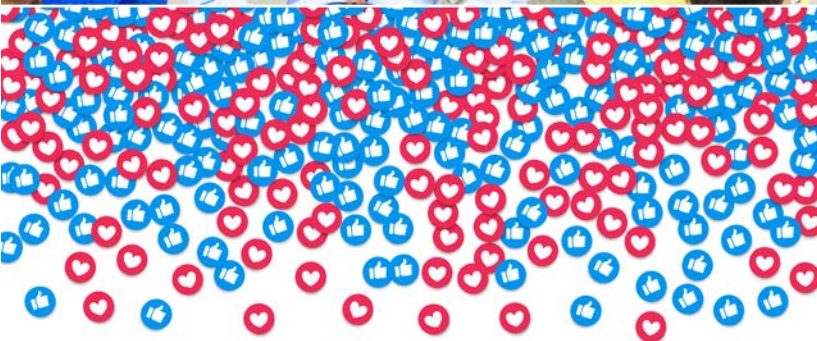


Always & Never

- ALWAYS include a link
- NEVER post with text only
- ALWAYS use hashtags
- NEVER post negativity
- ALWAYS engage with your audience



Facebook is a great way to do extensive social media marketing, especially to parents. A study from the Pew Research Center revealed that 75% of online parents use Facebook.

#1 Tip

if you have the budget to spare, try “boosting” your posts, or create an ad campaign.

Sample Posts:

- Infographics
- Photo albums/Live videos
- Blog posts/Current events
- Question of the day
- Inspirational quotes

Twitter is a multi-usage platform for starting or joining online discussions and simple marketing.

#1 Tip

Shorten your links with Bit.ly.

Sample Posts:

- Twitter chats
- Gifs
- Trending topics
- Announcements
- Twitter chats

Instagram is a fun and quirky way to share your life through a series of pictures and short 15-second videos.

#1 Tip

Use real visuals of real people as much as possible, instead of all posters and stock photos.

Sample Posts:

- Behind the scenes
- Event visuals
- Person of the week/month
- Announcements
- Fun!