



## Promoting Your Delaware Stars Program

Produced by Office of Early Learning  
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## Promoting Your Delaware Stars Program

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### NEWSLETTERS

Newsletters are a wonderful way to keep families informed of activities and events at your program. They can also be useful marketing tools. Encourage your families to share them with friends and associates as a way of promoting your program. Depending on your capabilities, you can offer families the option of receiving a printed copy or an online version that is emailed to them. Keep the articles brief and use lots of photos to personalize your newsletter. It's also important to be consistent regarding the frequency your newsletter is published. You could opt for a bi-monthly, monthly or quarterly publication depending on your resources.

#### **Designing your Newsletter:**

Newsletter can be made by you or someone on your staff who has proficient computer skills. Many Microsoft Word programs have free templates for newsletters that provide a design and directions to insert your own copy. They can be a one-page design using the front and back or multi-pages. You may also choose to hire a professional to design and write your flyer.

#### **Writing Copy:**

The purpose of a newsletter is to inform your audience about any special events or activities at your program, to keep families abreast of any news about your program and to share good news with them. Make sure you proof read your copy and, if possible, have another person proof read it as well.

#### **Photos:**

Inserting photos of students, family and staff members of your program is a good way to make a newsletter, come alive, and break up the copy, but make sure to have them sign a photo release form (sample on page \_\_) before you use the photos. Also, please be aware that unless you purchase them, you may not legally use photos from the Internet.

#### **Graphics:**

Including graphics in your newsletter is another option to break up copy and illustrate a point. Many versions of Windows Microsoft Word also have free clip art available.

#### **Fonts:**

Most computers have several fonts. The most important thing to remember when selecting a font to use is that it is easy to read. For example, many cursive fonts, such as Mistral may look interesting, but can be difficult to read. Generally, use larger font sizes for headlines and sub-headlines (size 14 to 18), and smaller font sizes for body copy (10 to 12).

#### **Printing:**

A newsletter can be printed at a "quick print" place, such as Kinkos, Staples, Speedy Print, etc.

#### **The Delaware Stars Logo:**

You can use the Delaware Stars logo on your newsletter to promote your affiliation. Please refer to the logo guidelines on page \_\_ to use the logo correctly.

**Click on Sample Newsletter for an editable version you can customize**

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### ADVERTISEMENTS

Advertising is one of the quickest ways to spread the word about your program or an event. Advertisements are available in a variety of sizes, each with a different cost. The key to effective advertising is frequency. A lot of research has been conducted over the years about how many times an average person needs to see a message in order for it to have an impact on them. The Rule of Seven is an old marketing adage. It says that a prospect needs to see or hear your marketing message at least seven times before they take action. This is not to say that seven is the magic number of ads you must do, but the point is that to be successful with advertising you need to do it more than once.

Where you chose to advertise depends on the audience you are trying to reach. Ask the families of your students which publications they and their friends and families read. There are community newspapers for many areas in Delaware that usually offer advertising rates that are lower than the main paper, the *News Journal*. While the *News Journal* has more expensive advertising rates, its circulation is much higher than any other publication in the state.

#### **Designing your ad:**

Ads can be designed by you or someone on your staff who has proficient computer skills. . You may also choose to hire a professional to design and write your flyer.

#### **Writing Copy:**

Ad copy should be brief and easy to read. Make sure to include basic information, such as location and any necessary details. Make sure you proof read your copy and, if possible, have another person proof read it as well.

#### **Photos:**

Inserting photos of students, family and staff members of your program is a good way to make an ad, come alive, but make sure to have them sign a photo release form (sample on page \_\_) before you use the photos. Also, please be aware that unless you purchase them, you may not legally use photos from the Internet.

#### **Graphics:**

Including graphics in your ad is another way to illustrate your message. Many versions of Windows Microsoft Word also have free clip art available.

#### **Fonts:**

Most computers have several fonts. The most important thing to remember when selecting a font to use is that it is easy to read. For example, many cursive fonts, such as *Mistral* may look interesting, but can be difficult to read. Generally, use larger font sizes for headlines and sub-headlines (size 14 to 18), and smaller font sizes for body copy (10 to 12).

**Click on Sample Ad #1 or #2 for an editable version you can customize**

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### SIGNS/BANNERS

Something as simple as placing a sign or banner in front of your location can also serve as a marketing tool. Make sure your sign is easy to read by simplifying it with only the most basic information, as many people will view it as they drive by

#### **Designing your sign or banner:**

Signs and banners can be designed by you or someone on your staff who has proficient computer skills. . You may also choose to hire a professional to design and write your flyer. The key is to keep it simple.

#### **Writing Copy:**

Think of a sign as an identity marketing tool. It should only have the most basic information, such as the name of your program, your phone number, perhaps a line that tells people the ages you serve, and of course the Delaware Star logo.

#### **Fonts:**

Most computers have several fonts. The most important thing to remember when selecting a font to use is that it is easy to read. Because a sign or banner is a larger format than a brochure or flyer, make sure to make the font sizes bigger for easy reading. For example, many cursive fonts, such as *Mistral* may look interesting, but can be difficult to read.

#### **Printing:**

A signs and banners can be printed at a “quick print” place, such as Kinkos, Staples, Speedy Print, etc.

#### **The Delaware Stars Logo:**

You can use the Delaware Stars logo on your flyer to promote your affiliation. Please refer to the logo guidelines on page \_\_ to use the logo correctly.

**Click on [Sample Sign](#) for an editable version you can customize**

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### PROMOTION ITEMS

Distributing promotional items to your staff and families is also another way to promote your name and your program. For example, if you hand out tee-shirts with your name or logo on them and people wear them in public, you're exposing your name to more people. There are all types of promotional items that your audience might use in public including hats, visors, decals, sweat shirts, etc.

