

Marketing Toolbox



15 Easy Social Media Content Ideas For CCR&Rs and Child Care Providers

Short on time and running out of content ideas? These 15 ideas will help CCR&Rs and child care businesses boost their social media content calendar.

1.

Each month, make a list of upcoming national holidays and observances, and local celebrations. If you can make a connection to child care, post an image or relevant content on that day. For example, subscribe to free monthly writing prompts from the site [Nonprofit Marketing Guide](#).

2.

Spotlight the people you serve. Ask for written or video-recorded testimonials from families, community members or policymakers so your followers can emotionally connect with your mission.

3.

Offer practical tips and reminders about safety, hygiene and seasonal weather alerts. The Tennessee Child Care Resource and Referral Network created [this social media graphic](#) to provide guidance on child drop-off protocols at the start of the pandemic.

PRO TIP

Explore the Social Media 101 topic in our Marketing Toolbox for several social media graphics around health, wellness and safety.

4.

Feature brain development ideas from Vroom. Access a suite of social media graphics with these tips in our [Marketing Toolbox](#).

5.

Tell your organization's history to help your followers better appreciate and trust the work you do. This could include interviewing your founder or showing a timeline of your milestones.

6.

Educate your followers on what you do, how they might interact with you and what they can expect when they connect with you.

7.

Share inspirational quotes. The work of child care can be challenging, but it's also rewarding. Find quotes from famous people, or collect quotes from your staff, that speak to the rewarding work of supporting children and families. Your organization could be the bright spot in a provider's or parent's social media feed.



8. Follow day-of-the-week themes to make content easier to organize. Child Care Aware of Virginia uses these themes to keep content on track and organized: “We plan materials for Parent Mondays, Provider Wednesdays and Thursdays are dedicated to promoting our different services.”
9. Share a success story. With permission from a client, share a quote or photo of a family you’ve served with their story about how your services helped them.
10. Go Live! Use a social media channel to broadcast a community event you’re hosting or offer a tour of your office. This helps bring authenticity to your brand.
11. Share a tutorial. Create a step-by-step checklist for providers or families such as how to safely heat a child care center or home. Says Child Care Aware of Virginia: “We provide tips [for families] on what to look for when touring a new child care program.”
12. Share local news coverage. This is the moment to brag! Include an excerpt of a news story featuring your services and be sure to tag the news outlet and reporter with a “thank you” for further engagement.
13. Cross-promote content. Tag a community partner or business leader on social media if you are co-hosting an upcoming event. The partner is more likely to reshare it to their followers, giving your child care business more exposure.
14. Share timely updates and events. Let your followers know if you have adjusted holiday hours, and alert them to [upcoming trainings and webinars](#) – especially if your events are free and open to the public.
15. Ask a question, and then feature the answers! This is a great way to engage with your audience because it shows you are curious, and invites your audience to give you feedback. Use polling just to generate a discussion or use it to learn from your audience