

Marketing Toolbox



DIY Social Media Audit For CCR&Rs and Child Care Providers

If you have a small staff or limited time, this resource is for you. CCR&Rs and child care businesses can conduct this do-it-yourself social media audit to identify where opportunities exist to reach more people, and what roadblocks you may need to overcome. Review this core list of tips and reflection questions to ensure your business is utilizing social media in the most effective and efficient ways.

1. Locate and access your social media accounts.

What social media channels does your child care business use? Locate social media channels that may have been started by another employee and make sure you have at least 1-2 staff people who can access these accounts. You may not want to use every channel that has been established by your child care business, but you do want to take ownership of them to protect your brand reputation.



PRO TIP

Want more resources on reputation management? Explore the [Reputation Management 101](#) topic in our Marketing Toolbox to get started.

2. Define your audience.

An audit is a good time to decide if you're on the right social media channels, or if you just need to spend some time engaging with more of your target audience. The more you can be clear about the types of people you're trying to reach (like families or employers located in your area), the more you can identify effective ways to reach them.



PRO TIP


"We've seen many families turn to Facebook when they need to quickly find child care in an emergency, so we know that our time promoting our resource and referral programs or child care programs is most efficiently spent there. Whereas for our political and advocacy work, our social media analytics show us that Twitter is where our supporters are most likely to engage and get involved. By knowing what audience exists on each channel -- and more importantly, what they want to react to or engage with from us -- we can ensure that the time and resources that we put into our socials are returning the largest possible impact."

- Child Care Aware of Washington



3. Observe your social media channels.

Observing and listening is key to a successful social media presence. Make note of your account's followers and who is engaging with your content. For example, the Tennessee Child Care Resource & Referral Network finds that announcing free CPR trainings are the most popular content on social media. Find what your audience likes, and then focus on that.



"Far and away, our most engaged with posts are those that offer information surrounding the services we offer. An example of this would be the list of upcoming (free) CPR and First Aid trainings we post whenever our calendar gets updated. Historically, these are our top-engaged posts. [Social media] fills in the gaps between our in-person services and our web chat/website/email presence."

- Tennessee Child Care Resource & Referral Network

4. Be consistent in your branding

Branding extends to your social media channels, too. Are all of your handles the same so that families can find you easily on various channels? Do you have special hashtags you want to be known for? Review the "bio" / "about" sections of each channel to make sure people who want to learn more about your organization are receiving the information they need. Make sure your bio and about sections are consistent as well as banner images. If you're a CCR&R, make sure you're using the "Child Care Aware of" logos and branding assets.



PRO TIP

Want more resources on branding? Explore the [Branding 101](#) topic in our Marketing Toolbox to get started.

5. Set a few clear goals.

Part of successful marketing is raising awareness of your business or service and ensuring more people take advantage of it. Setting goals doesn't have to be hard or overwhelming. Set easily measurable and decently attainable goals, such as, "To increase number of social media posts per week from 2 to 4." You can create goals around content (number of posts), engagement (number of comments, interactions) and reach (impressions). Track these numbers at regular intervals so you can measure success.



6. Post frequent and relevant content about child care.

Ask yourself: When was the last time you posted? How often do you post? Consistent posting means the people who care about your services – families and community partners – can rely on you.

CREATE CONTENT AROUND THEMED DAYS

"We plan our material by audience group/theme to keep us on track and organized (Parent Mondays, Provider Wednesdays, Thursdays are dedicated to promoting our different services, etc.). Stay on top of the news, and share articles that tie back to your work. Not only does this promote your work, but it also demonstrates your relevancy."

- Child Care Aware of Virginia

7. Never stop learning from social media.

Study and explore possible new social channels and tools. Use what works for your child care business and ignore the rest. Just because your favorite brand of cereal is on TikTok doesn't mean your child care business needs to be. However, if you find that your key audiences (see point #2) are on a new channel, that's a signal it may be time to go where they are. Utilize "freemium" design tools like Canva to make your workload lighter. ("Freemium" refers to a basic product or service that is provided free of charge, but money (a premium) is charged for additional features.)