



Purpose

To share research based messages via traditional media and new/social media focused on the benefits of early childhood investments in order to:

- Improve children's outcomes
- Reduce social costs later

Social media helps bridge the divide so stakeholders can see their impact and feel connected to our mission each day.



The most important reason to integrate social media into your council is to improve communication with your stakeholders. (parents, families, friends, professionals and community leaders)

Social Media sends information to someone and allows them the opportunity to share it with their contacts. Thus, improving communication by having that direct emotional connection with stakeholders.



Our Shared Goals

- To speak with one voice and work together in the advocacy of early childhood
- To unify and build the capacity and effectiveness of ECAC's across the Commonwealth
- To increase awareness and understanding of the importance of investing in early childhood



Facebook Statistics

- The number of active Facebook users worldwide
- The number of minutes spent on Facebook each week: 78 billion
- Percentage of Facebook users who log on every day: 65%
- Average number of photos uploaded per day: 98 million
- Number of languages available on the Facebook site
- Average number of apps installed on Facebook each day: 16 million
- The number of Facebook pages that are created each month: 100,000

You hear the buzz about social media, but how much does it really matter? We will review and discuss some incredible statistics. If you and your council aren't yet taking advantage of social media, it's time to sign up because it only promises to grow in 2012.

The Governor's Office of Early Childhood and the Early Childhood Advisory Council are excited to partner with you to raise awareness and encourage action surrounding the critical need for funding our future. Our goal is to speak with one voice on the importance of investing in early childhood, reaching every corner of Kentucky.



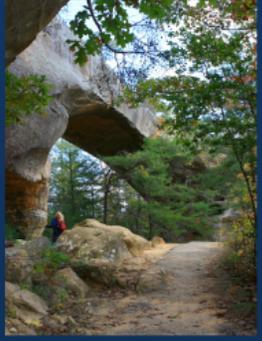
Twitter Statistics

- There were an average of 175 million tweets sent every day in 2011. It went up to 190 million in January of 2012.
- Since the dawn of Twitter, there has been a total of 173 billion tweets
- 33 percent of all Internet users are using Twitter
- In 2011, 350,000 accounts were added to Twitter every single day

Twitter is a great way to reach the media – tv, radio, print journalists and bloggers.

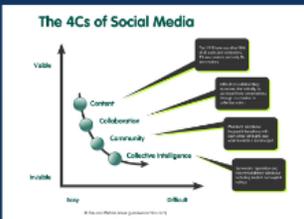
People can choose to "follow" your tweets, and if they like one or more, they can "retweet" them, which increases your audience.

You can also use and follow "hashtags" (the # symbol, known as "pounds," "hash," or the number sign) to pre-define a keyword to try to reach a certain group that follows that keyword.



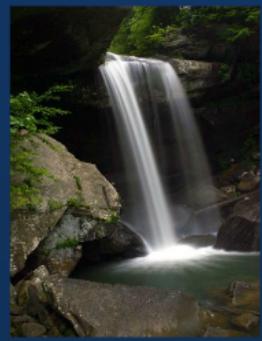
"The tragedy is not ignorance. The tragedy is knowledge and inaction." We have the power to change the future of Kentucky.

You can promote the importance of early childhood, which will in turn increase political will and support for programs and services. Strength in numbers: by coming together consistently, the message that early childhood matters will be heard. When public will is cohesive, clear, and united, policy will change.



Social media gives us the opportunity to communicate real time information within seconds across geographic boundaries. The ability to get important news or vital information out in a moment's notice is a powerful reason to engage in the use of Social Media. Additionally, Communities can share ideas and collaborate on ideas.

Why Use Social Media for your CECC?
 Hundreds of Millions of people use it daily, and it is a cost-effective way to engage your community, potential partners and supporters of early childhood. Social media tools are more mainstream and integrated into communications everyday, surpassing traditional media.





Purpose

To share research based messages via traditional media and new/social media focused on the benefits of early childhood investments in order to:

- Improve children's outcomes
- Reduce social costs later

Social media helps bridge the divide so stakeholders can see their impact and feel connected to our mission each day.



The most important reason to integrate social media into your council is to improve communication with your stakeholders. (parents, families, friends, professionals and community leaders)

Social Media sends information to someone and allows them the opportunity to share it with their contacts. Thus, improving communication by having that direct emotional connection with stakeholders.



Our Shared Goals

- To speak with one voice and work together in the advocacy of early childhood
- To unify and build the capacity and effectiveness of ECAC's across the Commonwealth
- To increase awareness and understanding of the importance of investing in early childhood



Facebook Statistics

- Facebook has over 80 million users
- Facebook has over 1 billion photos
- Facebook has over 1 billion videos
- Facebook has over 1 billion pages
- Facebook has over 1 billion apps

You hear the buzz about social media, but how much does it really matter? We will review and discuss some incredible statistics. If you and your council aren't yet taking advantage of social media, it's time to sign up because it only promises to grow in 2012.



