


Using Social Media to Meet the Needs of Parents

It Comes Down to One Thing

Show what you know.

- Share your expertise
 - Tell your story
 - Pass along something from a friend
 - Create a How-To
 - Talk about a complex decision you face
- 

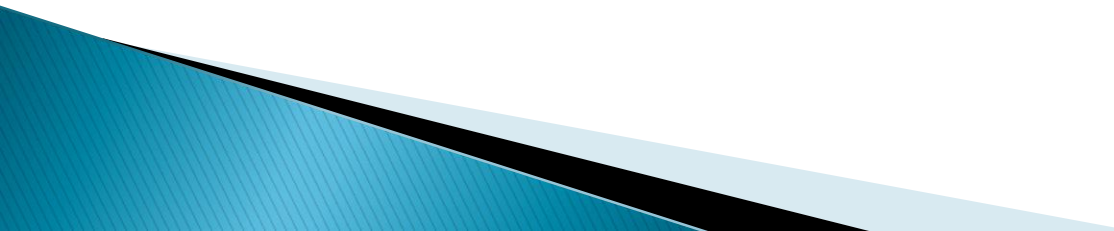
How Does Sharing Help Parents

- ▶ Information can provide OPTIONS
- ▶ Stories can provide ENCOURAGEMENT
- ▶ Shared experiences provide – CONNECTION
- ▶ Interaction can provide – RELATIONSHIP

This leads up to an
important question...



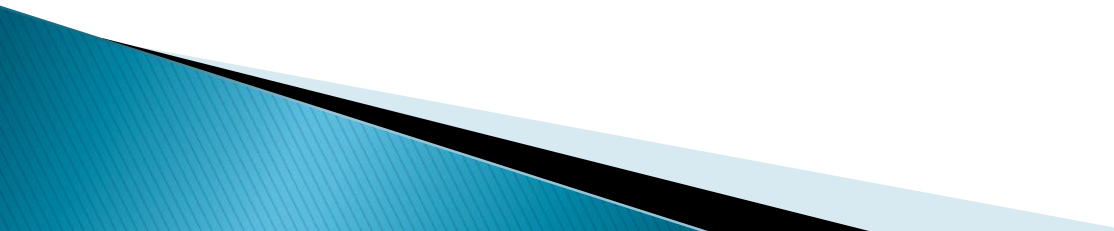
Are we really
talking about
the internet yet?




What Social Media Users Want

- ▶ Options
- ▶ Encouragement
- ▶ Connection
- ▶ Relationship

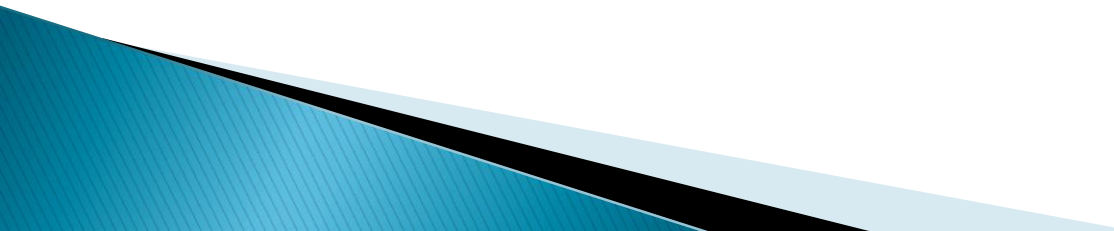
Where have we heard
this before?



