

# Straight from Your Peers:

## Benefits, Challenges, and Tactics for Social Media

### Twitter

Benefits	Challenges (and Solutions)
<p><b>Advocacy:</b></p> <ul style="list-style-type: none"> <li>● Offers a direct connection to lawmakers, all of whom have Twitter accounts</li> <li>● NHSA is very active on Twitter and it offers a community</li> <li>● You can follow bills and bill progress on Twitter</li> <li>● You can tie-in to live advocacy events</li> <li>● Many advocacy partners are on Twitter</li> </ul> <p><b>Partnerships:</b></p> <ul style="list-style-type: none"> <li>● Great place to follow experts like NAEYC, Harvard, Yale, etc.</li> <li>● Community partners and groups like police/fire/schools/universities have accounts</li> </ul> <p><b>Other Specific Purposes:</b></p> <ul style="list-style-type: none"> <li>● Promote your successes and celebrate</li> <li>● Highlight values of Head Start</li> <li>● Highlight innovation</li> <li>● Good to tie-in to live events</li> <li>● Great for responding and engagement</li> </ul> <p><b>Logistics:</b></p> <ul style="list-style-type: none"> <li>● It is easy to search on Twitter</li> <li>● Easy to retweet</li> </ul>	<p><b>Getting started:</b></p> <ul style="list-style-type: none"> <li>● Hard to know who to follow and who is legitimate (use Twitter lists)</li> <li>● Facebook is best for families, so Twitter requires extra time that is not family-facing</li> <li>● There may not be program accounts to follow, only individual accounts; few programs are on Twitter as of yet</li> <li>● To direct message someone, they have to be following you, so it isn't good for private messaging writ-large</li> </ul>

### Model Tactics

- Great for amplifying live events, using Twitter at conferences or trainings
- Love the #headstartcuties that Dr. B has been using
- It's a good place to gather effective practices and get ideas
- It is a great platform to make values statements and follow those with shared values

## Facebook

Benefits	Challenges (and Solutions)
<p><b>Connecting directly to families:</b></p> <ul style="list-style-type: none"> <li>Using Facebook Messenger</li> <li>Recruitment of families</li> <li>Event listings</li> <li>Ability to redirect families to your website</li> </ul> <p><b>Discussion groups:</b></p> <ul style="list-style-type: none"> <li>Private/closed groups for staff</li> <li>Ability to include community partners in discussions</li> </ul> <p><b>Engaging content:</b></p> <ul style="list-style-type: none"> <li>Video!</li> <li>Facebook Live</li> <li>Easy to get family-facing content like games, etc.</li> </ul> <p><b>Organizational business:</b></p> <ul style="list-style-type: none"> <li>Facebook for Business - can be used for Board, Policy Council and other groups</li> <li>Facetime video conferences in Messengers Rooms (free)</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>Managing negative posts (have a post moderation and social media policy)</li> <li>Oversharing from parents (ditto)</li> <li>Making good quality videos (use simple tools to add music, create sideshows, etc. to enhance)</li> <li>Violation of copyrighted material (train staff on this, regularly)</li> <li>Parent permissions for photos (have permission form signed at 1st home visit)</li> </ul> <p><b>Logistics/platform:</b></p> <ul style="list-style-type: none"> <li>Understanding analytics (great how-to videos on YouTube)</li> <li>Challenge of setting up multiple sites for one grantee</li> <li>Facebook changes a lot and new set-up requires learning curve</li> </ul>

## Model Tactics

- We used a closed group for COVID response and community partners were invited, it really built connections and sharing of ideas
- Pictures of kids in classrooms get a lot of attention and now, with COVID, parents send pictures from home to teachers to be posted
- We developed video profiles of Program Directors and teachers to celebrate our staff
- We have site-specific (vs. just one grantee) pages for each location, to maximize tailoring to local communities and cross-posting
- We have held art shows on Facebook
- Its great for virtual town halls, we have solicited advance questions and take live questions
- We have used Facebook for Kindergarten graduation/step-up events
- It has been great for live events to showcase community connections and support families (e.g. food drives/diaper deliveries)

