

SFY25 Marketing Toolkit

Usage Guide



UPDATED JULY 2024



Your Quality First 2024 Marketing Toolkit

You've dedicated yourself to delivering quality learning for children in your care. Now, it's time to inform your families and community about your exceptional work. First Things First created this Quality First marketing toolkit to support you in doing so effectively. You'll discover helpful tips, like how to talk about your participation in Quality First, tools to help families identify quality care, and shareable resources, templates and social media posts to enhance your communication efforts.

Participants cannot use the Quality First logo on any materials they create. This includes but is not limited to websites, social media, printed collateral, etc. Instead, we encourage you to utilize the digital and print assets available in this toolkit. This helps to maintain brand consistency and proper recognition of First Things First and our Quality First materials.

If you can't find what you need, have feedback on the kit or have questions about branded Quality First items, please email the FTF marketing team at designteam@FirstThingsFirst.org or call our office at 602.771.5100.

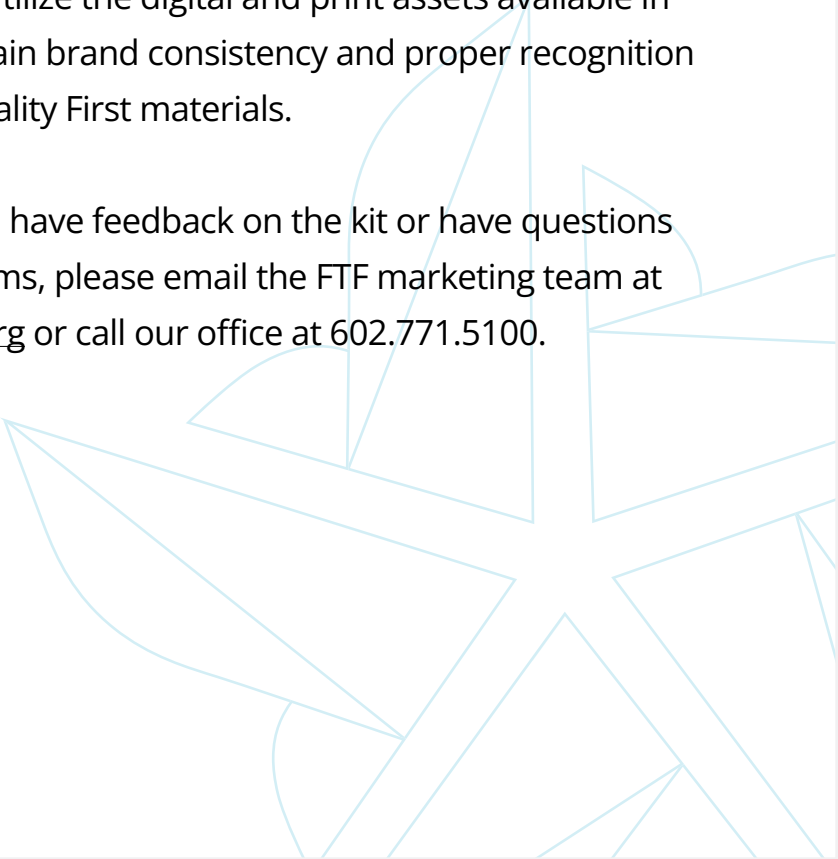


Table of Contents

SIGNS OF YOUR COMMITMENT TO QUALITY	4
Display Board	5
Window Cling	6
Website Badge	7
Provider Infographic	8
RESOURCES FOR SHARING MESSAGING WITH FAMILIES	9
Messaging Matrix	10-11
Quality Child Care Checklist	12
Quality First Participation PowerPoint Slides	13
Sample Letter to Families	14
Family Infographic	15
Family Brochure	16
PRESS RELEASES	17
Sample Press Releases	
▶ Selection	18
▶ Quality Levels	19
SOCIAL MEDIA	20
How to Stay Social Guide	21-24
Social Media Assets	
▶ Facebook & Instagram Graphics	25
▶ Cover Photos	26
QUESTIONS & CONTACT	27



SIGNS OF YOUR COMMITMENT TO QUALITY

Participation in Quality First shows families in your care that you go above and beyond basic licensing requirements and are committed to providing quality child care. Programs enrolled in Quality First are provided with signs and graphics to help promote their partnership with First Things First. The following are assets you should have received as a participant with some tips on how to use them.

