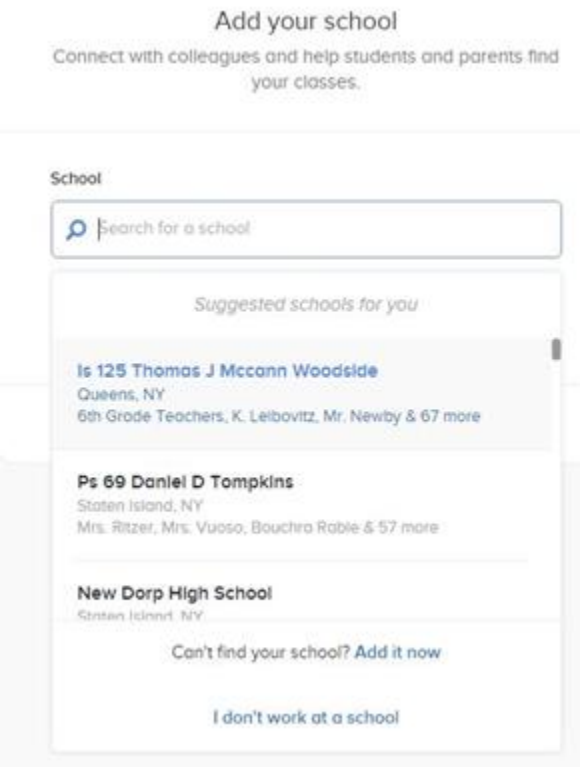
Step 5 - Choose your desired audience. Anyone can find your page, but facebook will try to put it in front of the people who match the demographics you select here.

Step 6 - Update your contact information on the left hand side. You can also post a welcome for parents looking at your page, and you should continue to update the page with new information (updates about your program, pictures (with parent’s consent) of your classrooms, etc.)

Step 7 - Please note that you can pay for Facebook to “Boost” your site by putting your page on certain people’s newsfeeds. You can choose the audience by gender, age, and zipcode.

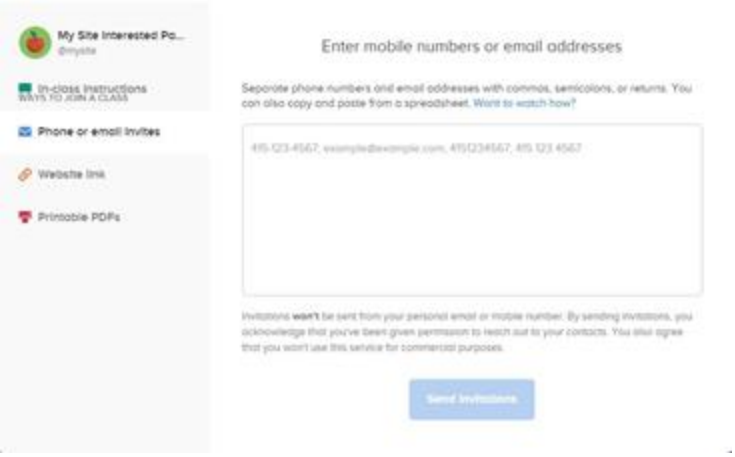
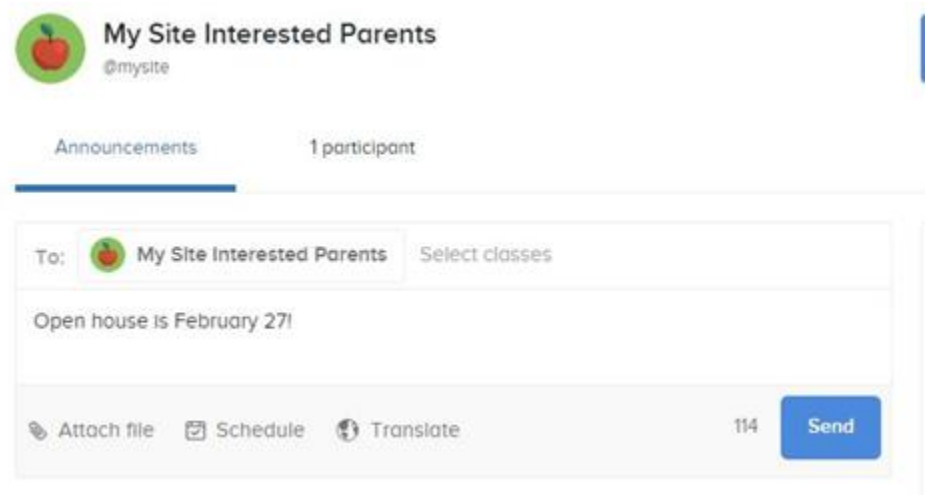
How to on Remind App:

Step 1: Click “Get Started” and sign up for an account.
Step 2: Select “I’m a teacher.”
Step 3: Search for your school from the dropdown. If you don’t see your school listed, please select “Add it now,” and then click “Save.”



Step 4: Name your “Class.” (Note: This will be the name of the list, so if you intend to use Remind to stay in touch with parents who have expressed interest in your program, you might want to name it something like “My Site Interested Parents.”) You can create new classes at any time.

Step 5: Click “Phone or Email Invites,” and then put in the phone numbers or email addresses of interested parents. Then click “Send Invitations.” (Alternatively, ask parents who sign up to text the message displayed to 81010 – this will let them message you back without having your personal contact information.) Parents will receive a message asking them to opt in for messages from your school.



Step 6: You can use the app to message parents who opt-in about open house dates, registration reminders, and site information (Site ID, etc.), and parents can message you back through the app with questions. Once the year starts, you can keep parents informed of closures, emergencies, field trips etc. (Please note the “Translate” button, which can translate your message for parents who don’t speak English fluently (you can have a different “class” for parents who speak Mandarin, for example.))