#### **Designing your promotional item:**

When you order promotional items the vendor will share the specs with you so you know the size of the printable area on the item. They will also provide direction regarding color and the format they need to make the item. Some companies will also provide design for a small fee. You or a member of your staff, depending on your computer skill level, can use these templates to design your promotional item. You may also choose to hire a professional to design it. The key is to keep it simple.

#### **Writing Copy:**

Think of a promotional item, such as a tee-shirt or any wearable item, as a walking billboard. It should only include your name and, if you have one, your logo. You may also use the Delaware Star logo.

#### **Fonts:**

Most computers have several fonts. The most important thing to remember when selecting a font to use is that it is easy to read.

#### **Printing:**

Promotional items should be ordered and purchased from a specialty business. Ask your friends and associates who have used promotional items for the name of a vendor they like. You can also find names of companies that specialize in promotional items on the Internet.

#### **The Delaware Stars Logo:**

You can use the Delaware Stars logo on your flyer to promote your affiliation. Please refer to the logo guidelines on page \_\_ to use the logo correctly.





# Working with the Media

Working with the media is another great way to make the community and prospective families aware of your program. Tools for working with the media include things like:

- Press Alerts/Press Releases
- Public Service Announcements
- Op-Eds
- Letters to the Editor
- Thank You Notes

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### Is it News?

The first question you must ask yourself even before you contact media; **is it newsworthy?** It's important to understand that in order to capture the attention of a reporter or producer you must provide them with information that is "newsworthy." This requires you to step outside your program and think objectively. Ask yourself if the information is useful or valuable to people outside of your program. Will your news appeal to the general public?

That could be a tough question because everything that's about your program may seem newsworthy to you. Remember that a reporter is always going to look for stories to cover that have a broader impact than just your program. They are going to choose stories that resonate with their readers. For example, the impact of quality education on the economy is a topic that affects everyone in the community.

You might also want to take a look at the types of stories that appear in your local media to get a sense of what reporters cover and what a good angle for your story might be. For example, if a local reporter focuses on kindergarten readiness, you would pitch a story about how quality early child education and learning enables readiness.

Sample story ideas that might be of interest to media:

- Becoming a Delaware Stars program or increasing your Star rating
- Special classroom projects that teach children great new skills
- Local early childhood education program that is the first STAR program in town or city
- Local early childhood education program first to earn a STAR 3, 4 or 5 rating in town/city
- Delaware STARS early learning program adds new classroom for infants/toddlers/preschoolers or new quality learning curriculum
- Major facility improvements



### Tools for Contacting the Media

A **press release** is a format used to deliver news.

A **press alert** is a format used to request coverage for an event you're holding.

A **public service announcement (PSA)** is a short, 15-second or 30-second announcement about your program or event.

An **Op-Ed** is an opinion editorial or a forum for you to make your case.

A **Letter to the Editor** is a tool to respond to articles in the news or opinions expressed in an op-ed.

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### Working with the Media

Establish yourself as a reliable information source that can quickly provide the media with facts or individuals to interview.

One way to do that is to provide a local angle. Media outlets frequently focus on how current national news affects their readers/listeners/viewers locally. When you share local stories that connect with national news it provides them with a good way to make it local.

Here are a couple of examples:

#### Example A:

On Tuesday, July 9, 2013, ABC News did a story on the online Rally 4 Babies on Monday attended by several advocacy groups working on behalf of children aged 0-5 to push for more government funding for programs that help the youngest children. The story focused on the need for the country to make a major long-term financial investment to ensure that quality early childhood education is available for all children from birth to five.

Consider contacting a local reporter to talk about ways in which Delaware's investment through the Delaware Stars program has benefited your program and the children in your program to illustrate the point on a local level. Make sure to make a list ahead of contacting the reporter so you are prepared. In addition, you may also want to talk to a few parents who would be willing to talk with the reporter if need be in advance of contacting the reporter.

#### Example B:

A recent editorial in the News Journal focused on quality early childhood education and learning as a crime deterrent.

If your program has been in operation long enough to have alumnus who are grown and contributing to society, consider contacting a local reporter to share your story about a few of your former students and how they are contributing to our community. Before contacting the reporter, contact some of those former students and see if they would agree to being interviewed for this kind of story if the reporter is interested.

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Tips for working with the media:

- Write a press release or press alert following the samples included in this guide. Make sure to proof read your release or alert to be sure all of the information is correct. If possible, have another person proof read it for you.

**Click on Press Release or Press Alert for an editable version you can customize**

- Fax or email a copy of your press release or press alert to press contacts. Most news outlets need some lead time if they decide to cover your story. For events, send in your information two to three weeks before an event. Many news outlets can't open email attachments, so make sure your press release or press alert is embedded in your email.
- Most press outlets need to have PSAs (public service announcements) at least three weeks before your event. Some radio stations may provide free recording sessions at the station.

**Click on Sample PSAs for an editable version you can customize**

- Respond to articles, editorials or letter to the editor on topics involving early education and learning.

**Click on Sample Letters to the Editor or Op-Eds for an editable version you can customize**

- Say thank you. If a reporter uses your information or covers your event, call or send a note to thank them for their interest and coverage.

**Click on Sample Thank You Note for an editable version you can customize**



# The Web & Social Media

Using websites and social media is another great way to make the community and prospective families aware of your program. This guide provides information to help you set up social media sites including:

- Facebook
- Twitter
- LinkedIn
- YouTube



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### The Web & Social Media

A website and social media can be an excellent way to promote your program and communicate with your families and prospective families.

The single most important thing for any online venue is quality content. It's what keeps visitors coming back to your website and any social media posts. If you have a website make sure the information is accurate and current. Also, make sure that it's free of typos and grammatical mistakes. Just as it's important to proofread any material that is printed, it's equally important to proofread information you put on the web. If at all possible, have another person proofread for you before you post.