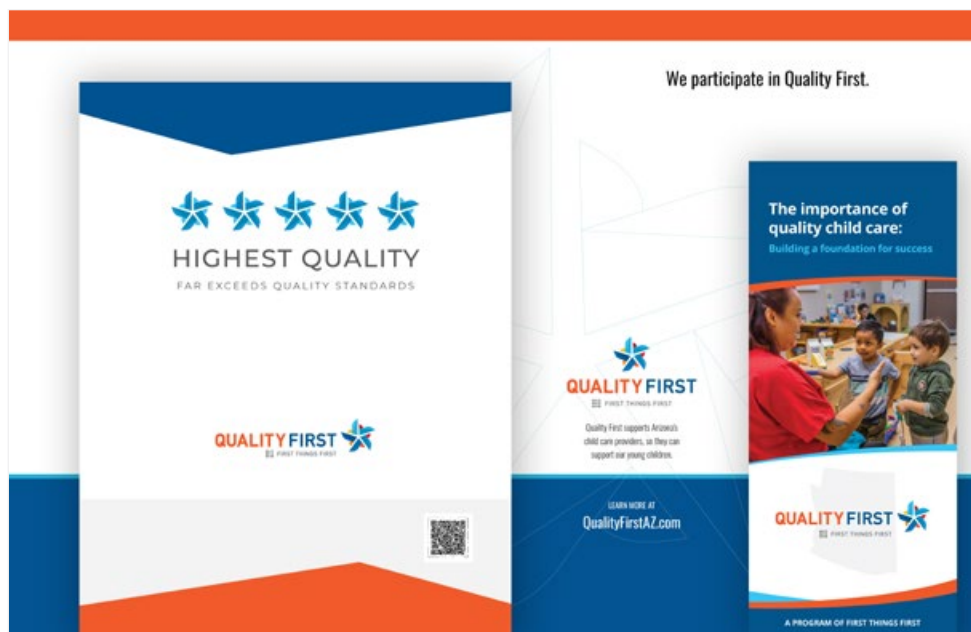
Contact your Quality First coordinator if you are missing any of the following assets.



Display Board

It's time to put your participation on full display. This sign announces your participation in Quality First and your commitment to improving the quality of your program for the benefit of the children in your care. Use it as a visual reminder about the importance of quality care for potential enrollments and families already in your care. As a Quality First participant, you are required to hang this sign where families can see it and take a brochure.

Each sign includes a certificate holder to showcase your star rating and a brochure holder. You'll be provided with brochures that are designed to give your families more information on the importance of quality care and how it lays the foundation for future success in school and life. Your program will receive a starter pack of brochures with your Quality First display board.



SUGGESTION



Hang the sign in a visible place and encourage families to take a brochure.

Window Cling

You will be provided a Quality First window cling. These conversation starters are to be displayed on the inside of a window, facing out.

Contact your Quality First coordinator if you need a new window cling (fading/ripped/etc.) or if you notice any visible damage to your window cling (fading/rips/etc.).

HOW TO APPLY WINDOW CLING



1. Make sure that the glass is clean and dry.
2. Use a spray bottle to lightly mist the inside surface of the window with water.
3. Peel the liner away from the cling and press the front of the cling into place on the wet window.
4. Once the cling is in place where you want it, use a squeegee or the edge of a credit card wrapped in a paper towel to gently smooth out the excess water and any air bubbles. Work from the middle out to each side.
5. It should dry completely with no bubbles in a few hours.



Website Badge

We know you take pride in being a Quality First participant. Add this web badge to your website to highlight your achievement and commitment to quality child care.

 [Download Website Badge](#)




SUGGESTION

If you use this web badge on your website, please link the image to the Quality First section of the First Things First website. www.FirstThingsFirst.org/child-care. Thanks!

Provider Infographic

The provider infographic includes ideas and tips for talking about your Quality First participation or star rating. These tips can help you speak with confidence about your improvement process with families and community members.

 [Download Provider Infographic](#)



Talking about your Quality First Star Rating

Quality First star ratings show dedication to quality beyond state standards and are one of several factors families use to choose the right program.

Quality improvement is an ongoing learning process that happens gradually over time. And First Things First is here to support early educators like us through Quality First. Participation is voluntary. They provide training and coaching to build upon the quality of our program and we work together to better nurture the healthy development of the children in our care. To recognize our commitment to quality improvement, our program is assessed and given a Quality First Star Rating, ranging from 1 to 5 stars.

How to talk about your current star rating

To share your star rating success stories, start by pulling highlights from your assessment report and your program's goals.

