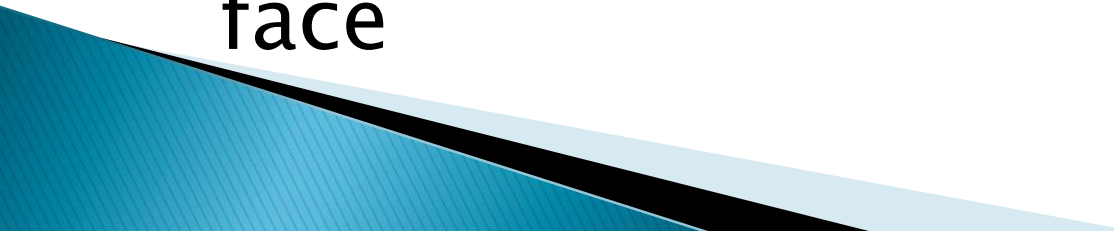


Using Social Media to Meet the Needs of Parents

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 the complex decision you face
- 

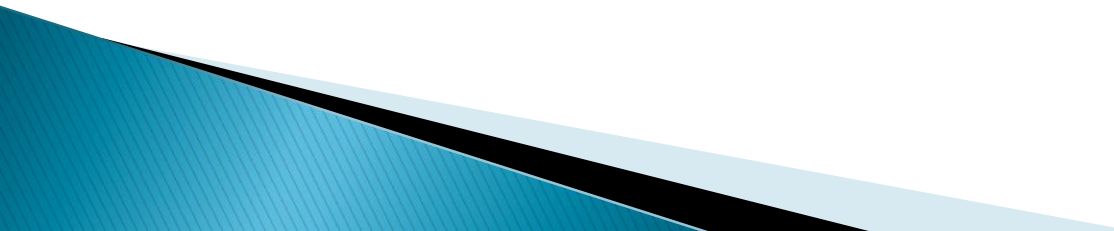
How Does Sharing Help Parents

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

This leads up to an
important question...



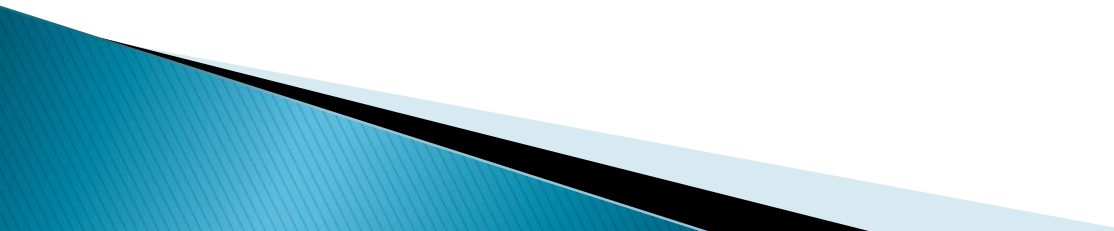
Are we really
talking about
the internet yet?




What Social Media Users Want

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

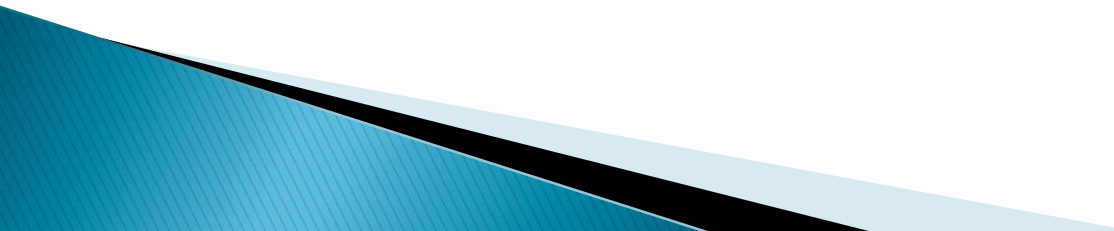
Where have we heard
this before?