#### Developing a website

A website is an excellent marketing tool because it provides a medium that can be updated and revised frequently. It's best to work with a professional website developer who understands computer programming to create a website. Visit a few websites of area organizations or programs to get a feel for the many different styles of websites. Contact the organization or program of the websites you liked to find out which website developer they worked with to create their website and then arrange to meet with those developers to explain your website needs. Ask them to send you other examples of their website work. Usually there is no charge for an initial consultation meeting.

It's important to remember that when thinking about creating a website, it's most important to consider how your audience will use your website. It's a good idea to talk with a few families to get their input about the kind of information they would consider helpful and the ways in which they would use your website. Of course you want a website that suits you, but remember that you are not the audience.

In order to keep your website up to date make sure to work out an arrangement with the web developer you select to do scheduled periodic updates. Usually developers will do updates for you at an hourly rate, but ask them to give you an estimate so you can budget. For example, you may want to contract with your developer to do an update each month. Although it's impossible to predict how long each update will take, you should be able to get a general feel for the amount of time and estimate the expense.

Check out our family website for ideas: [www.greatstartsdelaware.com](http://www.greatstartsdelaware.com)

As with other marketing materials, please keep in mind that you may not post photographs without signed photo release forms, and you may not legally use photos from the Internet to reuse unless you pay for them.

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### SOCIAL MEDIA

Social media is an excellent way to stay in touch with your families and to share current information about your program. The key to successfully using social media as a marketing tool is to keep it fresh. If you can't make a commitment to update your social media on a regular basis, you may want to consider doing it at a later date.

Listed below are the four most popular social media sites:



**Facebook** remains the *undisputed King of Social Networking Sites* with more than *750 million unique visitors* each month. The site is a great place for you to promote your program and to connect you're your families.



**Twitter**, a site where people can share bites of information in 150 characters or less is popular, and an option for consideration in your social media plan. Twitter has *250 million visitors* who are using the site, and it is a great way to connect with people who might not be on the other sites. It is easy to get started on Twitter, as it is with other social media sites and networks.



When most people think about **LinkedIn**, they see it as a *business-to-business social networking site*, but that's only partially true. While it is a place for businesses and companies to have profiles, you will find just as many individual profiles on the site. After all, those companies have people working for them. This social networking option is great for those who are looking to connect with businesses. They have about *110 million visitors* per month.



YouTube is the leader of online video with more than 100 million unique visitors per month. Every person watches close to 2 hours of video on YouTube every month.

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## Facebook

To set up your Facebook Page, just **follow these steps**:

### #1: Log into Facebook

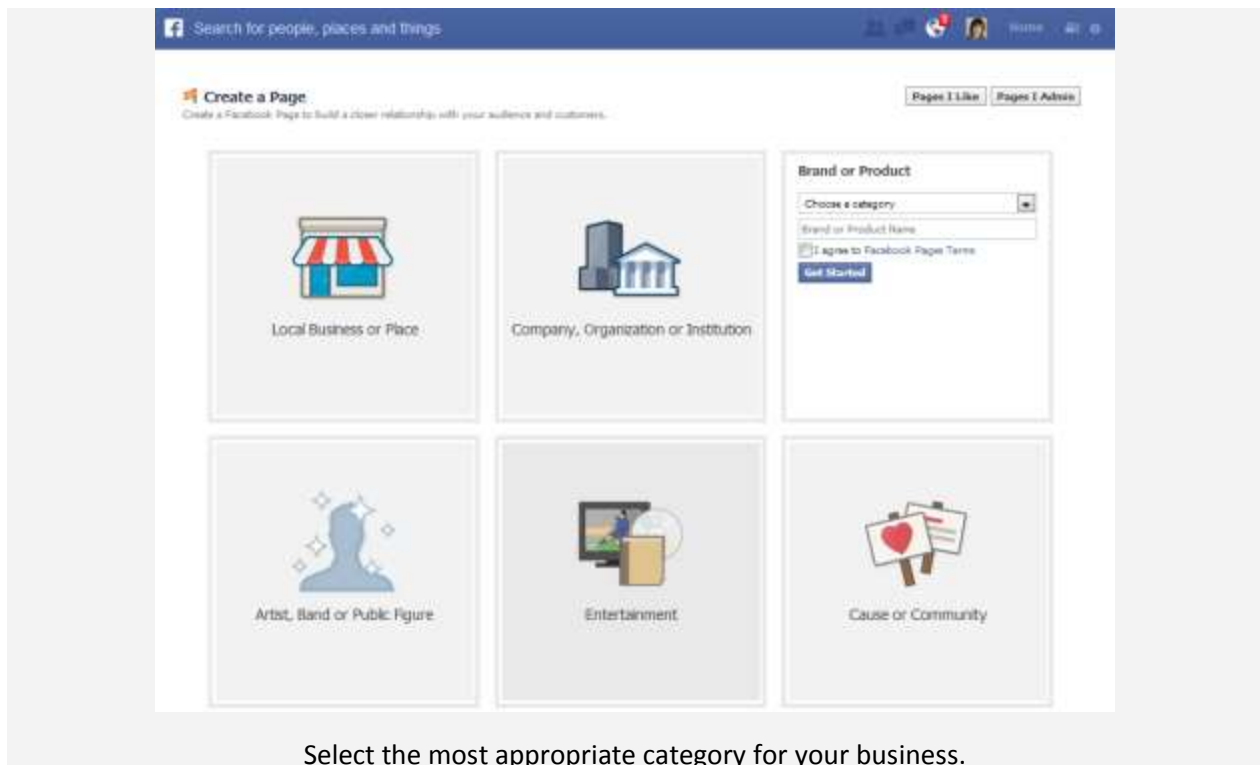
If you do not have a personal profile set up on Facebook, do that first at [www.facebook.com](http://www.facebook.com). Even if you don't want a personal profile, we highly recommend that you create one rather than creating a "business-only" Facebook Page because of the limitations you will encounter (see point #8 for the [Business-only Page limitations](#)).

Either login to your personal account, or create a new personal account from Facebook.com.