Example:

We are so proud of our Quality First (insert your star rating here). This star rating shows our commitment to providing quality care to you. Our program was recognized for excelling at (insert your assessment highlight here). And we're excited to continue our partnership with Quality First as we pursue our quality improvement journey. One area we're focusing on before our next assessment is (insert goal area here).

When speaking about Quality First remember these 3 tips:

- ✓ When discussing your star rating, focus on the positive. Position your program as dedicated to constantly improving **the great child care you already provide.**
- ✓ Mention how your Quality First coach helps you with goal setting. Share which specialists you're currently working with to meet your goals. (example: child care health consultants, mental health consultants, inclusion coaches, others)
- ✓ Remind families that Quality First is voluntary, and participation only benefits the quality of care provided to them and their children.

QUALITY FIRST
FIRST THINGS FIRST

SUGGESTION



Share this resource with new staff during onboarding or as a refresher for existing staff. At a staff meeting, lead your team in a discussion about how to effectively speak about your program's engagement in the quality improvement process.



RESOURCES FOR SHARING MESSAGING WITH FAMILIES

You are making significant strides in improving your program, proof of your hard work and dedication to the children in your care.

Why not share these achievements with your families and community? By doing so, you can enhance your program's reputation and raise awareness about the vital role of quality early care and education. Here are a few messaging resources by Quality First and First Things First to boost your impact.

Messaging Matrix

1/2

The Messaging Matrix below is a guide to help you navigate high-level messaging and tone when talking about your participation in Quality First. Use it to prepare talking points or answers to frequently asked questions!

TOPIC	MESSAGING	HIGH LEVEL FEELINGS (TONE)
Recruitment	<p>When it comes to child care, the quality-of-care matters. The good news? We participate in Quality First, a program offered by First Things First. Learn what our staff is doing to ensure your child goes on to do better in school and in life by scheduling a tour today.</p> <p>www.firstthingsfirst.org/resources/quality-first (Eng/Spa)</p>	<i>Professional, Informative, Approachable</i>
What is Quality Care?	<p>Before you visit a child care program you need to know what to look out for. We know that, as a parent, identifying a program with quality care can feel overwhelming. However, we have resources ready to help. Use this quality care checklist so that you can learn the key elements of child care and ask all the right questions during your tour.</p> <p>www.firstthingsfirst.org/resources/quality-first/quality-checklist (Eng/Spa)</p>	<i>Informative, Inclusive</i>
Star Rating	<p>[Participant name or We] received a [Star Rating Ex: Rising Star] rating by Quality First, a program offered by First Things First. Our Quality First star rating is proof of our commitment to your child's future. We want them to succeed and our participation in this voluntary program supports that goal. Most importantly, our star rating represents our dedication to constant quality improvement. Learn more about our (or any other participating provider) program's star rating by using our provider search tool at www.firstthingsfirst.org/quality-first-search/</p>	<i>Informative, Trustworthy</i>
Brain Development	<p>The quality of a child's experiences in the first few years of life — positive or negative — helps shape how their brain develops throughout the rest of their life. That's why it's so important your child has access to quality child care. As a participant in Quality First, a program of First Things First, we go above and beyond state requirements to help children receive the caring and responsive relationships that allow them to thrive.</p> <p>www.firstthingsfirst.org/early-childhood-matters/brain-development/</p>	<i>Educational, Trustworthy, Prescriptive</i>

Messaging Matrix

2/2

TOPIC	MESSAGING	HIGH LEVEL FEELINGS (TONE)
Parent Support	<p>Struggling with sleepless nights, picky eating or challenging behaviors? You are not alone. Many parents face similar issues. What many don't know is that help is just one phone call away. The Birth to Five Helpline, funded by First Things First, offers confidential support and expert advice on a wide range of parenting topics. Call the Birth to Five Helpline at 877-705-KIDS (5437).</p> <p>www.firstthingsfirst.org/resources/birth-five-helpline (Eng/Spa)</p>	<i>Relatable, Educational, Informative</i>
Paying for Child Care	<p>Did you know you may qualify for financial assistance to help cover the cost of child care? Various programs and resources are available to help low-income families afford quality early care and education for their young children. Learn if your family qualifies for scholarships by scheduling a tour.</p> <p>www.firstthingsfirst.org/resources/quality-first/paying-for-child-care/ (Eng/Spa)</p>	<i>Informative, Trustworthy</i>
About FTF	<p>First Things First is Arizona's early childhood agency, committed to the healthy development and learning of young children from birth to age 5. It's their mission to better support programs across Arizona through grants to community organizations that provide services at no cost. Find resources and support.</p> <p>www.firstthingsfirst.org/</p>	<i>Professional, Informative, Trustworthy</i>
About QF	<p>We participate in Quality First, a program of First Things First. That means we go above and beyond basic licensing requirements and are committed to providing quality child care. They partner with more than 1,000 programs across Arizona through coaching, assessment, star rating and other ongoing supports. Quality First ensures we have what we need to stay strong in our commitment to better serve Arizona's youngest learners.</p> <p>www.firstthingsfirst.org/resources/quality-first/about-quality-first/ (Eng/Spa)</p>	<i>Professional, Informative, Trustworthy</i>

