



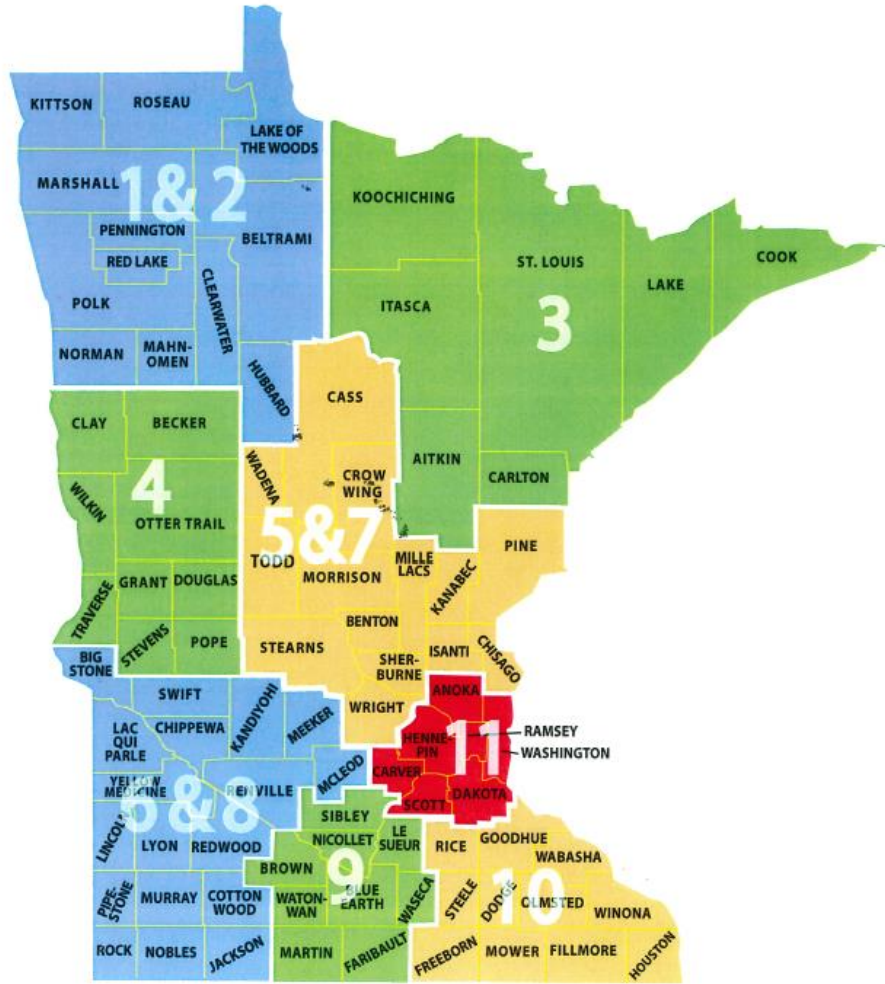
**GENERATING MEANINGFUL ENGAGEMENT
WITH DIVERSE COMMUNITIES:
SOCIAL MEDIA IN MINNESOTA**



**ANNA REGAS PAULSON
CAT TAMMINGA FLORES**

OUR GOALS...AND WE HOPE FOR YOU WHERE YOU ARE, TOO!

- Establish “Help Me Grow MN” as a place for caregivers to learn about development and ways to encourage moving, playing, talking and acting skills.
- Build family centered and culturally relevant content to reach the diverse families in Minnesota.
- Use the expertise from within Minnesota’s diverse communities to inform our social outreach.



help me





HELPMEGROWMN.ORG

**Social Media traffic is all
funneled to the Help Me Grow
MN website.**



HELP ME GROW – MINNESOTA

Establishing “Help Me Grow MN” as a place for caregivers to learn about development and ways to encourage moving, playing, talking and acting skills.

Connecting families to next steps when they have worries about moving, playing, talking and acting skills.



WWW.HELPMEGROWMN.ORG HOME PAGE



[SKIP NAVIGATION](#) | [FOR PROFESSIONALS](#) | [ESPAÑOL](#) | [SOMALI](#) | [HMOOB](#)



[Developmental
Milestones](#)

[Get Help
for a Child](#)

[Helpful
Resources](#)

[About
Help Me Grow](#)

[Refer a Child](#)



Help Me Grow Minnesota

Help Me Grow Minnesota connects families to resources that help young children develop, learn and grow. Watch Minnesota parents share their stories about finding support through Help Me Grow.