Once you have logged into your personal account, we are going to **create your Business Page**. Your Business Page will be "tied" to your personal profile, but they are completely separate. No one can see your personal information from your Page. No one can even see the name of the administrator of the Page.

### #2: Create a Page While Logged in as Your Profile

Go to [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php). Take a **look at the main categories of the Pages and decide which one fits your business**. Click on one of the boxes to **select that main category for your business** and browse through the categories in the drop-down menus to see which one fits best.



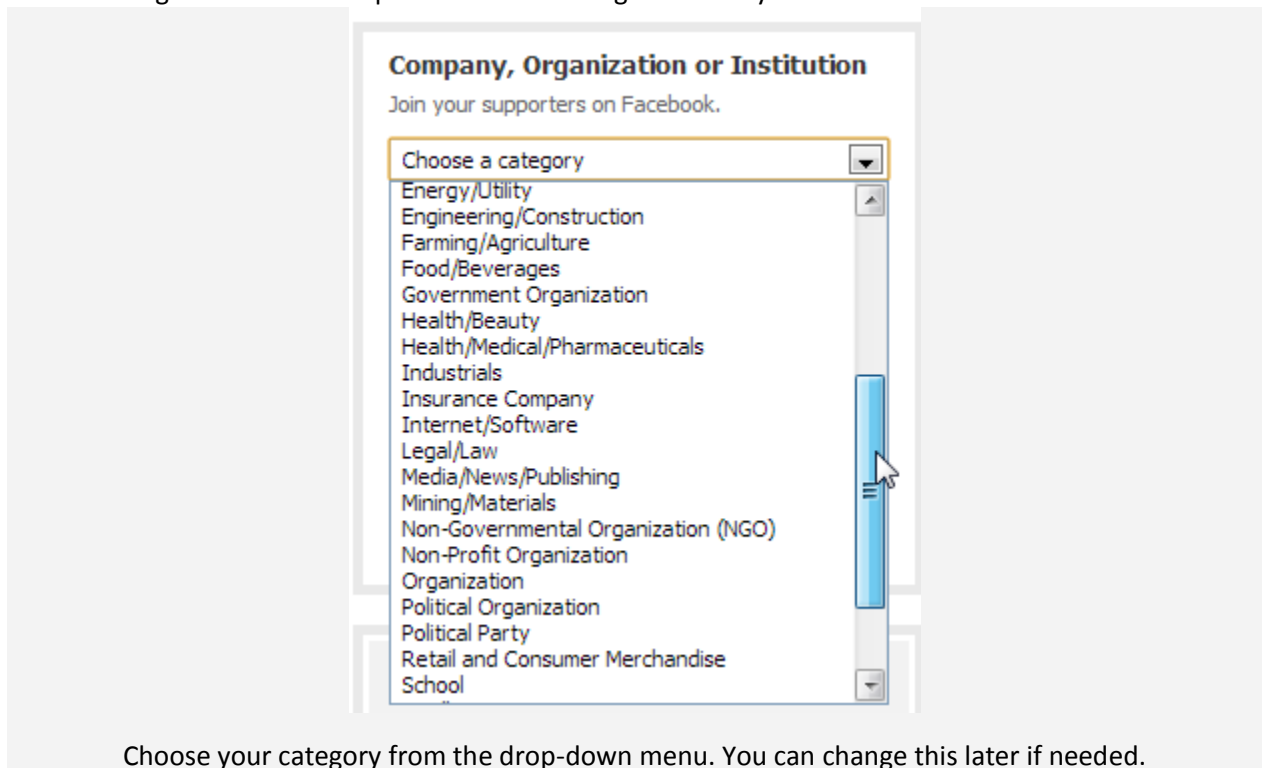
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Do not select Local Business or Place unless you have a physical storefront that your customers come to, because Facebook will automatically turn your Page into a Place as well. You don't want people coming to "check in" to your home office.

### #3: Choose Your Category from the Drop-down Menu and Name Your Page

The categories are not always perfect, but for the most part, they aren't critical. Categories may be more important for local businesses as they are more visible in Facebook's [Graph Search](#), which is rolling out. But the categories aren't as important for other Pages currently.



Choose your category from the drop-down menu. You can change this later if needed.

The name of your Page will be whatever you put into the box just under the Category menu. **Spend some time thinking about your Page name carefully.** If you have a clear brand name, then the choice is easy. If you are just starting out, you may not have that nailed down yet. Having keywords in your Page title can be a good idea because the keywords help your Page to come up in Facebook search. You have a limit of 70 characters for your Page name.

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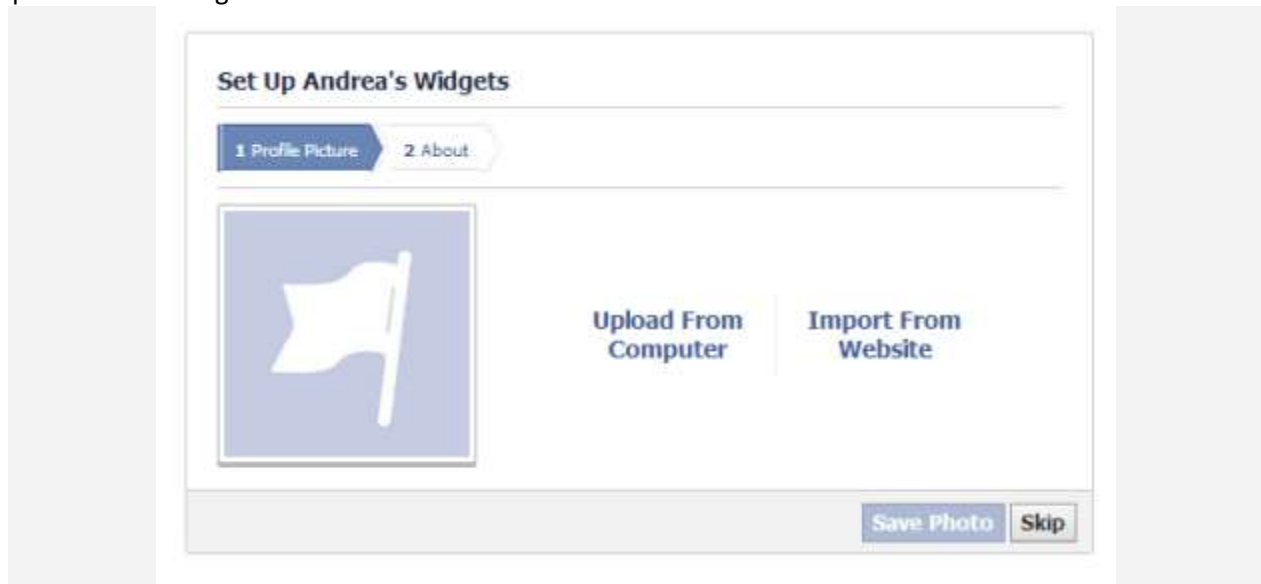
Facebook also insists on capitalizing the first word of the Page name and you cannot create the Page with unusual capitalizations such as “WidgetPro.” You can petition to have your name changed if this is the official name of your business, but you will have to **create the Page initially without the unconventional capitalization.**

