



HOW TO GET STARTED ON SOCIAL MEDIA AND MARKETING

Social Media and Marketing

Social media is a group of online applications which are designed to allow information to be created, shared, discussed and disseminated. Social media include the sites, tools, channels and platforms used to publish user-generated content and promote social connections and conversations. Social media provide opportunities to build communities and to encourage dialogue through the exploration and consideration of diverse thoughts and views.

Playgroups can set up their own Facebook page and take advantage of these opportunities to engage with their members and local community. There are also other communication methods that can help with your playgroup management which we have included below to help you get started.

How to get started?

Facebook

Facebook is a social networking website and service where users can post comments, share photos, live stream videos and links to news or other interesting content on the web.

To set up a Facebook business page for your playgroup simply [follow these instructions](#) on setting up your page. It will guide you through setting up your page and what you will need to complete your page. Don't forget to 'like' playgroup WA (Inc) so we can like you back.

Instagram

Instagram is a social networking app made for sharing photos and videos from a smart phone.

To set up a business Instagram page for your playgroup simply [follow these instructions](#).

Communications:

Playgroups have a variety of communication methods to keep their members informed which are outlined below, however there are a few things to consider when using communication tools and protecting your member's privacy.

Email

Email communication is a one on one personalised communication which is great to keep members informed of relevant updates that are applicable to them. Email allows you to group your members so that you are only emailing the members that the message is relevant to.

Things to remember when sending emails

Members data should be protected, and you should either send emails with email address in the BCC heading which hides the email addresses from the recipients or through an email program like MailChimp (free for under 2,000 subscribers and gives you open rates and clicks).

Depending on the size of the email group and the preferences of the members you may decide another method is more appropriate.

Facebook Page

Facebook is a great social media channel that has a wide audience that can help to attract new members whilst also informing and updating current members. When posting ensure you are having a conversation by asking questions and



being helpful.

Facebook offers closed and public pages, so depending on your playgroup and the objective of having a Facebook page will depend if you have a public (open to everyone), private (only members that you approve) or both. It does require management and guidelines for use so it's best to ensure you have a designated Facebook Admin.

Things to remember with Facebook

Businesses that post on your wall need to be approved/agreed by the relevant people. If something is not approved or a comment or post is not appropriate admins for the page will be able to report and remove it.

The Facebook page should be used to share useful and relevant information for the playgroup members and potential members. Think of things like arts and craft for under 5's or parenting articles.

Make sure you respect people's privacy by seeking individual permission before posting any photo on the page. It's also a good idea to monitor your Facebook page and followers to ensure genuine interest in the playgroup. If in doubt, seek further assistance from other committee members or Playgroup WA.

Website

In some circumstance's playgroups may have their own website. It is important to ensure information that is posted on the website is up to date and relevant. If your playgroup does have a website, it's best to assign one committee member the task of maintaining the website.

Marketing

From time to time playgroups may have marketing promotions, whether it's an open day to attract new members or a fun day for current members. In any case, individual playgroups are allowed to use the "Proudly supported by Playgroup WA" Logo on their marketing collateral to show alliance with Playgroup WA. This could be in conjunction with your own playgroup logo or just on its own if you don't have one.

When you do decide on your promotion it's a good idea to let Playgroup WA know so that we can help promote it on our marketing channels and provide the logo, if required.