

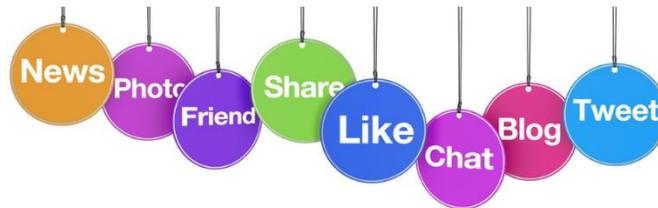
# Social Media Networking

## MISSION:

*Introduce parents to this empowering program that will accelerate their early learners in school and life.*

Q: How do you do that?

A: Social media networking



Most of us are familiar with Facebook, Twitter, YouTube, etc. Some of you may already be savvy with social media and have several ideas on how to get the word out about AYM. If you're not very familiar with how some of the social media platforms work, please follow along.

For Your Information -There's a lot more you can do beyond the suggestions listed below, as the avenues provided are to help you get started. If you don't have an account with some of these platforms, we advise you to do so.



### Facebook

- ✓ Post on your wall about becoming an Ambassador or Team leader with FIE and then provide a link to your AYM landing page offering family members, friends, acquaintance or anyone a free trial to get their child started on AYM.
- ✓ Post a link to your recruiting page to let everyone know they too can become an Ambassador or Team Leader.
- ✓ Ask your friends and family to like the AYM Facebook page so that they can be notified when AYM posts on Facebook.
- ✓ After you've done that, private message all your friends and family members with early learners and provide them with a link to your landing page.
- ✓ Start following parent groups in your area or nationwide and leave positive comments about their efforts in education. People in those groups might want to know more about who you are what you do.
- ✓ TWICE A DAY – Post interesting, creative, funny and thought provoking articles regarding early learning. If you can't think of something to write, then just share something you found in a blog and be give it a thought provoking headline.
- ✓ Host a virtual party through Facebook to show others what FIE is all about. The Hub has a step-by-step process on how to host a successful virtual party with Facebook.
- ✓ 10 Ways to promote your biz for FREE on FB <http://marketingzen.com/top-10-ways-to-use-facebook-to-promote-your-business-for-free/>

### Twitter



- ✓ Do the same as you did on Facebook, only Tweet about the fact that you're an FIE team member.
- ✓ Make sure you add your recruiter or AYM program landing page to your Twitter feed.

- ✓ If you don't have followers or many of them, search for parent organizations, early education groups, etc. and start following their twitter feed.
- ✓ Re-tweet those groups tweets that you find interesting and useful to your audience.
- ✓ The people/groups/organization that you re-tweet will appreciate it and want to know more about AYM and you.
- ✓ TWICE A DAY – Post interesting, creative, funny and thought provoking articles regarding early learning. If you can't think of something to write, then just share something you found in a blog and be give it a thought provoking headline.
- ✓ Reach out to those groups on Twitter and congratulate them for their achievements.
- ✓ Start conversations. Make your presence be known!

### YouTube



- ✓ Start your own channel.
- ✓ Upload the AYM pre-k overview video to your channel – Ask your executive director for access
- ✓ Upload the Human Touch video to your channel – Ask your executive director for access
- ✓ Once you have clients or give people a free trial. Make sure you get a quick testimonial video from your subscribers and post it on your channel.
- ✓ Record yourself as often as possible talking about the change in education that is needed, what people can do to promote change, explain how you assist kids and what you do.
- ✓ Post these videos on Facebook & Twitter and ask people to follow your channel.
- ✓ This is a very helpful article to get you going: <https://blog.kissmetrics.com/promote-yourself-on-youtube/>

### Pinterest



- ✓ Get sign ups & purchases with a FREE businesss account at Pinterest.
- ✓ If you have a personal Pinterest account, keep that going but start a business account with your Accelerating Young Minds new email. Learn more about how to get started at <https://business.pinterest.com/en/drive-online-actions>
- ✓ Here is a great article that will help you get started quickly - *56 Ways to Market Your Business on Pinterest* <http://www.copyblogger.com/pinterest-marketing/>

### LinkedIn



- ✓ 1. Complete your profile
- ✓ 2. Connect with everyone
- ✓ 3. Add your landing page
- ✓ 4. Be compelling
- ✓ 5. Recommend others
- ✓ 6. Join targeted groups
- ✓ 7. Connect with Twitter
- ✓ 8. Add your company profile
- ✓ 9. Optimize your search ranking
- ✓ 10. Add advanced applications
- ✓ Ten tips article - <https://lewishowes.com/linkedin/linkedin-business-marketing-tips/>