You will be able to change your Page name up until the point you have 200 fans (or likes), so if you aren’t sure about the name at the start, you can tweak it for a little while.

Select the box next to “I agree to [Facebook Pages Terms](#)” and click Get Started. You are taken through some steps that will help you add your photo, enter your About information and more. The first step is to add your profile picture.

### #4: Add Your Profile Picture

The profile picture is the image that appears next to every post that goes into the news feed from your Page. The ideal size for a profile photo is 180 pixels by 180 pixels, but it can be larger with different dimensions. You will be able to **adjust the viewable portion of the profile picture** by mousing over the photo and clicking Edit Profile Picture and then Edit Thumbnail.



Select where your profile photo will be uploaded from.

Once you have your profile photo added, click Next and you are taken to a place to add your About information.

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### #5: Add Your Basic About Information

The About Page has several large sections to wax poetic about your wonderful business. The beautiful thing is that the About Page is indexed in Google, so you will want to **make sure it is very descriptive and keyword-rich**.

The basic About information that they ask you to enter initially is the field that will appear directly on your timeline just under your cover photo. You only have 155 characters that will show in this field (you can actually write more but only 155 characters show up in the field, so limit your blurb to that size).

I suggest you **make sure to link to your website is in this field**, so people can easily find your website since this field is so prominent. You want to **add your website address into the website field** as shown in the image. You can also **add other websites that you want to direct people to** such as Twitter or other social sites by clicking on the Add Another Site link.

**Set Up Andrea's Widgets**

1 Profile Picture 2 About

**Tip:** Add a description and website to improve the ranking of your page in search.

Please provide some basic info about Andrea's Widgets.

For example: your website, Twitter page or Yelp link [Add Another Site](#)

Will this Page represent a real business, product or brand? (?)  Yes  No

[Visit Help Center](#) [Save Info](#) [Skip](#)

**Add your basic information to the About field.**

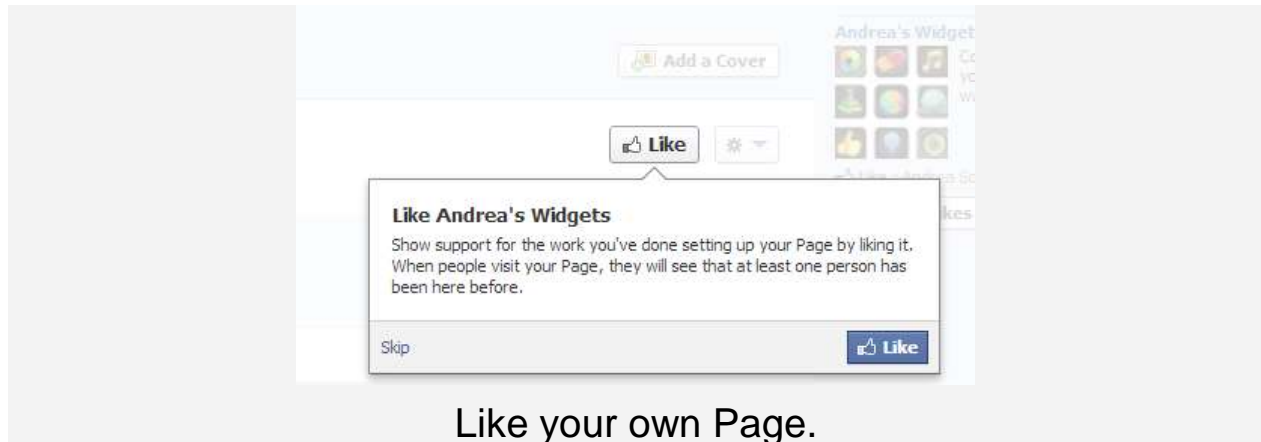
Click the Yes radio button that you are representing a real business and then click Save Info. Congratulations, you now have your Business Page set up! But you aren't ready for prime time yet. There are still a few things you need to do. Facebook will take you through a series of steps automatically (not all of which need to be done).

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### #6: Like Your Own Page

Facebook prompts you to like your own Page, which is a good idea but it isn't required.



Like your own Page.

### #7: Do Not Invite Your Email Contacts Yet

Facebook then takes you to the place where you can invite your email contacts. Do not do this until your Page is updated a bit more. And I personally don't like using Facebook's feature to accomplish this.