Twitter Statistics

- There were an average of 175 million tweets sent every day in 2012. It went up to 190 million in January of 2013.
- Since the dawn of Twitter, there has been a total of 173 billion tweets
- 32 percent of all Internet users are using Twitter
- In 2012, 150,000 accounts were added to Twitter every single day

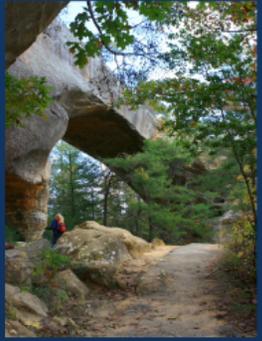
Twitter is a great way to reach the media – TV, radio, print journalists and bloggers.

People can choose to "follow" your tweets, and if they like one or more, they can "retweet" them, which increases your audience.

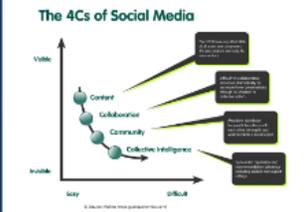
You can also use and follow "hashtags" (the # symbol, known as "pound," "hash," or the number sign) to create a keyword to try to reach a certain group that follows that keyword.

The Governor's Office of Early Childhood and the Early Childhood Advisory Council are excited to partner with you to raise awareness and encourage action surrounding the critical need for funding our future. Our goal is to speak with one voice on the importance of investing in early childhood, reaching every corner of Kentucky.

"The tragedy is not ignorance. The tragedy is knowledge and inaction."
 We have the power to change the future of Kentucky.

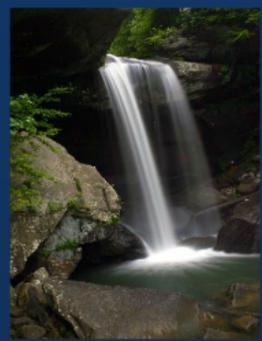


You can promote the importance of early childhood, which will in turn increase political will and support for programs and services. Strength in numbers: by coming together consistently, the message that early childhood matters will be heard. When public will is cohesive, clear, and united, policy will change.



Social media gives us the opportunity to communicate real time information within seconds across geographic boundaries. The ability to get important news or vital information out in a moment's notice is a powerful reason to engage in the use of Social Media. Additionally, Communities can share ideas and collaborate on ideas.

Why Use Social Media for your CECC?
 Hundreds of Millions of people use it daily, and it is a cost-effective way to engage your community, potential partners and supporters of early childhood. Social media tools are more mainstream and integrated into communications everyday, surpassing traditional media.



Our Shared Goals

- To speak with one voice and work together in the advocacy of early childhood
- To unify and build the capacity and effectiveness of ECAC's across the Commonwealth
- To increase awareness and understanding of the importance of investing in early childhood

You hear the buzz about social media, but how much does it really matter?

We will review and discuss some incredible statistics.

If you and your council aren't yet taking advantage of social media, it's time to sign up because it only promises to grow in 2012.

Purpose

To share research based messages via traditional media and new/social media focused on the benefits of early childhood investments in order to:

- Improve children's outcomes
- Reduce social costs later

Social media helps bridge the divide so stakeholders can see their impact and feel connected to our mission each day.

The most important reason to integrate social media into your council is to improve communication with your stakeholders. (parents, families, friends, professionals and community leaders)

Social Media sends information to someone and allows them the opportunity to share it with their contacts. Thus, improving communication by having that direct emotional connection with stakeholders.

Facebook Statistics



Total number of active Facebook users 950 million

Total number of minutes spent on Facebook each month 700 billion

Percent of all Facebook users who log on every single day 45%

Average number of pages or groups a user is connected to 90

Average number of photos uploaded per day 250 million

Number of languages available on the Facebook site 70

Average number of apps installed on Facebook each day 20 million

Total number of apps and websites integrated with Facebook 7 million

Number of Facebook users who access the site through a mobile device each day..... 350 million

Twitter Statistics



There were an average of 175 million tweets sent every day in 2012. It went up to 190 million in January of 2013.

Since the dawn of Twitter, there has been a total of 173 billion tweets

32 percent of all Internet users are using Twitter

In 2012, 250,000 accounts were added to Twitter every single day

Twitter is a great way to reach the media -- tv, radio, print journalists and bloggers.

People can choose to “follow” your tweets, and if they like one or more, they can “retweet” them, which increases your audience.

You can also use and follow “hashtags” (the # symbol, known as “pound,” “hash,” or the number sign) to precede a keyword to try to reach a certain group that follows that keyword.

