

THE  
NANNY  
AGENCY



# GUIDE TO

Finding Nannies and  
Caregivers

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**OCTOBER 2019**

# WHAT'S INCLUDED



SOCIAL  
MEDIA



JOB  
BOARDS



NANNY  
WEBSITES



# SOCIAL MEDIA



## FACEBOOK

- Post open jobs on your agency page
- Join nanny groups to post jobs and respond to nannies

## INSTAGRAM

- Create job postings on your feed

## LINKED IN

- Create job postings on your Agency's Linked In Page (free and paid postings)

## TWITTER

- Post open positions on twitter with a link to your website

## HASHTAGS

- Incorporate hashtags into your postings on all social media [ex: #nannyjob #nannyagency]

# JOB BOARDS



## INDEED

- Free listings
- Sponsor your listings for more attention

## BAREFOOT STUDENT

- Free listings

## COLLEGE BOARDS

- Most colleges have job boards for their students
- Some are free and some require payment

## COMMUNITY JOB BOARDS

- Your town/community may have their very own job boards. Here are some examples:
  - [Maplewoodonline.com](http://Maplewoodonline.com)
  - [dcurbanmom.com](http://dcurbanmom.com)
  - [Nextdoor.com](http://Nextdoor.com)

# NANNY WEBSITES



## CARE

- In order to post you have to sign up as a recruiter
- You can post up to three positions
- You can redirect nannies to your website

## SITTERCITY

- In order to post you will need a recruiter account

## NANNY LANE

- It is free to post positions
- You can only post one position at a time
- Option to sign up for premium



US NANNY ASSOCIATION



**ABOUT USNA**

USNA is made up of volunteers who are committed to providing resources and knowledge to professional in the industry.

The US Nanny Association strives to advance nanny skills and elevate the profession of childcare with resources, events, partnerships, professional development, networking opportunities, and nationally recognized standards and credentials.

**GET INVOLVED**

Interested in volunteering your time with USNA? Email us at [info@usnanny.org](mailto:info@usnanny.org) to discuss how you can partner with us to support our efforts at providing resources and knowledge to industry professionals!

**DISCOVER MORE**

If you have any questions or concerns about USNA, please contact us by email at [info@usnanny.org](mailto:info@usnanny.org)

**FOLLOW US**