SUGGESTION



Use this matrix as a guide when crafting social posts, press releases and newsletters.

Quality Child Care Checklist

Choosing a child care setting is a big decision for any parent. Besides location, availability, hours and cost, remind families that quality care is one of the most important factors to consider. That's why First Things First made the Quality Child Care Checklist, so families can know the key elements of quality care.

 [Print the English Checklist](#)

 [Print the Spanish Checklist](#)



The image shows a printed version of the Quality Child Care Checklist. The top section is titled "Quality Child Care Checklist" and includes an introduction about choosing a child care setting. Below this is a section titled "BEFORE YOU VISIT" with a checklist of items to consider, such as checking the provider's license, hours of operation, and costs. There is also a "NOTES" section. The bottom section is titled "AT YOUR VISIT" and includes a checklist of items to look for during a visit, such as observing teacher-child interactions, classroom environment, and outdoor environment. There is also a "NOTES" section. The form is branded with the "FIRST THINGS FIRST" logo.

Quality Child Care Checklist

Choosing a child care or preschool program for your young child is a big decision. Location, availability, hours and cost are important to consider, and so is the quality of the program. This checklist will help you recognize the key elements of quality early learning beyond basic licensing standards and to help you make a more informed decision when choosing a child care or preschool setting for your child.

BEFORE YOU VISIT

CHILD CARE PROGRAM

- Check the status of the provider's license or certification. Quality programs will have a valid license or certification issued by the Arizona Department of Education. Providers are required to maintain their license or certification by completing continuing education requirements. Ask the provider for more information.
- Call the program to ask about:
 - Hours of operation, including evenings, weekends, holidays
 - Costs and available financial assistance and discounts
 - Meals
 - Transportation for children needing part-time care
 - Policies regarding sick children and emergencies
- Schedule an in-home visit. Quality providers will allow you to visit the program and observe the children and staff. Ask the provider for more information.

NOTES

AT YOUR VISIT

QUESTIONS TO ASK

- Do you have a parent handbook? Quality programs should offer you a copy.
- What are the qualifications of the director and teachers? How long have they been working with children? Experience working with infants, toddlers and preschoolers as well as training or college coursework in early childhood development and education lead to quality interactions.
- How do you keep families informed about your program and their children's progress? What opportunities does your program offer for family involvement? Quality programs will post weekly plans, send information such as a newsletter, hold regular parent-teacher conferences and keep you informed about your child's activities.
- How does the program deal with challenging behavior? Quality programs use positive and gentle approaches to guide behavior.
- What is your ratio of teachers to children? Maximum group size? These determine the level of care and address your child's requirements. Quality programs may have smaller teacher:child ratios and one group size compared to state licensing requirements.

THINGS TO LOOK FOR

Positive, Nurturing Teacher/Child Interactions

- Does the teacher respond and attend to the children through warm communication and body language?
- Does the teacher play and engage in conversations with the children during activities?
- Do the children have many opportunities to talk and communicate with one another?
- Does the teacher engage in extended conversations with the children?
- Are the children supervised at all times? Children should never be left alone and should always be within sight and sound of teachers.

Positive Child/Child Interactions

- Are children playing either together or side-by-side?
- Are children encouraged to work together to resolve differences or conflicts?
- Do children move freely from activity to activity?

Caring for Infants

- Are babies placed on their backs to sleep?
- Do babies spend part of their play time on their tummies?
- Do teachers or caregivers respond promptly to crying babies?
- Are babies held while being fed?
- Do caregivers show affection for the children (smiling, singing, holding, rocking, etc.)