## Instagram

Benefits	Challenges (and Solutions)
<p><b>Ease of use:</b></p> <ul style="list-style-type: none"> <li>• Easy to post photos and get started on, little time investment</li> <li>• Fewer ways to make mistakes with captioning and challenges that are on other platforms</li> <li>• Fewer analytics, so simpler to understand your impact</li> </ul> <p><b>Tone:</b></p> <ul style="list-style-type: none"> <li>• Visual!</li> <li>• Fun!</li> <li>• Less “drama” than on other platforms, with fewer comments and conversations</li> </ul> <p><b>Reach:</b></p> <ul style="list-style-type: none"> <li>• It is a growing platform with a lot of young users</li> <li>• Good for parent connections, since you don’t have to be a “friend” to see posts and like them</li> </ul>	<ul style="list-style-type: none"> <li>• Taking high-quality photos that work well on Instagram is hard</li> <li>• Posts and content are not shareable</li> <li>• The platform doesn’t lend itself to a wide mix of information and dialogue</li> </ul>

### Model Tactics

- Great for sharing everyday moments

# Straight from Your Peers:

## Tools to Upgrade Your Social Media Impact

### Scheduling and Data Analytic Tools to Measure Impact

	What it does	What sets it apart	Free version
<a href="#">Twitter Analytics</a>	Find audience insights, measure engagement, and discover what content resonates.	Created by Twitter, features the most accurate metrics, ability to create cards (links with optimized image and headline preview) in Tweet Manager.	✓
<a href="#">Facebook - Creator Studio</a>	Creator Studio lets creators and publishers manage posts, insights, and messages from all of your Facebook Pages in one place.	Created by Facebook, features the most accurate metrics. Helps you manage your content, get insights, streamline engagement, download free music and sounds, and more!	✓
<a href="#">Instagram - Creator Studio (Facebook)</a>	Lets you schedule posts.	Built into the Facebook Creator Studio, but you have to connect your Facebook and Instagram accounts (once you do, you can easily cross-post content).	✓
<a href="#">Sprout Social</a>	High quality social management tool known for simplifying content calendars, making analytics accessible, and creating connections with customers.  Additional features available for purchase:: Listening tool and bamboo for advocacy.	One of the more advanced comprehensive softwares; great for exporting engagement reports, working with teams, and engaging with followers across platforms. Tells you when your followers are active and determines the best time for you to post.	
<a href="#">Buffer</a>	Social media management software	Great for scheduling content	✓

	used to schedule posts and analyze their results.	and getting basic analytics.	
<b>Later.com</b>	Similar to Buffer. Easily schedule media posts with a few clicks.	Very image friendly, great for calendar view of posts.	✓
<b>Hootsuite</b>	One of the more high-quality social media management platforms with scheduling, engagement, and analytic features. .	One of the more advanced softwares, great for scheduling and analytics.	

### Graphic Design, Photo Editing, & Video Editing Tools

	What it does	What sets it apart	Free version
<b>Canva</b>	Graphic design platform for creating social media graphics, presentations, posters, documents and other visual content.	Very user-friendly, includes free (and additional paid stock photos). Pro-version is available for free to nonprofits	✓
<b>Landscape by Sprout Social</b>	You can upload an image to have it cropped and optimized for whatever social platform you want to post it on.	Free!	✓
<b>Lumen 5</b>	A video creation platform powered by A.I. that enables anyone without training or experience to easily create engaging video content within minutes.	Allows you to easily caption videos. Most people view videos without sound so this tool is great for engagement.	✓
<b>Adobe Spark</b>	Easily create stunning social graphics, short videos, and web pages that make you stand out.	More advanced features for experienced designers.	✓
<b>Pic Monkey</b>	Online photo editing and design software for creating social media graphics.	Simple	✓
<b>Irfanview</b>	IrfanView is an image viewer, editor, organizer and converter program for	Simple	

