

Help Me Grow Social Media policy

The purpose of the Help Me Grow Social Media Policy is to establish protocol for how we will use social media to support our program. Multiple people contribute to our blog and Facebook and these guidelines are to establish what we are committed to do. The following is a monthly calendar that shows when posts generally need to be made to the blog and Facebook.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Blog post Facebook: Link blog post	Facebook: Tuesday Toddler Tip	Blog post Facebook: Link blog post		Blog post Facebook: Link blog post	
	Blog post Facebook: Link blog post	Facebook: Tuesday Toddler Tip	Blog post Facebook: Link blog post		Resource Spotlight Facebook: Link blog post	
	Blog post Facebook: Link blog post	Facebook: Tuesday Toddler Tip	Blog post Facebook: Link blog post		Blog post Facebook: Link blog post	
	Blog post Facebook: Link blog post	Facebook: Tuesday Toddler Tip	Blog post Facebook: Link blog post		Resource Spotlight Facebook: Link blog post	

The Help Me Grow Blog

The blog, if done correctly, can be a powerful tool for recruitment, family support, and community connection. The blog is something that should be updated three times a week. Each intern is assigned one day/week to make a post. Search engines favor sites that are frequently updated. This will allow more traffic which means more people knowing about Help Me Grow. Topics are flexible, as long as it relates to Help Me Grow and child development. No matter where you get your information from, make sure that you cite it well so we avoid any copyright issues.

Do's:

- Write about yourself, your family or a project you are passionate about as long as it pertains to advancing the common good of Help Me Grow

- Include upcoming events and projects that you are working on but without sounding like a press release or an advertisement
- Write with your voice
- Have fun writing your post
- Include at least two pictures or a video that adds interest to your post (be sure to cite the source and provide a link back to the source in a caption)
- Include at least one link in your post
- Think about how to interact with the audience, ask questions or end with a call to action
- Label your posts with your name and the categories it falls under using at least 5 labels
- Remember the “Rule of the Miniskirt”: long enough to cover the essentials, short enough to be interesting. Keep your posts between 400-500 words or shorter
- Link your finished post to Facebook using a bit.ly link (see Facebook section)

Don'ts:

- No swearing/ crude language
- No negativism about United Way, other organizations, businesses, certain people, or groups of people
- No press release sounding posts
- Don't give medical advice (i.e. immunizations, breastfeeding, etc.). We want to stay away from extremes.
- Don't specifically mention clients without their express consent.
- We want it to be real writing by you, the writer. Don't stress about perfect writing, but we still want you to take pride in your work and to do your best. Brainstorm with others if you have any ideas, suggestions, or concerns.
- Don't directly copy another blog or website post. You can summarize and reference another post (just remember to link back to the source!).

Guidelines:

- The first five posts that you write up for the blog need to be reviewed by Deb or Barb. Whenever we have a guest blogger, their contributions should also be reviewed before being posted.

- Try to know what you are going to write about a couple of days before your assigned time to post. We want you to have time to research your topic thoroughly and be able to give accurate information to our readers.
- Once a month we will have a post dedicated to a general topic, like social-emotional wellness or literacy. These posts shouldn't be long and drawn-out, just long enough to give a good piece of information that will be helpful to parents.
- Every other Friday we will have a resource spotlight. This can be something that you found while helping a parent, or something you came across on Volunteer Solutions. This should motivate you to keep your research ongoing. Rachel Dutson is responsible for those.
- For the rest of the posts, you can highlight a fun family activity, share a success story, focus on an aspect of child development, share parenting tips, or invite someone to be a guest blogger.

Guest Blog Posts

The most popular posts on the HMG blog have been written by outstanding residents of Utah County. Once a month, we invite a professional/specialist to write a blog post about an area in their expertise. This could include autism and other spectrum disorders, potty training, ADHD, and more! Although it is fairly easy, there are some important steps that cannot be overlooked.

