



Child Care Providers
RESOURCE NETWORK

ADVERTISING

FOR YOUR HOME CHILD CARE BUSINESS



TABLE OF CONTENTS

1. Public Facebook Business Page
 2. Invite to Like
 3. Facebook Ads
 4. Reach Out Email
 5. Creating Content
 6. Business Cards
 7. Linktree
 8. Private Facebook Group
 9. Resources
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PUBLIC FACEBOOK BUSINESS PAGE

- Set up a public Facebook business page to widen your reach and keep your personal and professional social media separate.
- Facebook requires every business page to be linked to a personal Facebook profile, but all the information—posts, comments, photos, updates, etc.—are separate.
- Instructions on how to set up a Facebook business page can be found by scanning the resource QR code found below.
- Efficiently handle all your business operations on Facebook, Messenger, and Instagram through the Meta Business Suite. (App links in resource QR code found below)

WHAT TO INCLUDE ON YOUR FACEBOOK PAGE:

Business Information

Include your daycare's name (make it memorable and reflective of your personality), hours of operation, general location, and contact information.

Your Photo

Add a photo of yourself to make a personal connection with parents.

Other Photos

Showcase your daycare's environment, outdoor activities, books, meals, and the heart of your care, not just aesthetics. Avoid sharing pictures of children for privacy reasons and instead focus on images of your daycare space, toys, meals and activities.

Qualifications

Share information about your qualifications, educational background, certificates, training, and professional experience.

Photo Updates

Regularly post photos to demonstrate your daily activities, meals, new books or toys, joyful moments, and the culture of your daycare.

Positive Reviews

Let others know how much your daycare is loved by showcasing the reviews from your wonderful parents on your Facebook page. This is also a great opportunity to express your gratitude to parents, demonstrating your appreciation for their valuable feedback.

Repurpose Old Content

You don't need to create entirely new content for your Facebook updates every time. Recycling older posts is a smart move. It not only simplifies the management of your home child care's Facebook page but also ensures that everyone, regardless of where they follow you, gets access to the same essential information.

INVITE TO LIKE

To increase the reach and following of your page, consider inviting people to "Like" it. There are two effective methods to achieve this:

Invite your Personal Facebook Friends

Access your Professional dashboard on Facebook and select "Grow your Audience: Invite Friends to Follow." This method allows you to invite your personal contacts to follow your page.

Invite Engaged Users

Alternatively, you can invite individuals who have reacted to your posts. Simply click on the list of names that have engaged with your post and look for the "Invite" button on those who are not already following your page. When people like your business page, they will receive updates about your business in their news feeds.

FACEBOOK ADS

Promoting your home daycare on Facebook can be a powerful and cost efficient way to attract new clients and keep your business thriving. Facebook provides various advertising options, including boosted posts and targeted ads. Boosted posts help you expand the reach of a particular post, while targeted ads enable you to connect with potential clients based on factors like age, location, and interests.

When creating your targeted ads, be sure to select captivating visuals and persuasive content that showcase the advantages of your home daycare. Utilize Facebook's targeting features to engage with local parents who might be interested in your services. Set a budget that suits your needs and closely monitor your ads' performance to ensure they effectively draw in new clients.

Facebook Ads can be set up in the Meta Ads Manager (link in resource QR code found below).

Facebook Ads Guide can be found in the resource QR code found below.

TARGETED AD

- Offers more advanced customization, enabling you to connect with potential clients based on factors like age, location, and interests
- Great for attracting new customers and reaching a specific audience

BOOSTED POST

- A regular post on your page that you can pay to expand its reach
- Great to connect with current followers to enhance your reputation

REACH OUT EMAIL

When people show interest in learning more about your daycare, kindly ask them to reach out via email. You can provide them with a pre-written document that includes essential information for a quick connection:

Business Name

Choose a memorable name that reflects your personality.

Location

Share contact details about the school districts you serve, offering more in-depth information without revealing your exact address for safety reasons.

Schedule

Provide a glimpse of your daily routine and activities so parents can understand what their children will be engaged in each day.

Hours of Operation

Inform prospective clients about your operational hours and availability.

Contact Information

Include phone numbers, email addresses, and social media handles for potential clients to reach out to you.

Rates

Maintain transparency about your pricing and any additional fees.

Services

Highlight the services you offer, such as activities, meals, educational programs, your approach to potty training, handling food allergies, and organizing field trips.

Policies

Communicate your general policies regarding sick children, late pickups, and vacation periods.

Testimonials

Use testimonials from satisfied parents to establish trust and credibility among potential clients.

Space Availability and Waitlist Information

Keep parents informed about the current availability of slots for their children. You can also provide information on how to join the waitlist if your daycare is at full capacity. This helps parents plan ahead and gives them an idea of when a spot might become available for their child.

CREATING CONTENT

Canva is your creative buddy, and it has a great free option! Whether it's crafting graphics, videos, or more for your social media, invoices, newsletters or printables for the kids, Canva has your back! You don't need to be a design pro; it's super easy to use. Just drag, drop, and voila! Plus, there are tons of customizable templates to fit your project's needs. You can create content on your smartphone or computer, making it super convenient and flexible for you. Have fun being creative with Canva the options are endless! (link in resource QR code found below)



All Created in Canva!