**Create your own email message instead and send it directly from whatever email service you use.**

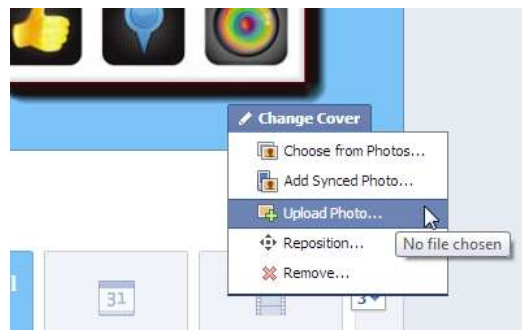
### #8: Share Something

Facebook prompts you to **share your first status update**. Again, you can decide to do this now or skip it. It is a good idea to **have many status updates on your timeline before you start inviting people to like your Page** so they can see the types of things you are going to be sharing.

### #9: Add a Cover Photo

No page is complete without a good [cover photo](#). Your cover photo has to be a minimum of 399 pixels wide (most standard photos are fine) and works best if it is sized to 851 pixels wide by 315 pixels high. If you do use a standard photo, you will be able to position it to fit in the space, but some area of the photo at the top or bottom will be hidden.

To change the Cover photo, hover over the bottom right corner of the Cover photo area and select the option you need.





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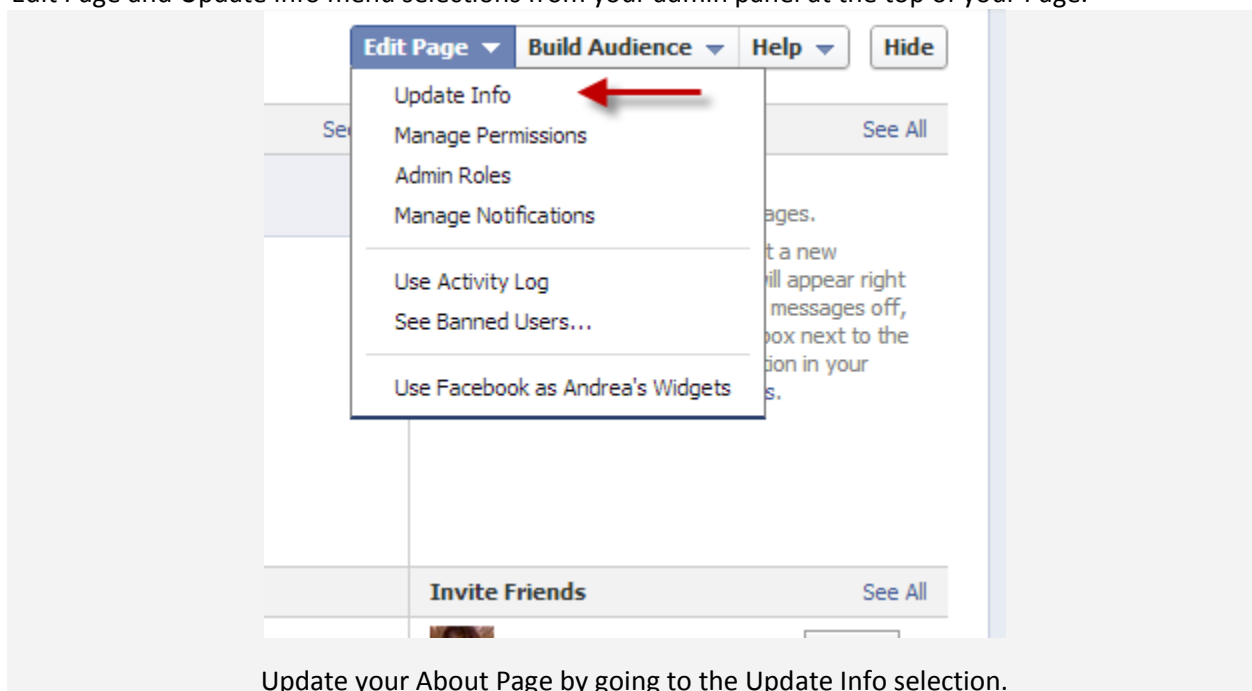
As of March 6th, Facebook's [Cover Photo terms](#) state that the cover photo cannot include more than 20% text. The good news is that some of the old restrictions (no calls to action, no websites or addresses) have been removed. So you can tell someone to Like your page right in the cover photo.

The way Facebook determines the 20% rule is that they have a grid of 25 blocks that they overlay on your Facebook Cover Photo. If more than 5 of those boxes have text in them, your cover photo is breaking the 20% maximum rule. Post Planner has a [handy tool](#) that you can use to plug in your cover photo to check.

Once you have a cover photo that meets these guidelines, click the Add a Cover button and then select Upload Photo. **Choose the photo from your computer, position it on your Page** the way you want it to show and click Save Changes.

### #10: Add to Your About Page

Even though you added the small blurb about your company, you also should **include more on your About Page**, since it is a chance for you to talk about what your company can do for others. Click the Edit Page and Update info menu selections from your admin panel at the top of your Page.



Update your About Page by going to the Update Info selection.

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You have a lot of potential real estate on your About Page and it's a good idea to **highlight all of the good things about your company** and **list the websites where people can find you**.

The About Page varies depending on what category you chose and you can switch categories from this area as well (select a different category from the drop-down menu at the top). If you categorized yourself as a local business, you will **have a map on your About Page with the address of your business**.

The screenshot shows the configuration interface for a widget titled "Andrea's Widgets". The interface includes a sidebar menu on the left with options like "Your Settings", "Basic Information", and "Widgets". The main configuration area contains several sections: "Categories" (with dropdowns for "Brands & Products" and "Product/Service"), "Official Page" (with a "Pick a topic" dropdown), "Thumbnail" (with a "Create a thumbnail for this page? Learn more." link), "Name" (text field with "Andrea's Widgets"), "Start Date" (with an "Add date" link), "Start Type" (dropdown with "Select Start Type"), "Release Date" (text field), "Short Description" (text area with "Come to Andrea's Widgets for all your Widget needs. www.AndreasWidgets.com"), "Company Overview", "Description", "General Information", "History", "Founders", "Awards", "Products", and "Website" (dropdown with "http://www.AndreasWidgets.com"). At the bottom are "Save Changes" and "Close" buttons.