[Watch the videos](#)

Developmental Milestones

Learn more about how a child develops from birth to five.

Encouraging Healthy Development

Find ideas on how to support a child's development, healthy learning and growth.

Get Help For A Child

Learn what to do if you have concerns about a child's development.

Articles

Explore in-depth information on birth to five child development and growth and early intervention.

Help Me Connect

Locate services for pregnant and parenting families with young children.





Refer a Child: Form for Parents

The information you provide on this referral form will be used to connect you with your local infant and toddler intervention or preschool special education program. Your referral will go directly to your local school district. You do not have to give us specific information about yourself or your child.

After receiving this referral your school district will arrange for program staff to contact you to discuss your concerns and next steps.

The Minnesota Department of Education will use the referral information to evaluate Minnesota's Help Me Grow referral process. Your child's personal information will not be used in any reports on this process (Minnesota Statute 13.32 is the law that protects the personal information you provide on this form).

Starred (*) fields are required. You can also call 1-866-693-4769 to refer a child.

CHILD INFORMATION

Each child must be referred individually. You will be given the option to 'Refer another Child' when you complete this referral.

Child's First Name*

Child's Last Name*

Child's Middle Initial

Child Resides With*

- Parent(s)
- Other Family (Grandparents)
- Foster Parents
- Other

Interpreter Needed

- Yes
- No

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SOCIAL MEDIA PLATFORMS

Facebook

Instagram

YouTube

Google Search


Bumper Ads



HELP ME GROW - MINNESOTA

Nug koj tus me nyuam muaj 18 hlis tej lo lus
nug uas yooj yim kom pab nws txoj kev xav.

Building family centered and
culturally relevant content
with and for each and
every family in Minnesota.



PARENTING TIP

AT 18-MONTHS,
MANY CHILDREN
LIKE TO ANSWER
SIMPLE QUESTIONS.

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HELP ME GROW – FACEBOOK & INSTAGRAM

» Awareness



» Engagement

CALL TO ACTION

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If you notice a child has stopped developing skills - refer the child for a FREE screening. 1-866-693-4769
Early learning ensures best outcomes.

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FOLLOWING THE FACEBOOK & INSTAGRAM VIBE

» World Book Day



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» Relaxation Day



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CURRENT & RELEVANT TOPICS

» Mental Health



PARENTING TIP

HELP YOUR CHILD WITH TRANSITIONS BY USING WORDS TO LET THEM KNOW WHAT IS HAPPENING NEXT.

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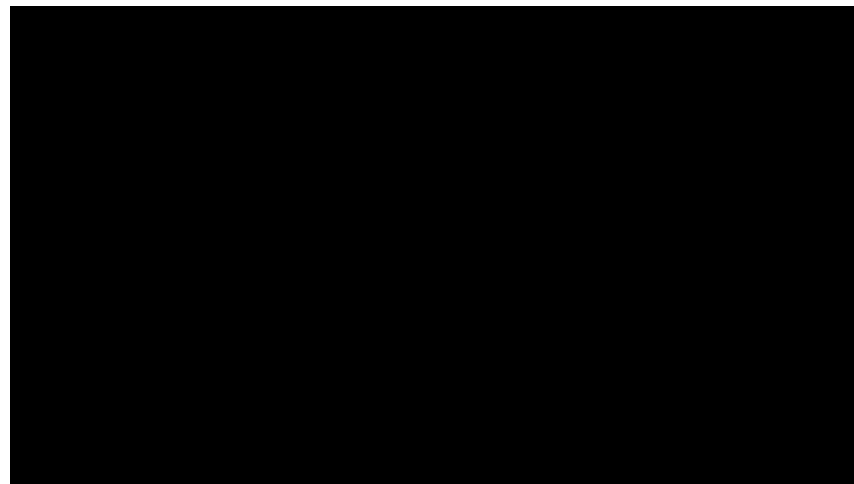
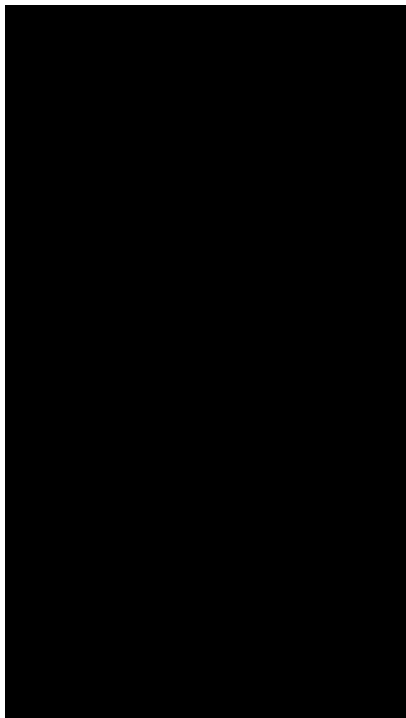
HELPMEGROWMN.ORG

