

THE  
NANNY  
AGENCY



# GUIDE TO

Social Media

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**DECEMBER 2019**

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# TYPES OF SOCIAL MEDIA TO USE



## FACEBOOK

- You can join groups geared towards childcare, parenting, and professional
- Paid advertising is an option
- Easily post jobs via your business profile page
- You can like, comment, and engage with potential clients and nannies
- You can create live videos to interact with potential clients and nannies

## INSTAGRAM

- You can share relatable content with hashtags to create engagement
- You can like, comment, and engage with potential clients and nannies
- Paid advertising is an option
- You can do live videos and post to your story
- Highlights are a great opportunity to easily share jobs and blog posts

## LINKED IN

- You can create free and paid job postings
- You can connect to professionals and nannies

## TWITTER

- You can retweet and share relatable content
- You can use hashtags to create engagement with your profile



# THE IMPORTANCE OF SOCIAL MEDIA



Social media is the main presence on the internet today, and many businesses utilize it to promote their business, whether it's through free **or** paid advertising. Social media can help connect you to clients, increase awareness about your business, and potentially boost leads.

Having a social media presence will show authenticity as well as encourage engagement with your business. A majority of clients and nannies will seek out information about a nanny agency via social media, so it's important to make sure that you have an active social media presence.

Social media will allow you to keep in touch with other like minded individuals as well as allow nannies and potential clients, who may not have ever had a chance to find your website, to view information regarding your services.

Social media is a crucial part of owning a business. The first step is creating a profile and start engaging with nannies and potential clients.

# HOW TO UTILIZE SOCIAL MEDIA



## **FREQUENT POSTING**

Whether it's a relatable image or a job posting, you should make time to post frequently to ensure that your content and social media platforms are being seen.

## **JOIN GROUPS**

You can join groups on Facebook and LinkedIn, which will not only allow you to post open opportunities but it will allow you to connect with nannies and potential clients. There are a variety of childcare related groups as well as professional agency groups that you can join.

## **ENLIST IN THE ASSISTANCE OF PROGRAMS TO PUBLISH CONTENT**

Hootsuite and Buffer are two paid options for social media publishing. Facebook offers Content Studio for Instagram and Facebook posts.

## **ENGAGE**

Social media is not just about posting, but it's about engaging. Utilize your platforms by engaging with nannies, clients, and other professionals in the industry. The more engagement you have, the more your content will be seen..



### **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**