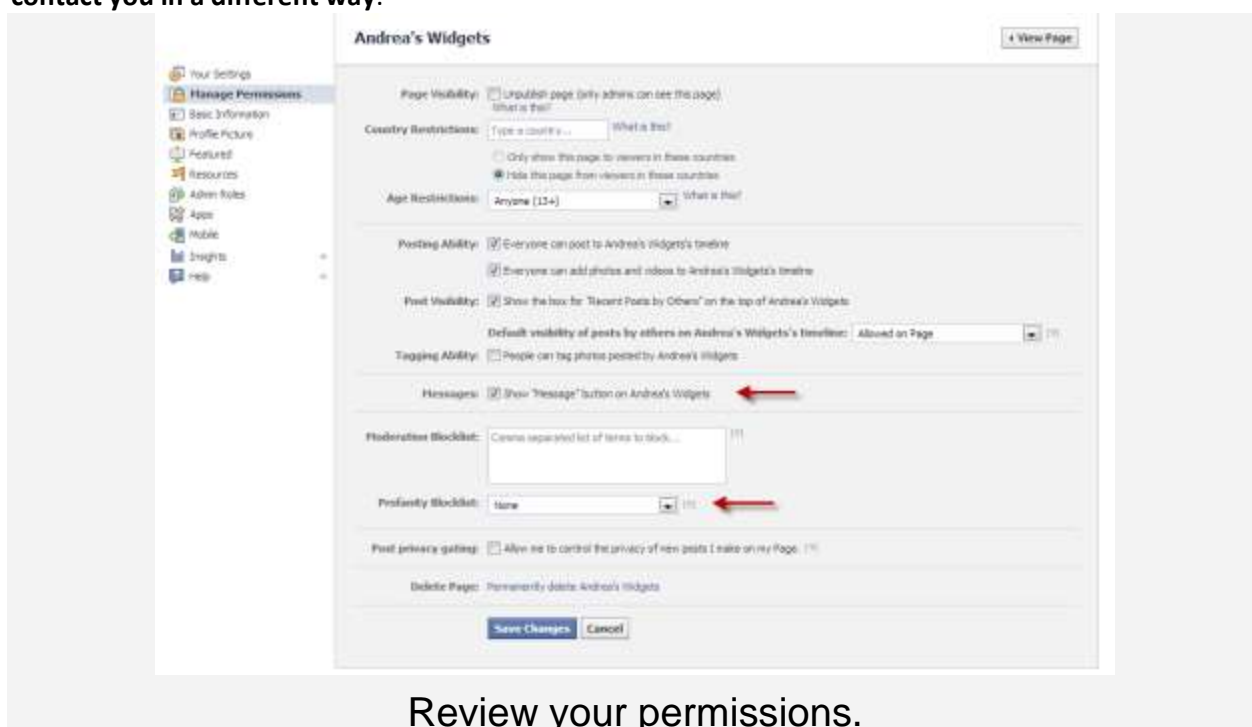
Add to your About Page.

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### #11: Review Your Permissions

Go into Edit Page, then Manage Permissions from the admin panel and **review how your permissions are set up**. In general, they are set up decently for a new Page, but you may want to change the Profanity Blocklist to Medium at least and you may want to change your Message button.

The message button is on by default, which means that people can send your Page messages (usually a good thing in my opinion), but you also have to **make sure you monitor and watch for messages** there. If you are overwhelmed by the thought of another inbox, **ensure you are making it easy for people to contact you in a different way**.



Review your permissions.

At this point, your Page is basically ready to go out into the world of Facebook. Now it's time to get some [likes on your Page!](#)

Ideas for using facebook:

Facebook is a great place to post pictures of events at your program, such as graduation, open house, field trips, etc. It's also a good place to provide your facebook friends with updates on your program or any accomplishments you want to share. Send an email or flyer to all your families inviting them to "like" your facebook page so they receive your postings. Make sure to include a link to your facebook page on any emails, brochures and flyers, as well as your business cards.

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To set up your Twitter account, just follow these steps:

### #1 Go to [www.twitter.com](http://www.twitter.com)

In the right hand corner you will find a link to a video that will explain the basic concept of Twitter if you're a video watching kind of person. If not, just plunge in and take the next step to launch your Twitter career.

### #2: Follow the prompt to provide basic information.

Twitter's home page contains only the bare necessities, so don't worry about being overwhelmed with information. You might even think you've come to the wrong site! Right beneath the blue triangle with the tweeting bird you will find a green square that is a link: "Get Started -Join". Click and you're off to Twitter Land.

You'll be asked to enter your full name, create a username (it will become a part of a URL to use as a link to your twitters, so pick something you like and that has a connection followers will understand). Next create a password, add your email address, opt in or out of email alerts, type in the magic word for verification purposes, click "create your account and you're on your way. You are officially a Twitter member.

### #3: Find followers.

The next step allows you to find friends who may be on Twitter using your email address(s). Find friends on Twitter through your email accounts, such as Gmail, Yahoo!, AOL, Hotmail and MSN accounts or skip the step and go on. You can always come back to it later. Twitter will give you a list of people among your email friends who have Twitter accounts. You can select those who you would like to follow on Twitter from this list.

### #4: Make friends on Twitter.

Now you're set to Tweet and make friends on the Internet. Follow organizations or people you are interested in and they may reciprocate and follow you. Make sure to promote your Twitter account on your marketing materials to encourage people to check out your tweets.

### Ideas for using Twitter:

Because Twitter is limited to 150 words or less, the best use for it may be to connect followers to information on your website (if you have one), or to another trustworthy site that has pertinent information. You can also use it to link people to relevant articles authored by others that reflect messages you wish to share. Send an email or flyer to all your families inviting them to "follow" you on Twitter so they receive your postings. Make sure to include a link to your Twitter page on any emails, brochures and flyers, as well as your business cards.

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To set up your LinkedIn account, follow these steps:

#1: Visit the LinkedIn "Create Company Profile" page (see Resource).

