

LinkedIn Guide for Family Day Care Educators

Our professional brain - home for thought leadership, talent engagement, and sector influence.

Purpose & Tone

Purpose: LinkedIn is your professional stage. It's about credibility, connection, and care.

Tone: Professional, warm, and authentic. Use friendly yet polished language that highlights your passion for children's learning and wellbeing.

Profile Setup

- **Headline:** "Experienced Family Day Care Educator | Creating Nurturing Learning Environments for Children Aged 0–5"
- **About Section:** Tell your story. Explain why you love what you do, your philosophy, and your experience.
- **Experience:** Add your FDC service name, qualifications, and any professional memberships.
- **Profile Photo:** Choose a clear, friendly photo with natural lighting (avoid selfies).
- **Banner Image:** Use a bright, child-friendly visual (e.g., playroom, outdoor learning space).
- Add your website or Facebook page link.

What to Post

- Share milestones (e.g., "We just celebrated our 2-year anniversary at Little Explorers FDC!").
- Reflect on learning activities, child development insights, or professional training.
- Post photos (with parental permission) that showcase your space, educational activities, or setups.
- Celebrate community connections or collaborations.
- Share professional articles or updates from Family Day Care Australia.
- Share Windermere ECECS posts.

Expand your network

- Connect with:
 - Local educators, coordination units, early childhood professionals.
 - Community partners, allied health professionals, local MPs, and family services.
- Join and participate in groups like "Early Childhood Education Network."
- Aim for 1–2 posts a week.
- Comment or repost thoughtfully on others' posts or content ("I love this idea — we use something similar in our Family Day Care!").

Engagement etiquette

- Always reply to DMs within 24 hours, even if just to acknowledge receipt.
- Keep responses professional and warm:
 - "Thank you for your kind words, [Name]! It's such a joy to see children thrive."
 - "I appreciate your support — community means everything in Family Day Care."
 - "Thanks for your message, [Name]! I'll DM you details about our current availability."
 - "That's such a great question! Every child develops at their own pace — here's how we support that at our FDC."
- One or two emojis are fine, but avoid hearts, slang, or text talk ("lol," "omg")
- Congratulate others on achievements.
- Avoid sending mass connection requests or spamming messages.

Do's	Don'ts
Present yourself professionally. • Use a friendly, high-quality profile photo (no selfies, filters, or group shots). • Keep your banner clean and relevant — e.g., nature, classroom, or educational imagery. Keep your posts professional but warm. • Share experiences, insights, and lessons learned — not just achievements. • Focus on topics like early learning, play-based education, or small business ownership. Expand your network intentionally. • Connect with educators, early childhood leaders, coordination units, and local community partners. • Add a short note when sending requests (“Hi [Name], I’d love to connect and learn more about your work in early education.”). Use relevant hashtags and tagging. • Use 3–5 professional hashtags per post (#EarlyLearning #FamilyDayCare #ChildDevelopment). • Tag people or organisations when appropriate to build visibility. Share knowledge and value. • Post helpful content such as tips for play-based learning or professional reflections. • Celebrate community events, professional development, or collaboration successes.	Don't treat LinkedIn like Facebook or Instagram. Avoid overly personal posts, memes, or unrelated content (e.g., weekend selfies, family holiday recaps). Don't share photos of children or families. Even with consent, it's best to keep your professional presence focused on your environment and learning setups. Don't write long, unstructured posts. Use short paragraphs, bullet points, and spacing — readability is key. Don't use negative or controversial language. Avoid venting, complaining about work, or discussing politics and religion. Don't copy others' posts word-for-word. Be inspired, but credit original creators or share their post directly with commentary. Don't use too many emojis or casual abbreviations. Keep tone friendly but professional — one or two emojis are fine, but avoid hearts, slang, or text talk (“lol,” “omg”). Don't leave your profile half-finished. Incomplete sections or missing contact info can make you appear inactive or unprofessional.

For how to post on LinkedIn – [click here.](#)

For how to schedule posts on LinkedIn – [click here.](#)

For how to repost other's posts on LinkedIn – [click here.](#)

For how to find and join a LinkedIn group – [click here.](#)