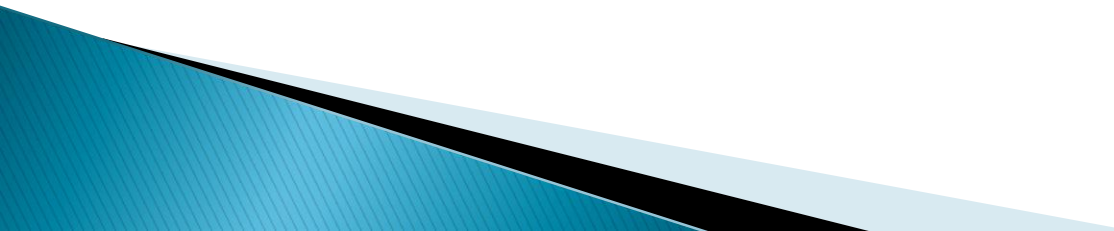
What You Can Provide

- ▶ 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.**
- 

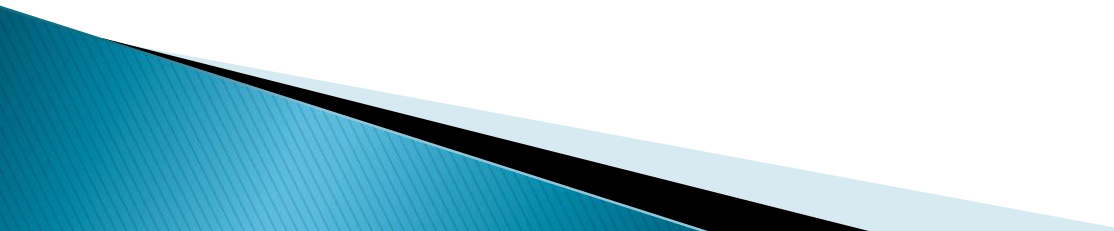
The Three Questions

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?
- 

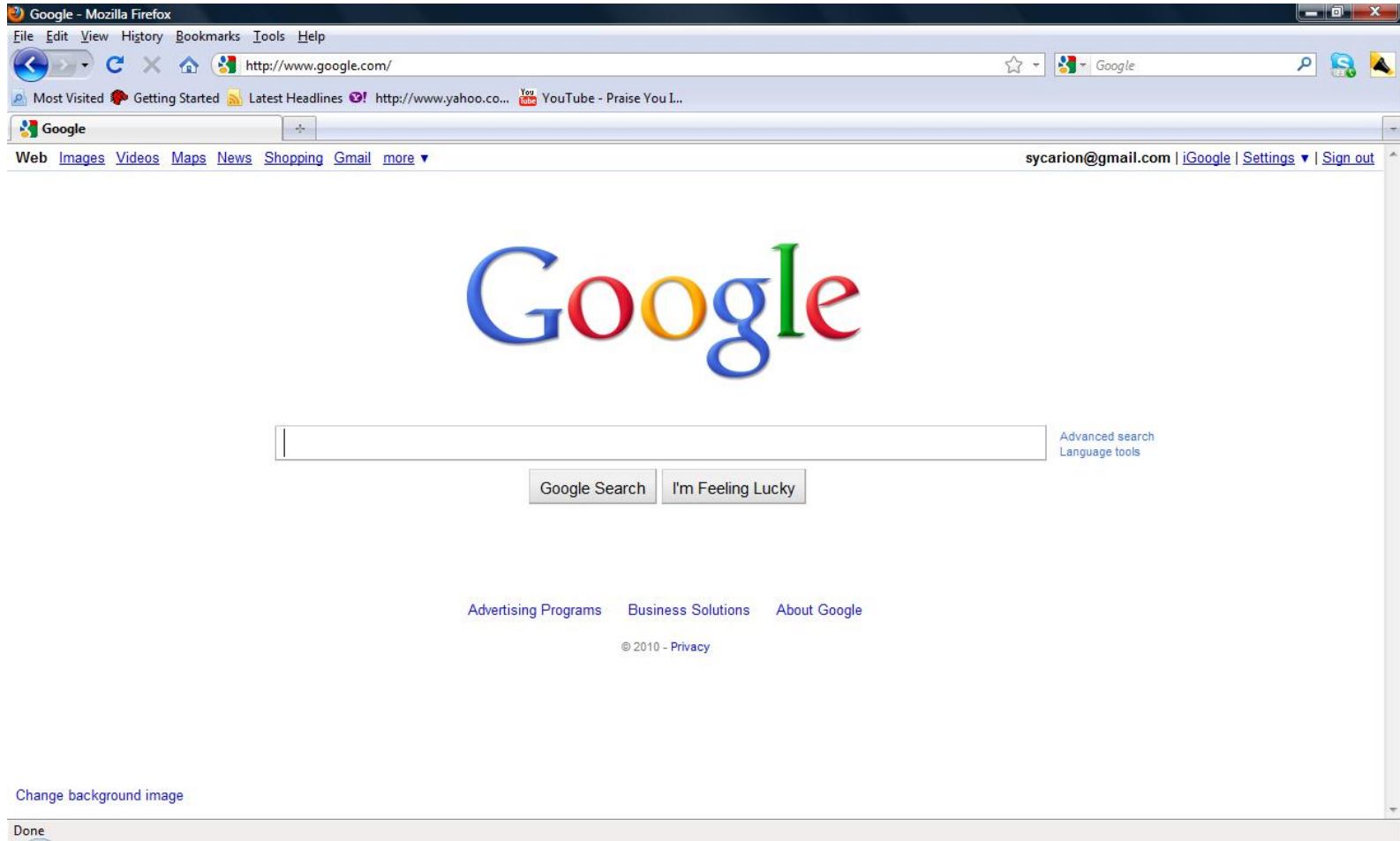
The Three Questions Again

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?
- 

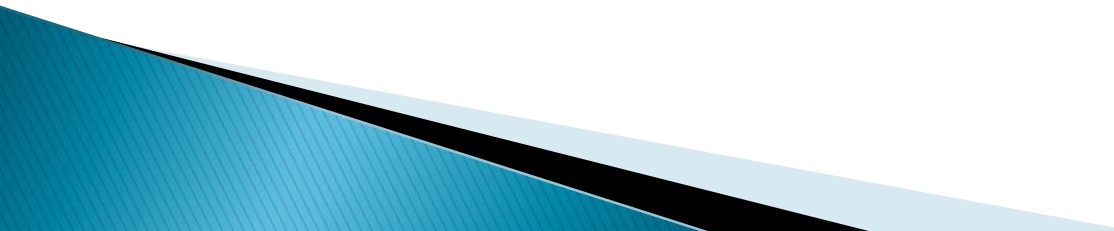
The Three Questions III

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?
- 

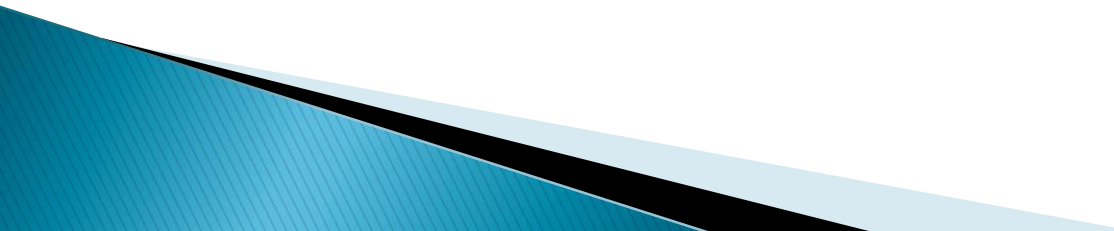
Where Do You Go to Find Info?




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

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 I...

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

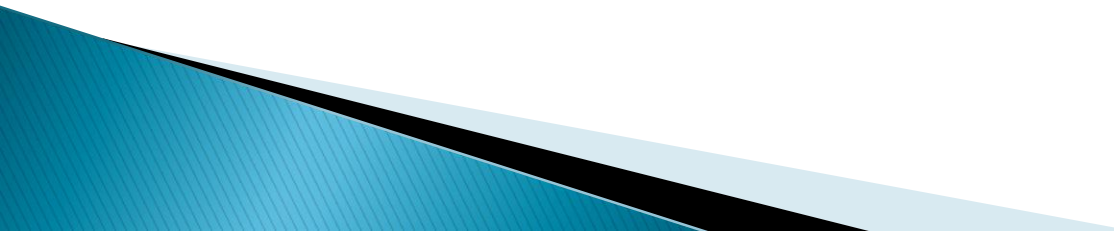
GreatestQuotes "There are two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle." - Einstein
58 minutes ago

A #NewTwitter

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

© 2010 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Goodies](#) [API](#) [Business](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#) Language: [English](#)

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:

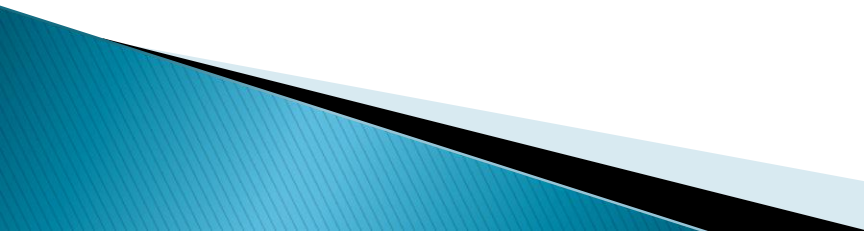