Classroom Environment

- Is there ample space and materials to encourage play and learning within the children's reach, including:
 - Books, puppets, posters, pictures and writing materials.
 - Blocks, cars, puzzles, games and building materials.
 - Markers, scissors, paint, paper, glue and clay.
 - Dress up, play kitchens and baby dolls.
 - Science materials, sand and water play plants and other natural items.
 - Musical instruments, music devices and scarves.

Outdoor Environment

- Is there an outdoor play area, with shade, that is used daily?
- Does the outdoor area include active play materials such as climbing equipment, bicycles, balls, or swings?
- In addition to active play, are there opportunities for quiet play such as books, sand, water or building?
- Are the adults actively engaged?

NOTES

AFTER YOUR VISIT

- Trust your instincts and also your child's reactions to the teachers and environment.
- Ask your child:
 - Do you think you would like to go play there?
 - What did you like best?
 - What did you like best about the teacher?

NOTES

SUGGESTION



Provide families with this checklist during open houses or tours and let them know how each standard is met in your care.

Quality First Participation PowerPoint Slides

You can incorporate the following slides into your presentations for events such as family meetings, open houses, and meet-the-teacher nights.

These slides highlight how your involvement in Quality First distinguishes your program as a quality provider. The two standard, non-customizable slides can be used to quickly provide an overview of Quality First, its significance and the benefits to families.

 [Download PowerPoint Slides](#)



Sample Letter to Families

Need a quick and simple way to inform families about your participation in Quality First? The following sample letter can be used as a template and personalized with your program's information. If you'd rather create your own letter, make sure to reference the messaging matrix provided in this document when talking about First Things First or Quality First.

 [Download Sample Letter](#)

Dear parents and families,

We are very excited to announce that **(name of your center or home)** has been accepted to participate in Quality First, a program of First Things First, Arizona's early childhood agency. As a Quality First participant, we are dedicated to going above and beyond basic licensing requirements and partnering with First Things First to improve the quality of our early learning program. Research has shown that children with access to high-quality early learning programs are better prepared for kindergarten, do better in school, and are more likely to graduate and go on to college.

Quality First works with child care and preschool providers to make quality improvements that research proves help children thrive. Through Quality First, our **(center/home)** will build on the strengths of our early learning program and make improvements to do even better for the children in our care. We will have access to supports such as:

- Training to enhance staff's early educator skills
- Coaching to build positive relationships with children and provide individualized attention
- Funding to enhance learning environments and recognize staff
- Specialists to protect children's health and well-being

We understand parents and caregivers all want the same thing for their children—to be cared for in a safe and nurturing environment. That's why we're partnering with First Things First to further improve our early learning program through participation in Quality First. Thank you for choosing **(Name of Your Center/Home)** and allowing us the opportunity to help your child arrive at school healthy and ready to succeed.

We're excited to get started and we will provide periodic updates on our progress, our initial star rating assessment and ongoing participation in Quality First.

If you have additional questions, please reach out to learn more about this exciting opportunity.

Sincerely,
Jane Doe
Director or Owner, **(Name of Your Center or Home)**

 **FIRST THINGS FIRST**

FirstThingsFirst.org/Quality-First

Family Infographic

This infographic can be used to explain the benefits of your partnership with First Things First by participating in Quality First. It's an easy-to-use resource that helps answer families' questions. It also helps readers understand what high-quality child care is and what your star rating means.

 [Download Family Infographic](#)



SUGGESTION



Take time to learn this infographic and print it out for future open houses or parent-teacher conference days.

Family Brochure

This brochure is the perfect tool to introduce families to the benefits of high-quality child care, ways to identify it and how it helps kids be ready for school and set for life.

➤ [Order additional family brochures here](#)



SUGGESTION



Take the time to learn how this brochure can guide conversations when speaking about your participation and distribute it during tours, teacher conference nights and open houses.

PRESS RELEASES

A simple press release can go a long way. Press releases are an effective way to inform your community about your latest improvements as a child care provider, ensuring your message reaches a broader audience.

Distribute the two press releases to local media outlets, including newspapers, TV stations and online news platforms. This will help spread the word about your achievements and initiatives, enhancing your visibility in your community.

If reporters have specific questions about First Things First or the funding for your program/service, please direct those inquiries to Ofelia Gonzalez, Public Information Officer at First Things First.

Office: 602.771.5087

Mobile: 480.356.8469

Email: ogonzalez@FirstThingsFirst.org.

You can also print the two press releases and display them or hand them out to new families at an open house or parent teacher conference night.