1. Write a professional email at least 2 weeks in advance, giving them information about HMG blog, benefits of guest blog posts, and the topic we would like them to write about.
2. After they reply, give them a more detailed description of the desired topic, the date we need it posted, and any other pertinent information.
3. Guest blogger can post by either sending you a copy in Word format, or you can send them an invite to be a blog author through the blogger dashboard: settings → permissions

The screenshot shows the Blogger dashboard interface. On the left, the 'Settings' menu is expanded, with 'Basic' selected. The main content area is titled 'Permissions' and displays a list of authors with their names, email addresses, and roles (Admin or Author). Below the list is a '+ Add authors' link. At the bottom of the page, the 'Blog Readers' section is visible, currently set to 'Anybody' with an 'Edit' button.

Name	Email	Role
Welcome Blog	welcomer@welcomeblog@gmail.com	Admin
Jessica	jessur20@gmail.com	Author
Stimmas	stimmasw@gmail.com	Admin

+ Add authors

Blog Readers: Anybody [Edit](#)

4. Once blog post is edited and posted, post on Facebook and Pinterest and include either "professional" or "specialist" in the description. People are attracted to these words when looking for child development and parenting advice.

5. Two weeks after blog post has been posted send thank you email/card to author and give a summary of the # of views and comments that their post received.

Good Blog Post Example:

Bottle Weaning

As a mother of a toddler, any accomplishment in the developmental arena is a huge deal. Just this week I began a "no bottle in bed" policy, which I have been a little wary of addressing. I had previously worked up to this stage (for the last six months-*sigh*) by making bottles a nap-time/night-time only thing, and to move up to a "no bottle at all" world, my husband and I had our daughter personally throw away each of her bottles. Results of this new policy have been excellent, however, the first night was awful. My daughter continuously asked for her "baw-el" - heartbreaking-, but we firmly reminded her that she had thrown away her bottles, and there weren't any left. Since that first night last week, we have had no problems with night-time or nap-time sleeping. Before we initiated this change, I made sure that she had another object that she could use as comfort for those times, such as a baby doll or a blanket. That has made the transition easier by far. Other recommendations for making an easy transition are:

- Communicating with your child about what is going on. Tell them why or remind them of what you've done to move to this stage. Create a relationship of trust with your child now, where they can feel able to come to you with questions and concerns and know that you will help them.
- Allow them to find another object for comfort, like a favorite toy or blanket.
- Gradually eliminate one use at a time. For example, if your child uses a bottle at nap-time and at night, get rid of the nap-time bottle first, then get rid of the night-time bottle once they've adjusted.

I know it's a daunting task, but you can do it! As a side note, here is a link to an article about the advantages of bottle weaning:

<http://www.aapd.org/upload/articles/Koranyi-13-01.pdf>.

Good: This blog has great personal voice. It is fun to read and informative. It's not only personal opinion and experience, but it also has a link to a reliable and valid website.

Close to good: To improve the blog post we would mention the reliability of the website and its name (American Academy of Pediatrics) and shorten the link to a bit.ly link so that we can follow how many viewers click on the link (see bit.ly section for instructions).

facebook

Facebook is a great way to keep our name circulating. Every post that we make on our Facebook page passes through the newsfeeds of those that have 'liked' our page. We try to post something new on Facebook three to four times a week. Be careful not to post too often. If we show up too often on newsfeeds then there is more of a chance that the individual will 'hide' all our posts from their newsfeed which we don't want to have happen. **Each new intern should invite their friends to like our Help Me Grow Facebook page.**

Types of Facebook posts:

- Link to a new Help Me Grow blog post (see image below)
- Tuesday Toddler Tip: Parenting tips/facts about development
- Success Story/ Friday Factoid
- Promoting a parenting blog via BlogFrog

Suggestions for good Facebook posts:

- Post an interactive question or thought that encourages people to respond.
- Keep it short and sassy!
- Post developmental tips
- Post short family/kid friendly activity



Example of a Facebook link to a blog post.
Make sure to use bit.ly



A great post that encourages interaction with the reader.



Boring links to the blog that should have the bit.ly link and the picture that comes with it.