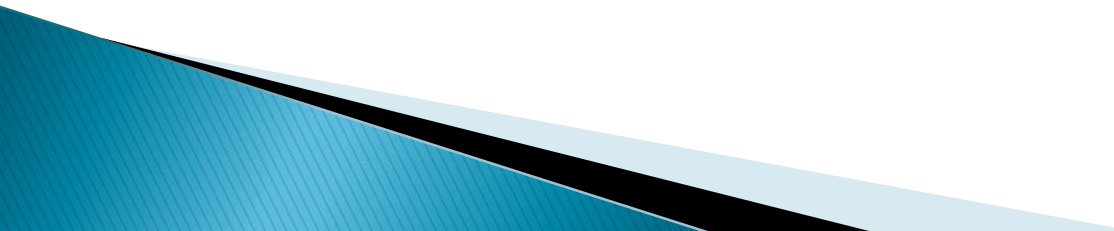
What You Can Provide

- ▶ As you give parents options and encouragement, they will begin to **trust you.**
 - ▶ As you continue to build a relationship with parents, they will look to you as a **guide.**
 - ▶ If parents see you as a trusted person, they will include you in their **community.**
- 

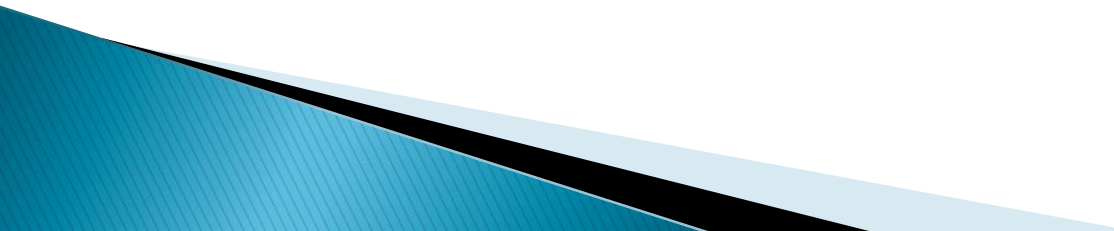
The Three Questions

1. Where do I start to help parents?
 2. How do I best use my time to help parents?
 3. How does everything I do work to help parents?
- 