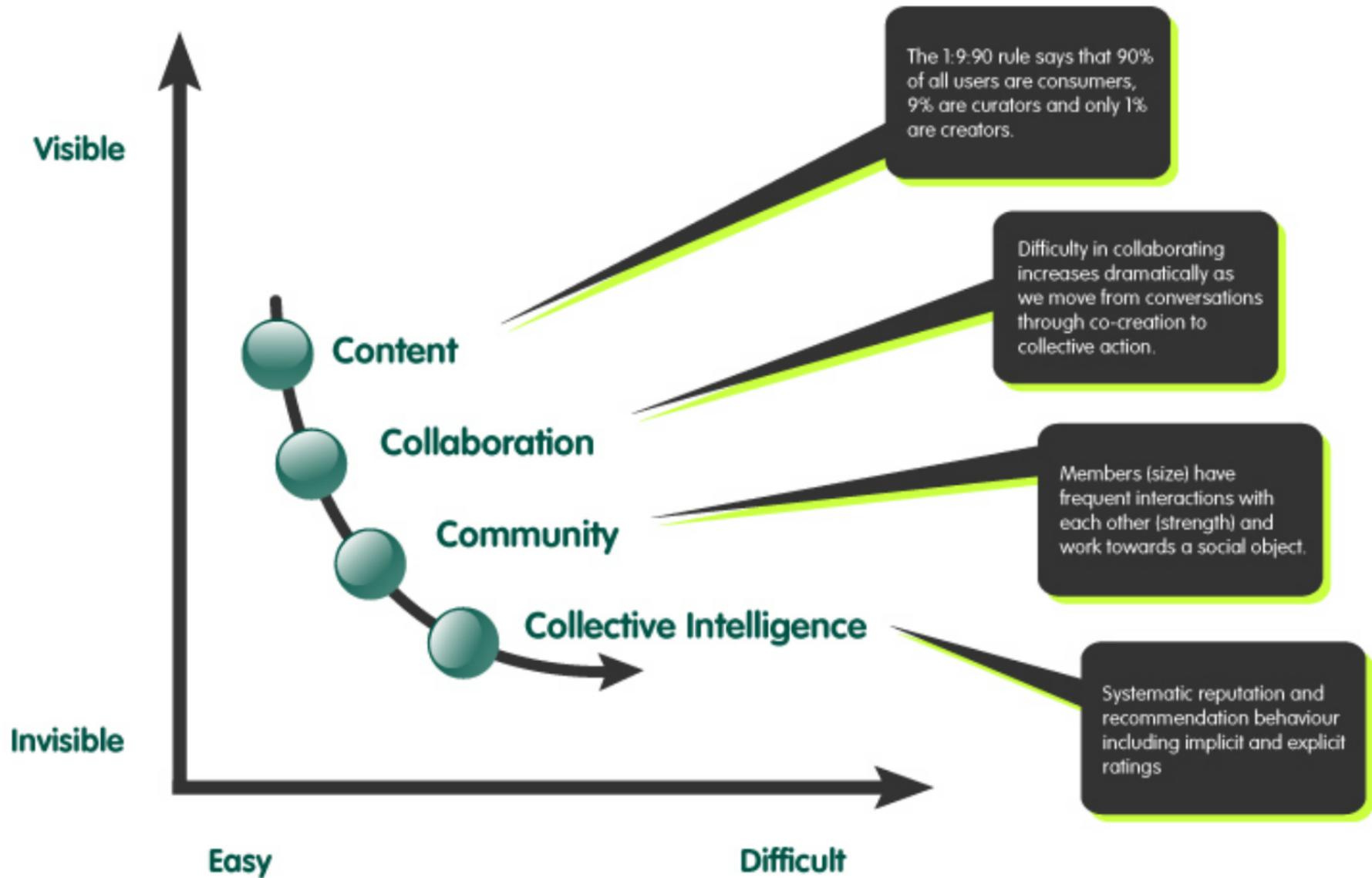
Why Use Social Media for your CECC?

Hundreds of Millions of people use it daily, and it is a cost-effective way to engage your community, potential partners and supporters of early childhood.

Social media tools are more mainstream and integrated into communications everyday, surpassing traditional media.

Social media gives us the opportunity to communicate real time information within seconds across geographic boundaries. The ability to get important news or vital information out in a moment's notice is a powerful reason to engage in the use of Social Media. Additionally, Communities can share ideas and collaborate on ideas.

The 4Cs of Social Media



© Gaurav Mishra (www.gauravonomics.com)

You can promote the importance of early childhood, which will in turn increase political will and support for programs and services.

Strength in numbers: by coming together consistently, the message that early childhood matters will be heard.

When public will is cohesive, clear, and united, policy will change.

The Governor's Office of Early Childhood and the Early Childhood Advisory Council are excited to partner with you to raise awareness and encourage action surrounding the critical need for funding our future. Our goal is to speak with one voice on the importance of investing in early childhood, reaching every corner of Kentucky.

"The tragedy is not ignorance.
The tragedy is knowledge and
inaction."

We have the power to change the
future of Kentucky.

YouTube



KENTUCKY GOVERNOR'S OFFICE of EARLY CHILDHOOD



Ready to Grow, Ready to Learn & Ready to Succeed