[Why do I need to provide this?](#)

[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 at the top left, followed by navigation links: Home, What is LinkedIn?, Join Today, and Sign In. A main headline reads 'Over 80 million professionals use LinkedIn to exchange information, ideas and opportunities'. Below this, three key benefits are listed with icons: staying informed about contacts and industry, finding people and knowledge for goals, and controlling professional identity online. On the right side, there is a 'Join LinkedIn Today' form with fields for First Name, Last Name, Email, and Password (with a note '6 or more characters'). A green 'Join Now' button is present, along with a link for existing users: 'Already on LinkedIn? Sign in.' Below the form is a search bar for finding members by name (First Name and Last Name) and a 'Go' button. At the bottom, there is a footer with links for Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Mobile, Developers, and Language. The browser's status bar at the bottom left 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

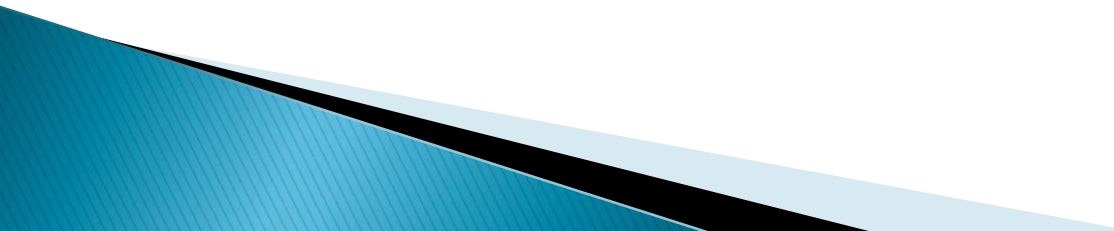
LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

* 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](#)
- 