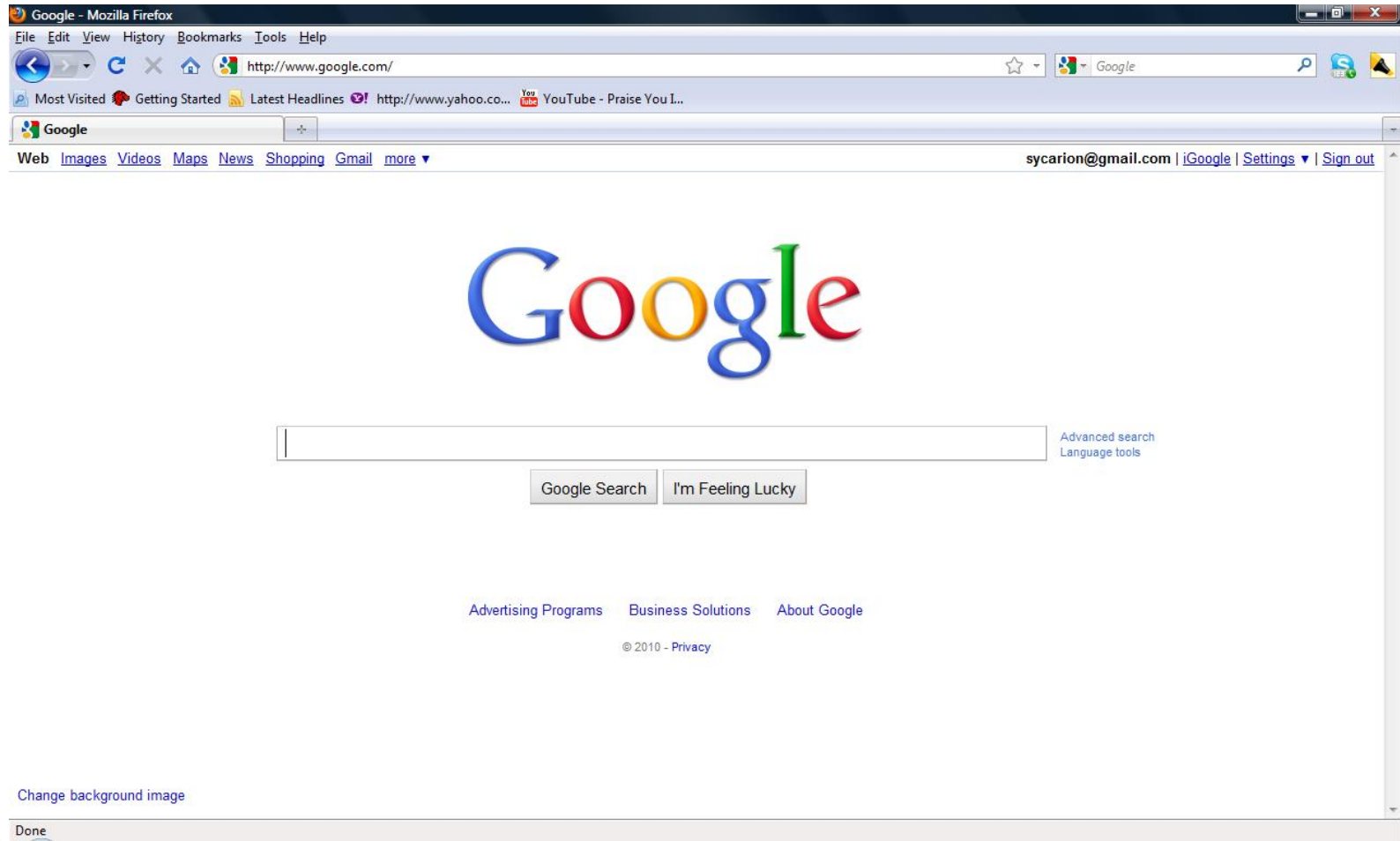
The Three Questions Again

1. Where do I start to help parents online?
 2. How do I best use my time to help parents online?
 3. How does everything I do work to help parents online?
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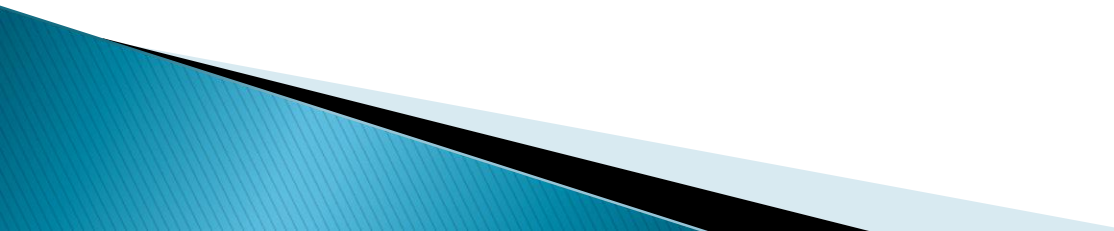
The Three Questions III

1. Where do I start to help parents online with social media?
 2. How do I best use my time to help parents online with social media?
 3. How does everything I do work to help parents online with social media?
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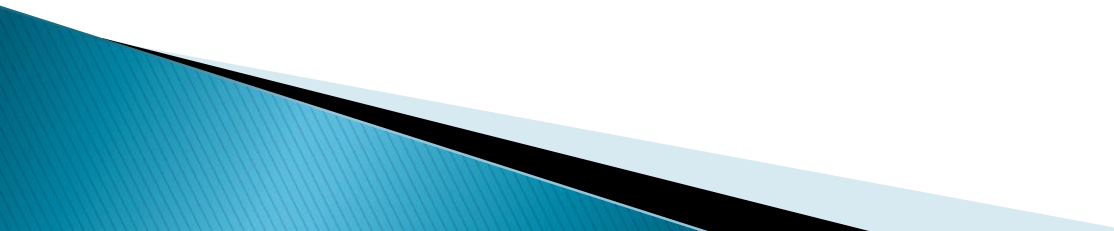
Where Do You Go to Find Info?