The image is a 2x2 grid. The top-left quadrant is a blue rectangle with white text. The top-right quadrant shows a child in a blue jacket and pink pants playing in the snow. The bottom-left quadrant shows a child in a blue jacket and dark pants sitting in the snow. The bottom-right quadrant is a black rectangle with the 'help me GROW' logo and the website URL.

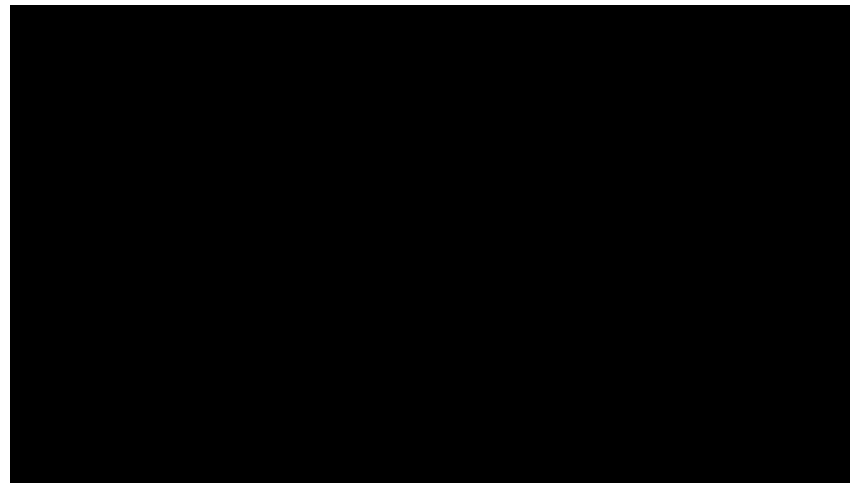
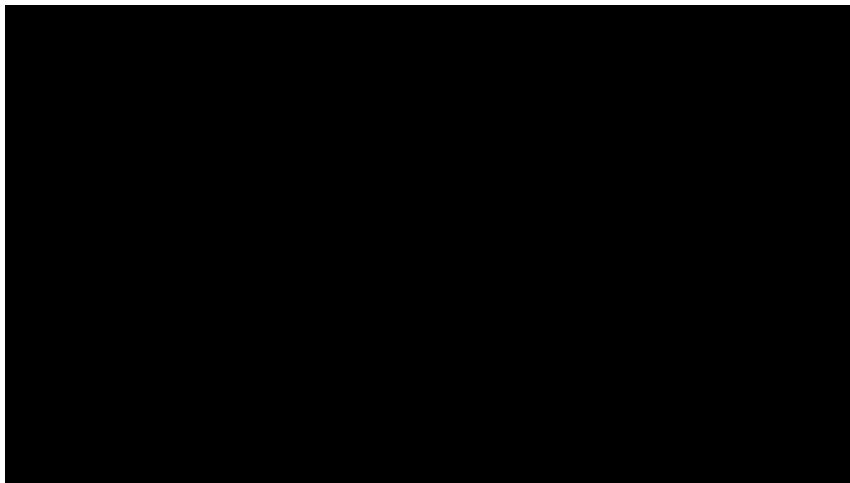
» Outdoor Play



DISPLAY AND BUMPER ADS



IN SPANISH, SOMALI, HMONG AND ENGLISH



HELP ME GROW - PARTNERSHIP POSTS

» Mom Enough

Post details

ID: 5441666905958694

Post overview

This view of your post may not represent exactly how it appears on Facebook's News Feed.



Post performance

There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

Help Me Grow MN
Published by Anna Paulson · December 8, 2022

Learn about the four domains of child development, the signs of a delay and the benefits of acting early with Dr. Jennifer Hall-Lande and Mom Enough.

MOMENOUGH.COM
Developmental Milestones: Tracking Learning & Growth
Dr. Jennifer Hall-Lande discusses four domains of development & highlights key developmental delays parents might see, so they can act early.