Sample Press Releases: Selection

Being selected to participate in Quality First is certainly an exciting time for everyone involved. Now it's your turn to share it with the world. The sample press release below is a great way to officially announce your participation.

 [Download Sample Press Releases](#)

Media Contact
Jane Doe, Director
Phone: xxx.xxx.xxx
Email: jdoe@youremail.com

(Name of Your Center or Home) Selected for Participation in Quality First, a program of First Things First

(Date) – Young kids at (Name of your center or home) will now have greater access to quality early learning.

(Name of center or home) has been selected to participate in Quality First, a program of First Things First, Arizona's early childhood agency, which is committed to the healthy development and learning of young children. As a Quality First participant, (name of center or home) is going above and beyond basic licensing requirements and partnering with First Things First to improve the quality of their early learning program. Research shows that children with access to high-quality early learning programs are better prepared for kindergarten, do better in school, and are more likely to graduate and go on to college.

"Knowledgeable teachers in quality early learning programs know how to provide babies, toddlers and preschoolers with learning experiences that support the development of language, literacy and social and emotional skills," said (insert name of director or owner). "By participating in Quality First, we will be providing a higher quality early learning experience to our students, and giving them the tools they need to succeed in school and in life."

Quality First works with child care and preschool providers to make quality improvements that research proves help children thrive. Through Quality First, (center/home) will have access to supports such as:

- Training to help enhance staff's early educator skills
- Coaching to build positive relationships with children and provide individualized attention
- Funding to enhance learning environments and recognize staff
- Specialists to protect children's health and well-being

"We understand that all parents and caregivers want the same things for their children—for them to arrive at school healthy and ready to succeed," (insert last name of person previously quoted) said. "By improving our early learning program through participation in Quality First, we will be giving young kids the tools they need to succeed in kindergarten and beyond."

###

 **FIRST THINGS FIRST**

FirstThingsFirst.org/Quality-First

SUGGESTION



Encourage families to sign up for your newsletter to stay involved in the latest improvements.

Sample Press Releases: Quality Levels

Earning a quality-level rating is an exciting milestone in your quality improvement journey. Use this sample press release to spread the news.

 [Download Sample Press Releases](#)

Media Contact
Jane Doe, Director
Phone: xxx.xxx.xxxx
Email: jdoe@youremail.com

(Name of Your Center or Home) Attained a (3-, 4-, 5-) Star Rating

(Date) – (Name of your center or home) has earned a Quality First (3-, 4-, 5- Star) rating from Quality First, a program of First Things First.

First Things First partners with regulated child care and preschool providers through participation in Quality First to improve the quality of early learning across Arizona. Research has shown that children with access to high-quality early learning programs are better prepared for kindergarten, do better in school and are more likely to graduate and go on to college.

Quality First participants work with a coach to implement quality improvement plans in areas that research shows help young kids thrive. After about one year of participation, programs are rated on a 5-star scale based on how well they meet quality standards.

Areas of assessment include:

- **Health and safety practices** that promote children's basic well being
- **Skilled teachers** who know how to turn everyday experiences into learning moments
- **Learning environments** with age-appropriate activities, books, toys and other learning materials that promote emotional, social, language and cognitive development
- **Opportunities** for active play and hands-on exploration throughout the day
- **Teacher-child Interactions** and engaging conversations that build language and promote thinking and social skills

"Studies have demonstrated that children with access to quality early learning are more prepared for kindergarten and life beyond." said (insert name of director or owner). "By seeing our (x-star) rating, the families of children in our care will know that their children are getting the quality early education they need to arrive at school prepared to meet our state's expectations."

###

About First Things First – As Arizona's early childhood agency, First Things First is committed to the healthy development and learning of young children from birth to age 5. It funds services to help kids be successful once they enter kindergarten. Decisions about how to invest early childhood funds are informed by local councils staffed by community volunteers. To learn more, visit FirstThingsFirst.org.



QualityFirstAZ.com

SUGGESTION



Remind families regardless of your rating that every program is going above and beyond state expectations while participating.

SOCIAL MEDIA

Want to use social media as a marketing tool but don't know where to start? FTF has put together insider tips to build your brand, produce engaging content and stay up to date on trends.

In this section of the guide, you'll find evergreen concepts, sample posts and images to incorporate into your content calendar.

Sharing FTF social media posts to your brand accounts is a great place to start, though reshares from QF and FTF channels are not official endorsements.

Sharing FTF posts is an easy way to educate families about early brain development, parenting and beyond. It can be a great way to grow your brand and provide resources that families may find helpful.