BlogFrog

BlogFrog is a recent addition to our social media responsibilities. The main purpose for us using BlogFrog is to increase awareness of Help Me Grow, and to increase traffic to the Help Me Grow blog. You will be trained on how to use BlogFrog in more detail during your shadowing, but you will need to spend some time going through the communities and responding to relevant discussions. Go to www.theblogfrog.com

Remember: when you reply to a discussion, be sure to sign your first name. It is good for us to share personal stories and opinions with other bloggers in these communities, but we don't want to share them as official Help Me Grow policies and opinions.

Pinterest

Pinterest is a great tool for marketing the Help Me Grow blog posts as well as sharing ideas from other blogs and websites. Our account consists of "boards" that are focused on different topics of child development, parenting, and family activities. Each Help Me Grow post that includes useful parenting advice or activities should be pinned onto one of our HMG Pinterest boards. In order to marketing the new blog post, make sure the pin's description is simple, yet intriguing. The more repins a pin has, the more it will show up on followers newsfeed. So work on getting the pin repinned as many times as possible.

Blog Lovin'

This social media tool is a lot like Blog Frog; it is used to organize blogs you are following and check the newsfeed on a daily basis and comment on any posts that are relevant to child development, parenting, or activities. Occasionally, search in the different blogs to find new and interesting blogs to follow. This social community is a lot like Blog Frog, but is more organized and user-friendly.

bit.ly

Bit.ly is a site that shortens URL links, allows us to follow the traffic to our blog and determine where the interest in our readers lies. The purpose of our blog is to be a support to parents. We want to have information that they find valuable available to them, even if they don't feel the need to call in for a referral. Help Me Grow is all about empowering parents and our blog is another way we do that.

Creating a bit.ly link

1. The webpage is bit.ly
2. The login information is found in the "password" section of this manual
3. Copy the URL from the website are linking
4. Paste the URL in the big blue box at the top of the Bit.ly page
5. Bit.ly will generate a shorter link, which you will then copy and paste to the site that you are sharing the link from, i.e. Facebook
6. On the bit.ly page you can see how many clicks have been made on your link

Social Media Reports

An intern will be responsible for keeping the Help Me Grow team aware of the blog and Facebook stats using Google analytics and Facebook Insights. This includes taking time **once a week** to explore Google Analytics and look at the trends and stats for both the blog and Facebook and putting together **a monthly report** on how we're progressing with social media.

Google Analytics

We have our blog linked to Google Analytics, an internet program hosted by Google to analyze the traffic to our blog. There is a lot of information that they gather and it can be confusing. Read through the list of

definitions so that you know what “organic searches” or “visitor loyalty” could mean. To create the report of the blog:

- Print out the home page “Dashboard” with the general information about page visits, traffic sources and anything else that seems interesting.
- On the left hand side of Google Analytics, you’ll see other pages (visitors, traffic sources, content, etc.) Pay attention to how these change within the week and what seems to be going well, i.e. top referral sites, top blog posts, top visitors etc.
- Report anything that maybe of interest to the Help Me Grow team and make suggestions for how we can improve.

facebook

We’ve tried to link our Facebook page to Google Analytics as well, because the analytic information is SO much more detailed. However, those kinks are still to be worked out. In the meantime, we are using Facebook’s insights to pull reports for the Help Me Grow page.

- The link to “Insights” is on the left hand column of the Help Me Grow page. Click on this link.
- There are four divisions of these insights: Page Overview, Likes, Reach, Talking about This, and Check-ins.
- After clicking “Insights” you are shown an overview of the monthly stats. We enjoy viewing which posts have generated feedback. We want to interact with our viewers. This is why we want our posts to encourage feedback and responses. We are not some company trying to rake in the money. We sincerely want to help families and children. Reflect that in your posts. Respond when people ask questions or voice concerns. Be a real person, not just Help Me Grow.
- In the “Likes” and “Reach” pages, the information we are interested in is the number of “Likes” and page views for the past month. Our Facebook page is one of the top referrals to our blog, and we would like to cultivate this line of traffic. Another main thing we are looking at is the demographics. Who is looking at our page? Our biggest demographic is women 25-39 (young mothers). Make your posts relate to these women.