See insights and ads [Boost post](#)

7 likes 5 shares

Like Comment Share

Write a comment...

1,617

Accounts Center accounts reached

0% from boosted posts

1,617 organic

0 paid

46

Post engagements

8 reactions

7 on post
1 on shares

5 shares

5 on post
0 on shares

0 Comment




0 on post
0 on shares

33 clicks

0 photo clicks
29 link clicks
0 clicks to play
4 other clicks

» CDC-LTSAE

Help your child grow
and thrive with CDC's free
Milestone Tracker app.

cdc.gov/MilestoneTracker





WHAT IS A PARENT CONNECTOR?

Social Media in reach.

HELP ME GROW – MINNESOTA

Use the expertise from within Minnesota's diverse families and communities to inform our social outreach



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El juego paralelo es una etapa de juego donde los niños muestran entusiasmo por estar entre otros. A los 2 años, donde a través del juego paralelo. (Around 2 years of age, children begin to enjoy playing near other children. This is called parallel play.) #helpmegrowmn



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PARENT CONNECTORS ARE PASSIONATE ABOUT EARLY CHILDHOOD AND FAMILY EDUCATION.

Who are we?

- » Parent Connectors are parent community leaders who will conduct outreach and share the resources about the developmental milestones and about early intervention with parents in their own communities

What do we do?

- Attend community events
- Reach out to clinics & community organizations
- Support HMG staff with social media and virtual outreach



DATA INFORMS THE WORK

Facebook

Instagram

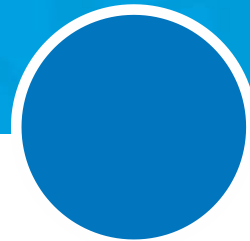
YouTube

Google Search

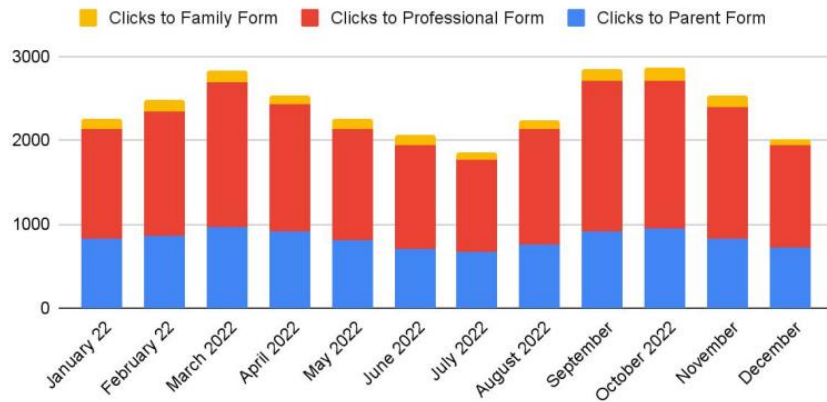
Bumper Ads



WEBSITE & REFERRALS



Clicks to Parent Form, Clicks to Professional Form and Clicks to Family Form

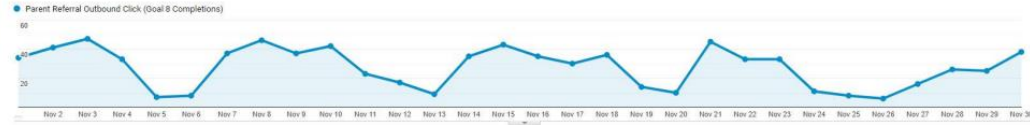


TRAFFIC TO THE PARENT FORM

Help Me Grow MN Region 11 - November - Clicks to Parents Form



The green box on the right shows how many users to the site clicked to the Parent referral form.



28 conversions showed up from **Bing organic** and eight were referrals from **Facebook**.