You can also tag FTF across all social platforms.



www.facebook.com/AZFirstThingsFirst



[@AZFTE](https://twitter.com/AZFTE)



[@AZFirstThingsFirst](https://www.instagram.com/AZFirstThingsFirst)



[Linkedin.com/company/first-things-first/](https://www.linkedin.com/company/first-things-first/)



www.youtube.com/user/FTFArizona

How to Stay Social Guide

1/4

Use this guide to reference tips and tricks on how to stay on top of your social media. When coming up with content for your social media, the messaging matrix is a great starting point for topics and ideas.

Social media is an essential tool for connecting with families, recruiting and retaining staff, and showcasing the quality of your program. Here are the best practices and insider tips for maximizing your online presence and engagement.

Best Platforms for Your Goals

Consider which platforms best align with your communications goals and your ability to create content.

- ▶ **Facebook:** Ideal for creating a community, sharing updates and running ads.
- ▶ **Instagram:** Great for visual storytelling with photos and short videos.
- ▶ **Pinterest:** Useful for sharing child care tips like learning through play.
- ▶ **YouTube:** Good for longer videos about your program and family testimonials.
- ▶ **TikTok:** Better for reaching younger parents with videos that answer common questions.
- ▶ **X (Twitter):** Useful for engaging with current local and federal child care news and policy.
- ▶ **LinkedIn:** Space to highlight your programs and staff's accomplishments, awards and community events.

Establish Your Brand

Decide on your content development strategy and create a consistent brand look across all platforms. To create a cohesive brand identity, select a color palette, 1-2 fonts, a logo and a few icons. Use them consistently across all forms of public-facing media to establish a look and feel for your brand. Here are some useful tools to help get you started.

- ▶ **Canva or Adobe Express:** Affordable tools that offer templates for designing graphics, flyers and social media posts. Google “free social media design tools” for more options.
- ▶ **Grammarly:** Helps ensure your social media copy is free of spelling and grammar errors.
- ▶ **ChatGPT:** Generate creative and engaging posts by providing prompts about your program's activities, events and updates.
- ▶ **Google Trends:** A tool for finding the most popular things people search for in your industry.

Voice & Tone

Ensure your posts build credibility and showcase you as an industry expert. This approach also encourages higher engagement rates, as followers are more likely to interact with and share content that they perceive as valuable and authoritative.

- ▶ **Professional:** Use proper grammar and a polished tone.
- ▶ **Informative:** Provide valuable information and updates.
- ▶ **Approachable:** Always remain friendly and approachable when addressing your audience.
- ▶ **Trustworthy:** Be honest and transparent in your communications.
- ▶ **Stay neutral:** Avoid personal attacks when responding to negative comments or misinformation. Address the issue once with research and information that is supported industry-wide.

How Often You Should Post

Post 2-3 times a week on your feed and often on your story to maintain engagement without overwhelming your audience. Failing to do this can allow the algorithm to deprioritize your content or business profile. Posting throughout the week is the best way to avoid this. Use the tools and tips below to schedule posts in advance, reshare tagged content and better manage your time.

- ▶ **Hootsuite or Later:** Free or low-cost plans for scheduling posts and managing multiple social media accounts from one place. Google “social media scheduling tools” for more options.
- ▶ **Linktree:** Consolidates multiple links into one place to create an easy-to-access menu on your profile’s bio. It’s a great tool for Instagram, where hyperlinks don’t work in posts.
- ▶ **Reshare tagged content:** Ask families to post photos and videos using your hashtag or handle so you can reshare.
- ▶ **Stories and Live Videos:** Share real-time updates and interactive content to engage your audience. Utilize platform tools like polls and questions to increase engagement.

Boost Your Visibility

Using trending topics, audio and hashtags can help increase the visibility of your posts and reach a broader audience.

- ▶ **Popular Hashtags:** Use hashtags relevant to your industry, such as #ChildCare, #Preschool, #KidsActivities and #ParentingTips.
- ▶ **Location-Based Hashtags:** Attract local families with geotags or hashtags related to your area, e.g., #TucsonChildCare or #SaffordPreschool.
- ▶ **Branded Hashtags:** Create a hashtag for your program and encourage families to use it when they post e.g., #SunnySideKids, #MesaKidsPreK. You can use and follow our branded hashtags #AZFTF and #QualityFirstAZ.
- ▶ **Collaborate:** Partner with another account to create shared content on both channels. This could include small giveaways, event promotion or participation (like Week of the Young Child) or other content that leverages each partner's audience.
- ▶ **Engage with Your Audience:** Respond to comments and messages to build relationships with your community. Encourage interactions by asking open-ended and poll-like questions, e.g., "What are your kids' favorite indoor activities during summertime?"

