



## **Social Media Recruitment and Marketing Ideas**

- **Post a graphic announcing the release of the 2024-2025 student application.**

*Sample message: Exciting News Alert! The 2024-2025 First Steps 4K student application is officially LIVE! Apply now at [Free4KSC.org](http://Free4KSC.org). All families are encourage to apply!*

*Have questions? Give us a call (insert phone number) or stop by! Give your child the gift of a quality early education with First Steps 4K at (INSERT NAME OF SCHOOL).*

**Post FREQUENTLY about enrollment. Include slot availability numbers (ex. only 10 spots available!)**

- **Share a testimonial(s) from a parent(s) about how First Steps 4K (or another school experience) positively impacted their family's life. Do this often! Parents really listen to other parents.**

*This can be as simple as a quote from the parent accompanied by a picture of the parent with their child or a very brief (30-45 sec) video of the parent sharing their testimony.*

- **Share a behind-the-scenes (virtual) video tour of your school, showcasing the entry way, classrooms, learning manipulatives, and outdoor learning environments.**

*Here's an example of this type of video: <https://youtu.be/xkq64DGoA-c?si=nphPcaj92JQBAn9I>*

*Post the video to YouTube (free!) and share on your website and social media channels.*

- **Post a short video (or a photo) featuring students engaged in a fun learning activity. Describe what the students are doing and how it aligns**

with the [Profile of the Ready Kindergartner](#) and the [SC Early Learning Standards](#). Explain in simple terms why the activity is important.

*Examples:*

*Show a photo of the students signing in Letter Links in the morning. Explain that this activity teaches routine along with letter consistency and letter recognition.*

*Why is playing with blocks so important? Children create representations of an environment which is a basis for more complex abstract thinking. Also, block play promotes the understanding of essential concepts like size, shape, number, order, patterns, etc. According to the SC Early Learning Standards, children actively seek to understand the world around them. In the block area, they adjust the blocks to create a ramp to make the ball roll faster and farther.*

- **Collaborate with local influencers or community figures to share posts endorsing your school and the First Steps 4K program.**

*Examples of local influencers or community figures to consider - elected officials, community organizations who have a significant impact on community opinions, successful business owners or entrepreneurs involved in community activities, local artists, faith leaders, local athletes. \*When collaborative with local influencers, it is important to choose individual whose values align with your organization or cause and who resonate with your target audience.*

- **Feature a “Meet the Teachers” series with a picture of the teacher and short bio and fun facts about the educators who will instruct in the First Steps 4K classroom.**