#2: Log in using your email address and password. Sign up for a personal LinkedIn account if you do not have one. Follow the onscreen instructions to sign up for your account. Return to the "Create Company Profile" page once you create your account and confirm your email address.

#3: Enter the name of your company or program and company email address in the space provided. Click "Continue." LinkedIn will verify that your company does not have a profile yet and that you work for the company.

#4: Enter information about your company or program, such as its name, email, website, description, industry, location and number of employees. Identify your position within the company. Click "Create Company."

#5: Click "Edit" to add as much detail as possible to enhance your company's LinkedIn profile and make it easier for people to find your company or program.

Ideas for using LinkedIn:

LinkedIn is primarily a business platform but it can also be a good place to make announcements about program events, activities or news. Send an email or flyer to all your families inviting them to "follow" you on Twitter so they receive your postings. Make sure to include a link to your Twitter page on any emails, brochures and flyers, as well as your business cards.

## Promoting Your Delaware Stars Program

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To set up your YouTube channel, follow these steps:

#1: Launch your web browser and navigate to the YouTube website. If you are going to have a channel on YouTube, you have to first be registered on the website. Since Google operates YouTube, if you have a Google account for Gmail or Google Maps or any of the Google products, you will just sign in to YouTube with that account information.

#2: If you don't have a Google account, click the "Create Account" link in the top right corner of the website. This will take you to a registration form that must be filled out.

#3: Type in your name, birthday, a Google username, a password, your gender, an alternate email address and the security confirmation information. Check the Terms of Service box and click "Next Step."

#4: Google will have you verify the account information and then create the account.

#5: Return to the YouTube home page and click the link that says "Sign In" if you are not already signed in.

#6: Click the "Upload" button to add a video to your account. If you do not already have a video, you will first need to make one using a webcam or other recording device.

#7: Click on your username at the top of the screen to be taken to your YouTube Channel. You do not need to sign up for a channel; it is created automatically for you. Once you are on your channel, make note of the URL so that you will know what address to give your audience.

YouTube is a forum for videos. A few ideas to consider for your YouTube channel include posting short videos of program activities or events, such as graduation or field trips. Send an email or flyer to all your families inviting them to "follow" you on Twitter so they receive your postings. Make sure to include a link to your Twitter page on any emails, brochures and flyers, as well as your business cards.

## Promoting Your Delaware Stars Program

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Tips for using social media

### 1. Social Media is a Conversation

No matter what social media sites you use to promote your program it's important to remember that social media sites are conversations.

Taking the time to engage your followers, (e.g., asking your followers for feedback and ideas) will create a personal connection with your followers. They have the potential to become supporters of your program that will evangelize your cause, spread the word, and participate in promoting your program.

### 2. Be Active and Responsive

On the web, activity is paramount. No one will follow a dead Twitter account or inactive facebook page. In order to keep the conversation going and keep your audience engaged (see tip #1), constantly keep your social media presence up-to-date and respond to your followers.

That means creating a routine where you update your social media accounts frequently on a regular basis. Set up a schedule that assures you get new content out a few times during the week. That can include news, photos or any type of useful information for your followers.

Also, pare down your social media presence to only the essential sites. It's better to have a strong, consistent presence on two or three sites than to have inactive accounts on twenty. Inactivity only hurts your brand and turns users away, so be careful not to bite off more than you can chew. Focus instead on the sites where the people you are trying to reach are the most active.

### 3. Be Personal and Authentic

Since social media is about conversation, you should keep in mind that most people would rather converse with a person than a faceless brand, so make sure your social media profiles have personality and authenticity. You're a real person, so you should tweet, post, and email like one. Always interact with your followers on social networks *as you*. You're representing your program in everything you do, of course, but you'll have more success in getting people involved if you aren't afraid to share your personality.

Talk *with* people, not to them. Social marketing is about establishing relationships and connecting with people on a personal level.

### 4. Encourage Sharing

One of the great things about social media is its power to spread information quickly. By encouraging your followers and friends on social media channels to share information about your program or calls to action, they will have a greater potential to spread virally and reach new audiences. The best way to encourage your followers to share your tweets, links, posts, and other messages, is to create an environment where sharing is valued.

## The Delaware Stars Program

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### Delaware Stars Logo Guidelines

#### Delaware Stars Logo Usage and Guidelines



#### Do:

- Always use the electronic or hard copy reproduction art provided to reproduce the Delaware Stars logo. The Stars logos above are available as JPG files on the Delaware Stars website [www.delawarestars.udel.edu](http://www.delawarestars.udel.edu)
- Keep all elements of the logo together.
- Always position the logo in a clear area free from other text and graphics.
- Use only the official colors when reproducing the logo in more than one color.
- Enlarge or reduce the full logo proportionately. For example, do not change the size of the type in relation to the star, or vice versa.
- Use the logo along with your own unique branding (e.g. logo, letterhead, etc.), making sure the Stars logo stands apart from any other graphic or text.
- Include the logo on your website if you are a Stars program, or are promoting Stars.
- Include the logo on promotional materials for your program.
- Replace any old logos with this new logo, on or before June 30, 2013.
- Discontinue any use of another Stars logo – use only the Stars logo above.
- Use this logo only for Star 2, 3, 4 and 5 programs.

#### Do not:

- Alter the logo in any way.
- Add any new elements without approval from the Office of Early Learning.
- Scan, redraw, stretch or change the logo in any way.
- Change the colors.
- Use the logo to refer to any service other than Delaware Stars.
- Use the Delaware Stars logo in promotional material representing an early childhood care and education programs after the program is no longer part of Delaware Stars.
- Use the Delaware Stars logo until Star 2 rating is achieved.

If you have any questions about appropriate use of the logo, please contact Nancy Widdoes at the Office of Early Learning at [nancy.widdoes@state.de.us](mailto:nancy.widdoes@state.de.us) or 302 577-5253.

Effective Date: June 30, 2013