Get On Google

- ▶ The easiest way to get on Google is to create a website.
 - ▶ Blogger.com and Wordpress.com are FREE and easy to use.
 - ▶ Your organization may already have a website. Use it!
 - ▶ Content, content, content.
- 

Wordpress.com / Blogger.com

- ▶ Very easy to use.
 - ▶ Website in minutes.
 - ▶ Blogger.com gets you on Google instantly.
 - ▶ Provides a place to provide detailed information.
 - ▶ A great platform to tell stories.
 - ▶ Useful for sharing research information.*
 - ▶ Provides a place for you and others to link to your information.
- 

Getting on Google Is Not Enough

- ▶ Information is only as useful as the number of people that will use it.
 - ▶ The issue is not a lack of information in many cases, but the sheer volume of it.
 - ▶ You cannot search for integrity on the internet – people want someone to help guide them to the information they need.
- 

Twitter.com

The screenshot shows the Twitter homepage in a Mozilla Firefox browser window. The browser's address bar displays "http://twitter.com/". The page features a dark blue header with the Twitter logo and a search bar. Below the header, there is a navigation bar with links to "Aparecida", "Bobby Cox", "Passing Yards", "TRENDING TOPICS", "Touchdown Pass", "Field Goals", "Colored Girls", and "Reviving". The main content area is divided into three sections: "See who's here" on the left, "Top Tweets" in the center, and "New to Twitter?" on the right. The "See who's here" section includes a grid of profile pictures and a text box encouraging users to find friends and industry peers. The "Top Tweets" section displays three tweets from users like glennbeck, RickWarren, and GreatestQuotes. The "New to Twitter?" section features a yellow "Sign Up" button and a video player showing the Twitter logo.

Twitter - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://twitter.com/

Most Visited Getting Started Latest Headlines http://www.yahoo.co... YouTube - Praise You L...

Twitter

A new **Twitter** experience is coming! [Learn more about it...](#) #NewTwitter

Have an account? [Sign in](#)

twitter Search

The best way to discover what's new in your world.

Aparecida Bobby Cox Passing Yards TRENDING TOPICS Touchdown Pass Field Goals Colored Girls Reviving

See who's here

Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

Top Tweets [View all >](#)

glennbeck Going to bed. One more day of tests. Ruled out cancer today! I think we are going to find a Cheeto clogging something in the end. Godbless
about 1 hour ago

RickWarren A skilled sailor knows how to set his sails so that even adverse winds move his boat in the direction he's planned to go.
about 1 hour ago

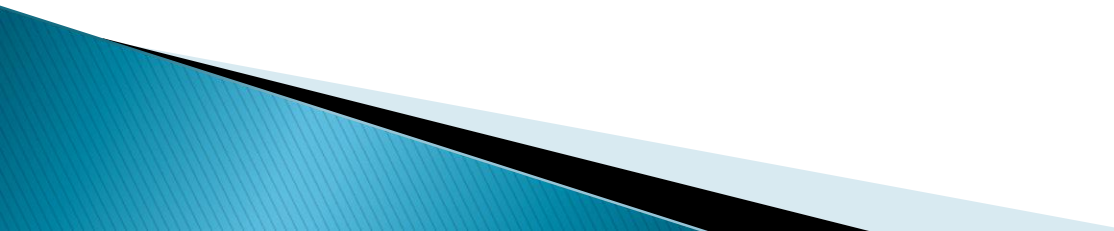
GreatestQuotes "There are two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle." - Einstein
58 minutes ago

New to Twitter?
Easy, free, and instant updates. Get access to the information that interests you most.
[Sign Up >](#)

A #NewTwitter
[Catch a glimpse](#) of the new Twitter.com.