BUSINESS CARDS

Business cards are a great way to advertise your home daycare. With these pocket-sized advertisements in hand, you're always ready to connect with potential clients. Whether you're at the park, the grocery store, or any social gathering, you can easily share your contact information. They're also handy to give to family, friends, and current child care families, so they can help spread the word to anyone looking for child care. Business cards make it easy to connect with new clients and expand your daycare's reach.

You can easily create a business card on Canva. There are many great free templates in Canva.

In the resource QR code below you will find a template for a simple daycare business card. To make it your own you can customize the fonts, colours, and graphics, add in your information and QR Code.

There is an option to have them printed and shipped to you through Canva for a cost or simply print them at home.



To print multiple cards on a single page at home:

- Design your card and save it as a PNG (size: 1.125).
- Open the PNG file on our computer and select the "Print" option.
- Choose the following settings:
 - Print in Color
 - Scale: 100%
 - Copies Per Page: 6
- Click "Print."
- Cut out the cards and share them!

LINKTREE

Linktree is a fantastic tool that allows you to share multiple links to various content relevant to your child care business through a single, easy-to-share link.

Sign Up and Create Your Linktree Account (best to do on a computer)

- Visit the Linktree website (<https://linktr.ee/>) and sign up for a free account. (Link in resource QR code below)
- Create an account.

Add Social Icons

- After signing in, click on your newly created Linktree profile.
- Under "Social Icons," you can add links to your email, public Facebook page, Instagram page, or any other social media profiles relevant to your child care business.
- To add a social icon, simply click on the "+ Add New Button" option and follow the prompts.

Customize Appearance and Bio

- Click on "Appearance" to customize the look of your Linktree landing page.
- You can select colours, fonts, and even add a profile image to make it more appealing.
- In the "Bio" section, write a brief and friendly description of your child care services.

Add Relevant Links

- Navigate to the "Links" section on the Linktree dashboard.
- Here, you can add links to other websites related to your home daycare, such as an agency's website, or other online resources. You can also create links to your Facebook and Instagram accounts, which are more visible than just the social icons.
- Click "+ Add New Link" to include additional links.

Sharing your Linktree

- When you're done setting up your Linktree, click "Share" at the top right.
- Copy the Linktree URL provided and share it on your Facebook and Instagram pages, in your email signature, or anywhere you want your audience to access your links easily.

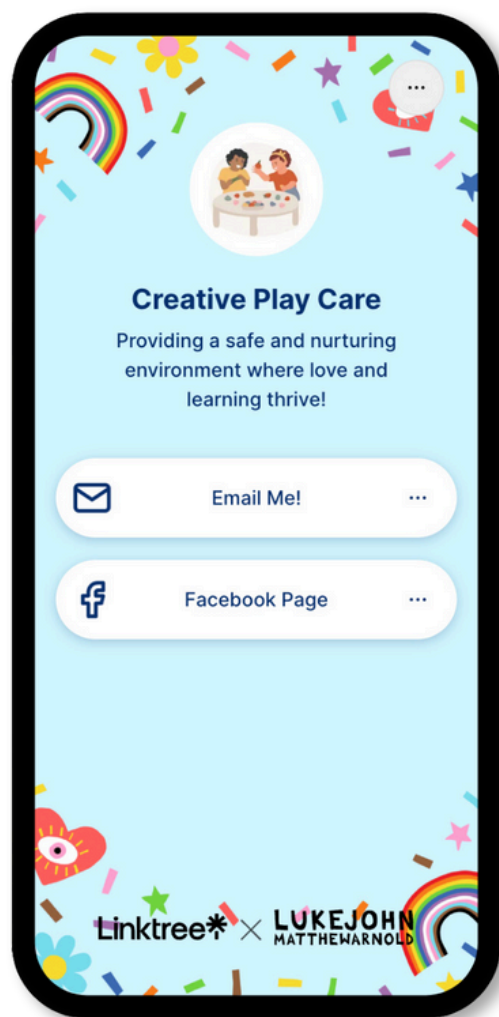
Download your Linktree QR Code

- Linktree offers an option to download your Linktree QR Code under the "Share" link.
- Download the PNG option and save it to your device.
- You can then upload this QR code to Canva to add to your business card to make it easy for people to access your Linktree by simply scanning the code with their smart phone

Benefits of Linktree

You can regularly update and change the links and content on your Linktree without needing to update the shared link or QR code. This means people will always have access to the latest information about your child care business.

In summary, Linktree is a handy tool for home child care providers to centralize and share important links and information about your business in a user-friendly way. With your Linktree in place, you can create a more accessible and convenient online experience for your clients and potential customers. Happy Linktree building!





PRIVATE FACEBOOK GROUP

- **Just for current families in the daycare** - With a private group, you have control over who joins, ensuring that the community is limited to your child care. This helps maintain a safe and respectful environment.
- Parents need to be invited by you personally in order to be added.
- Post payment reminders.
- Post important updates - Private groups make it easy to send messages or updates to a specific audience, reducing the need for repetitive communications.
- You will be able to see when/who has seen posts - Private Facebook groups provide access to analytics and data about group engagement and member activity.
- A great way to connect the parents to the other families/children and help build a healthy community.



MORE IDEAS:

- Referral Incentive for current daycare families - refer someone and get a day of care free.
- Poster made on Canva featuring your QR Code for your local library, mailbox, grocery store, etc.

RESOURCES:

Please scan the QR code with your smart phone to access all of the resources mentioned in this guide:

