Using Social Media to Meet the Needs of Parents
It Comes Down to One Thing

Show what you know.

• Share your expertise
• Tell your story
• Pass along something from a friend
• Create a How-To
• Talk about the complex decision you face
How Does Sharing Help Parents

- Information can provide OPTIONS
- Stories can provide ENCOURAGEMENT
- Shared experiences provide – CONNECTION
- Interaction can provide – RELATIONSHIP

This leads up to an important question…
Are we really talking about the internet yet?
What Social Media Users Want

- Options
- Encouragement
- Connection
- Relationship

Where have we heard this before?
What You Can Provide

- As you give parents options and encouragement, they will begin to trust you.
- As you continue to build a relationship with parents, they will look to you as a guide.
- If parents see you as a trusted person, they will include you in their community.
The Three Questions

1. Where do I start to help parents?
2. How do I best use my time to help parents?
3. How does everything I do work to help parents?
The Three Questions Again

1. Where do I start to help parents online?
2. How do I best use my time to help parents online?
3. How does everything I do work to help parents online?
The Three Questions III

1. Where do I start to help parents online with social media?
2. How do I best use my time to help parents online with social media?
3. How does everything I do work to help parents online with social media?
Where Do You Go to Find Info?
Get On Google

- The easiest way to get on Google is to create a website.
- Blogger.com and Wordpress.com are FREE and easy to use.
- Your organization may already have a website. Use it!
- Content, content, content.
Very easy to use.
Website in minutes.
Blogger.com gets you on Google instantly.
Provides a place to provide detailed information.
A great platform to tell stories.
Useful for sharing research information.*
Provides a place for you and others to link to your information.
Getting on Google Is Not Enough

- Information is only as useful as the number of people that will use it.
- The issue is not a lack of information in many cases, but the sheer volume of it.
- You cannot search for integrity on the internet – people want someone to help guide them to the information they need.
Using Twitter

- Good for quick conversations. (Encouragement and Relationship)
- Good for broadcasting information to millions of people very quickly. (Options)
  - Examples include…
- Good for sharing links to useful websites. (Encouragement and Options)
- As you gain followers, you form a group of people that are very interested in what you are saying (Connection)
Using Facebook

- Good for sharing experiences with others. (Encouragement and Connection)
- Allows you to attach video, links to other sites, pictures and documents. (All)
- Allows you to form groups easily. (Connection)
- The quality of what you provide can be easily measured. (Trust)
  - The Like Button is your new best friend.
  - Comments for others give you feedback.
LinkedIn

Over 80 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

Search for someone by name: First Name Last Name

LinkedIn member directory: a b c d e f g h i j k l m n o p q r s t u v w x y z more | Browse members by country

* By clicking Join Now or using LinkedIn, you are indicating that you have read, understood, and agree to LinkedIn’s User Agreement and Privacy Policy.
Using LinkedIn

- Good for connecting with professionals. (Connection)
- Not usually blocked at the workplace. (Options)
- Can connect professionals with parents directly. (Connection)
- LinkedIn is perceived as being more business oriented. (Trust)
Putting It All Together

- Website: Delaware School of the Deaf
- Twitter: Delaware Statewide Programs
- Facebook: Delaware Statewide on Facebook