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Parent Referral Outbound Click (Goal # Conversion Rate)	Parent Referral Outbound Click (Goal # Completions)	Parent Referral Outbound Click (Goal # Value)
	114,402 % of Total: 100.00% (114,402)	110,045 % of Total: 100.00% (109,955)	137,571 % of Total: 100.00% (137,571)	71.58% Avg for Total: 71.58% (0.00%)	1.36 Avg for Total: 1.36 (0.00%)	00:01:48 Avg for View: 00:01:48 (0.00%)	0.60% Avg for View: 0.60% (0.00%)	825 % of Total: 100.00% (825)	\$0.00 % of Total: 0.00% (00.00)
1. google / organic	99,714 (86.48%)	95,906 (87.15%)	118,381 (86.05%)	73.24%	1.30	00:01:40	0.40%	474 (57.45%)	\$0.00 (0.00%)
2. (direct) / (none)	10,488 (9.16%)	10,003 (9.09%)	12,749 (9.28%)	67.01%	1.65	00:02:14	1.75%	224 (27.15%)	\$0.00 (0.00%)
3. public.education.mn.gov / referral	333 (0.31%)	19 (0.02%)	551 (0.40%)	42.65%	2.14	00:02:14	11.25%	62 (7.52%)	\$0.00 (0.00%)
4. bing / organic	1,154 (1.00%)	950 (0.86%)	1,416 (1.03%)	39.97%	1.90	00:02:38	1.96%	28 (3.39%)	\$0.00 (0.00%)
5. m.facebook.com / referral	147 (0.13%)	146 (0.13%)	158 (0.11%)	58.86%	1.65	00:02:08	5.06%	8 (0.97%)	\$0.00 (0.00%)

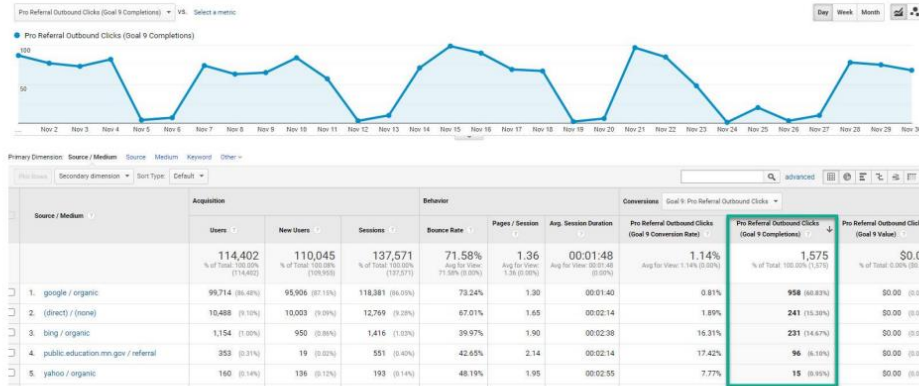


TRAFFIC TO THE PROFESSIONAL FORM

Help Me Grow MN Region 11 - November - Clicks to Professional Form

Most of the users who clicked to a referral form came to the site through:

- **Google organic search**
- Typing the **URL directly** into the browser
- **Bing organic search**
- **public.education.mn.gov / referral**



TRAFFIC TO THE FAMILY FORM

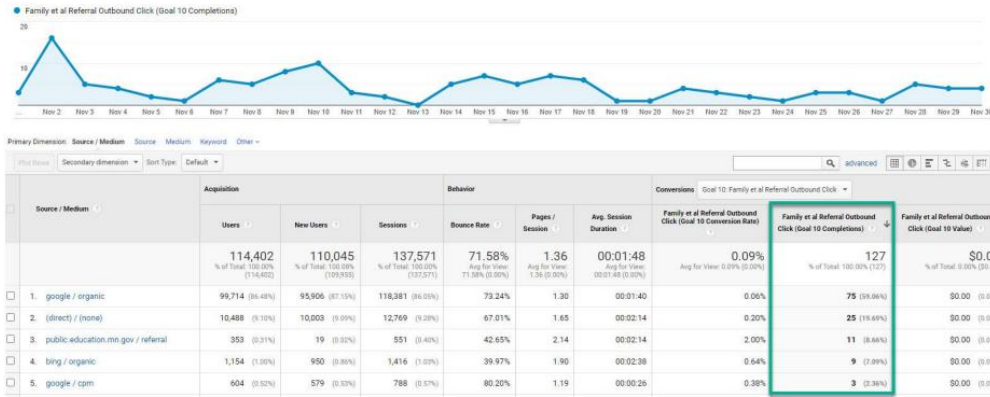
Help Me Grow MN Region 11 - November - Clicks to Family Form



To the right the green box shows the clicks to the Family referral form.

Most of the users who clicked to a referral form came to the site through:

- **Google Organic Search**
- Typing the **URL directly** into the browser
- 3 from Google **Display** campaign



WHEN DO BABIES CAMPAIGN

When do
babies start
holding their
own bottle?

9 months



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THANK YOU!

Questions and
Discussion