What to Post

You can share many things about your program but remember to respect family requests and obtain their permission when capturing images of their children. It is recommended that your program has an image release form that parents/caregivers can review and sign. Content should focus on the highlights and benefits of your program.

- ▶ **Daily Activities:** Share photos or short videos of your program's daily activities and routines as a glimpse into a typical day.
- ▶ **Educational Tips:** Post tips and advice for parents on child development, early learning and parenting. Show real-life examples of how your program implements the concepts you share.
- ▶ **Testimonials:** Share quotes from children and parents to highlight their achievements and progress. This could be an audio clip, graphic quote or a photo along with a caption. If the parent is comfortable, ask to record a video testimonial and use it to promote your program.
- ▶ **Staff Spotlights:** Introduce your team members to build trust and show the caring individuals behind your services.
- ▶ **Program Tours:** Showcase your program, safety measures and the nurturing environment you provide. Create a virtual walkthrough so that families can view your space online and encourage them to schedule a tour.
- ▶ **Family Engagement:** Highlight opportunities for family engagement and parent involvement with the program or at community events.

How to Stay Social Guide

4/4

Staying in the know

Social media platforms and algorithms are constantly evolving, and what worked yesterday might not be effective today. We suggest that you subscribe to a social media focused newsletter to stay up to date on the industry's latest trends. Stay current and find resources to enhance your skills.

- ▶ **Social Media Examiner:** Offers in-depth articles, podcasts, and industry reports that cover the latest trends, strategies, and tools in social media marketing.
- ▶ **Native platform resources:** Many platforms offer free courses and newsletters, like Meta for Business Updates.
- ▶ **First Things First:** We offer marketing and branding trainings throughout the year. Sign up for the QF Update for reminders, or check the Program Updates section on the website to watch past recordings.



Social Media and Kids

Social media is not developmentally appropriate for most young children. Your program's social media strategy and content development should not be incorporated as an early learning activity for children. Make sure to ask permission from parents or guardians before posting pictures of any children in your care. For more guidance on applying the principles of development and learning when considering whether, how, and when to use technology and new media with young children, check out NAEYC's resources.

www.naeyc.org/resources/topics/technology-and-media

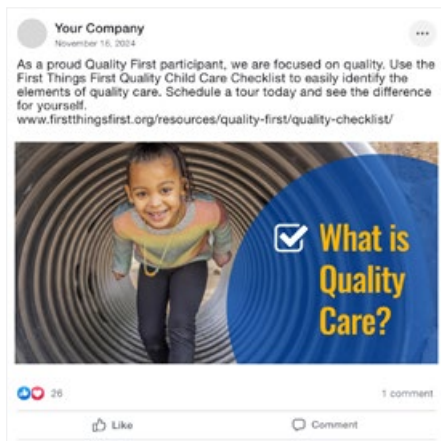
Social Media Assets: Facebook & Instagram Graphics

To help you out we've created Instagram and Facebook posts you can use as an example when writing your own.

Social media posts should be designed to elevate your program's online presence. When referring to First Things First or Quality First, please remember that the posts you create should still align with our [messaging matrix](#).

↓ [Download Facebook Graphics](#)

↓ [Download Instagram Graphics](#)



SUGGESTION



When posting to Instagram, remove the hyperlink and replace it with "Link in bio." This is a common practice since hyperlinks in Instagram captions are not clickable. See the [How to Stay Social guide](#) for a tool to help share website links.

Social Media Assets: Cover Photos

Last but not least, to go along with your social posts, we have provided cover photos for your Facebook business page. These cover photos are an easy way to show off your involvement with Quality First and are a reminder of your commitment to providing quality child care.

 [Download Cover Photos](#)





TIME TO GET STARTED

With this comprehensive toolkit in hand, you are now fully equipped to share the exceptional work you and your staff achieve daily. Don't forget that consistent communication is crucial for the growth of your program. It's important to keep your audience informed and engaged regularly.

Get on out there and take the lead, shine the spotlight on yourself and let the world know how you're achieving and improving quality care for Arizona's children.

Questions?

If you have questions about the materials in this toolkit, please contact the First Things First marketing team at:

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