	Microsoft Windows.		
<b>Pablo by Buffer</b>	You can upload an image to have it cropped and optimized for whatever social platform you want to post it on.	Quick and easy	✓
<b>Facebook Photo Tools</b>	Many uses, including making slideshows and adding music to video slideshow.	Built into the platform, easy to use	✓
<b>Adobe Creative Cloud Suite</b>	Creative Cloud gives you the apps and services for video, design, photography & the web.	Expansive high-quality tools. Sets the standard for the industry.	
<b>VLC</b>	VLC is a free and open source cross-platform multimedia player and framework that plays most multimedia files, and various streaming protocols.	Free, downloadable software that you can access offline on your computer and use to clip (edit the length) of your videos.	✓

### Content Generation Sites (Including Photos)

	What it does	What sets it apart	Free version
<b>NHSA Stock Photo Library:</b> <a href="http://go.nhsa.org/stock-photos">go.nhsa.org/stock-photos</a>	Free stock photos featuring Head Start classrooms. Available exclusively to NHSA members.	Highlights Head Start's unique model; NHSA accepts requests for new content at <a href="mailto:marketing@nhsa.org">marketing@nhsa.org</a>	✓
<b>Nuzzel</b>	Next-generation news monitoring and research tool that helps you keep in the know and on-top of what everyone in your circle is discussing.	Links with your Twitter accounts, creates a feed of the news articles that your friends are sharing.	✓
<b>Feedly</b>	Similar to Nuzzel, feedly is a newsfeed aggregator you can customize to meet your interests.	Easier to personalize your feed by searching for hashtags, topics, or titles of publications, or by entering URLs.	✓
<b>Bitly</b>	URL shortening service and a link	Syncs with SproutSocial, helps	✓

	management platform that provides traffic analytics	give you a comprehensive view of what your audience is interested in	
<b>Unsplash</b>	Over 2 million free stock photos	Powered by creators	✓
<b>Pixabay</b>	Over 1.8 million free images and videos	Huge number of images	✓
<b>Smilebox</b>	Smilebox makes it easy to create, share invitations, slideshows, flyers, eCards, collages and more.	Birthday cards, invitations and other easy to use templates	
<b>Tweet Congress</b>	A newsfeed aggregator for members of Congress on Twitter	Allows you to search keywords like “Head Start” and fosters engagement with lawmakers	✓

## Tools to Help Learn Best Practices

	What it does	What sets it apart	Free version
<b>Facebook Blueprint</b>	With more than 90 eLearning courses, Facebook Blueprint helps you learn the skills to move your business forward	It’s directly from the creators!	✓
<b>Twitter Help Center</b>	Get instant answers to the most common questions and learn how to use Twitter like a pro.	It’s directly from the creators!	✓
<b>Instagram Business Help Center</b>	Highlights best practices and offers overview of <a href="#">business tools</a> , account insights, IGTV video school, <a href="#">beginners guide</a> , and more!	It’s directly from the creators!	✓
<b>TechImpact</b>	Tech Impact offers technology services for nonprofits to empower them to better support their communities with solutions that promote productivity.	Offers <a href="#">full calendar of webinars and events</a> , including trainings, demos, and more to foster learning.	



Our mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.

**LinkedIn Learning**

Offers video courses taught by industry experts in software, creative, and business skills.

Courses on many, many subjects!

**Other Helpful Tools**

	What it does	What sets it apart	Free version
<b>The Social Press Kit</b>	Allows you to easily share graphics with partners; see <a href="#">NHSA's Kit</a> here	With one click, your advocates, supporters and influencers can distribute your approved content to their personal networks to grow your reach	
<b>Noun Project</b>	Icons for every occasion! Over 2 Million curated icons, created by a global community	You can download free SVG or PNG versions of icons (black only with attribution required)	✓