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Using Twitter

- ▶ Good for quick conversations.
(Encouragement and Relationship)
 - ▶ Good for broadcasting information to millions of people very quickly. (Options)
 - Examples include...
 - ▶ Good for sharing links to useful websites.
(Encouragement and Options)
 - ▶ As you gain followers, you form a group of people that are very interested in what you are saying (Connection)
- 

Facebook.com

Welcome to Facebook - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/

Most Visited Getting Started Latest Headlines http://www.yahoo.co... YouTube - Praise You L...


Welcome to Facebook

facebook

Email Password

Keep me logged in [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthdate: Month: Day: Year:

[Why do I need to provide this?](#)

[Create a Page for a celebrity, band or business.](#)

English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 »

Done

Using Facebook

- ▶ Good for sharing experiences with others.
(Encouragement and Connection)
- ▶ Allows you to attach video, links to other sites, pictures and documents. (All)
- ▶ Allows you to form groups easily.
(Connection)
- ▶ The quality of what you provide can be easily measured. (Trust)
 - The Like Button is your new best friend.
 - Comments for others give you feedback.

LinkedIn

The screenshot shows the LinkedIn homepage in a Mozilla Firefox browser window. The browser's address bar displays "http://www.linkedin.com/". The page features the LinkedIn logo and navigation links: Home, What is LinkedIn?, Join Today, and Sign In. A main heading states "Over 80 million professionals use LinkedIn to exchange information, ideas and opportunities". Below this, three benefits are listed with icons: staying informed about contacts and industry, finding people and knowledge to achieve goals, and controlling professional identity online. On the right, a "Join LinkedIn Today" form includes fields for First Name, Last Name, Email, and Password (with a note "6 or more characters"), a "Join Now" button, and a link for existing users to "Sign in.". A search bar is located below the main content, with a "Go" button and a link to the member directory. The footer contains links for Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Mobile, Developers, and Language. The browser's status bar at the bottom shows "Done".

LinkedIn | Relationships Matter - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/

facebook like button

Most Visited Getting Started Latest Headlines http://www.yahoo.co... YouTube - Praise You I...

LinkedIn | Relationships Matter

LinkedIn

Home What is LinkedIn? Join Today Sign In

Over 80 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

[Join Now](#) *

Already on LinkedIn? [Sign in.](#)

Search for someone by name: First Name Last Name

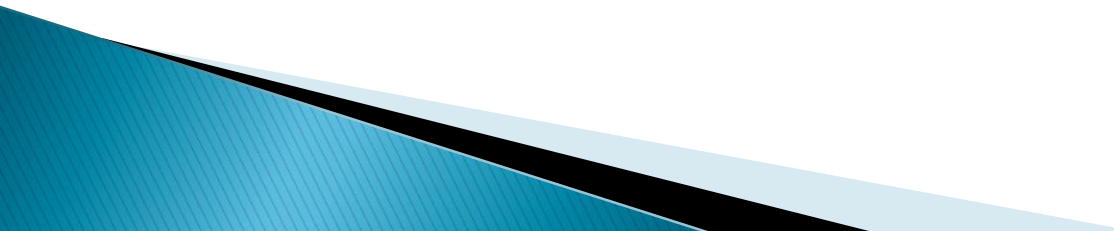
LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

* By clicking Join Now or using LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#).

[Customer Service](#) | [About](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Recruiting Solutions](#) | [Tools](#) | [Mobile](#) | [Developers](#) | [Language](#)

Done

Using LinkedIn

- ▶ Good for connecting with professionals. (Connection)
 - ▶ Not usually blocked at the workplace. (Options)
 - ▶ Can connect professionals with parents directly. (Connection)
 - ▶ LinkedIn is perceived as being more business oriented. (Trust)
- 

Putting It All Together

- ▶ Website: [Delaware School of the Deaf](#)
 - ▶ Twitter: [Delaware Statewide Programs](#)
 - ▶ Facebook: [Delaware Statewide on Facebook](#)
- 