

Facebook Guide for Family Day Care Educators

Our community face - accessible, trusted, and familiar for families and local networks.

Purpose & Tone

Purpose: Facebook is your community hub — great for visibility, storytelling, and trust-building.

Tone: Friendly, caring, and community-minded. Write like you're talking to parents at drop-off.

Profile Setup

- **Username:** @YourFDCName or @EducatorName.FDC
- **Profile Photo:** Smiling educator photo or logo.
- Create a **Business Page** (you can't have a business page without a personal profile)
- **Profile Picture:** Your logo or a friendly professional photo.
- **Cover Photo:** Bright and inviting (your play area or children's art wall).
- Fill in all details — hours, location (suburb only for privacy), and contact info.
- Add your website or Instagram page link.
- Add a clear **About section** that includes your philosophy, services, and educator experience.

What to Post

- Photos and short videos of play setups and environments (no child faces unless approved).
- Daily moments: craft setups, outdoor play, nature walks (with permission).
- Announcements: open vacancies, special events, public holidays.
- Educational posts: tips for parents ("5 ways to support early literacy at home").
- Family appreciation posts: "Thank you to our families for your support this term!" > you would gain more followers if the parents of the post allowed you to tag them.
- Celebrate themes (e.g., NAIDOC Week, Book Week, World Environment Day).
- Share Windermere ECECS posts.

Grow Your Followers

- **Use relevant hashtags:** #FamilyDayCare #PlayBasedLearning #EarlyChildhoodEducation #FDC
- Post 2 times a week + daily stories.
- Join local groups: "Mums & Bubs [Your Suburb]," "Parenting in [City]," "Local Business Network."
- Engage by offering helpful advice or sharing your events.
- Collaborate with nearby services — comment and tag them.
- Invite your families and local friends to like your page.
- Use short, clear captions with emojis for warmth.
- Always tag a location when uploading a post or video

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."
- Feel free to share other's posts to your story.
- One or two emojis are fine, but avoid hearts, slang, or text talk ("lol," "omg")

Do's	Don'ts
Be Professional and Friendly • Use your real name with a welcoming profile photo. • Respond politely to messages and comments. • Keep your tone warm, approachable, and inclusive. Share Engaging, Educational Content • Post photos (with parent permission) of play-based learning, outdoor exploration, and creative activities. • Celebrate children's milestones in a general, non-identifying way (e.g., "We explored colours!"). • Do use location tags (e.g., #MelbourneEducators). Keep Families Informed • Share announcements about vacancies, events, and important updates. • Remind families about policies, safety, and routines in a positive tone. Maintain Privacy and Permissions • Always get written consent before posting any photos or videos of children. • Avoid sharing any personal details about families or children. Join and Engage in Local Groups • Participate in local parent, childcare, or business community groups to expand your reach. • Offer advice or contribute to conversations as an expert in early childhood care (not just to advertise). Use Visuals Wisely • Use bright, real photos from your day care to show authenticity. Use natural light for photos. • Include your logo and consistent brand colours for a professional look. Mix photos, videos, and stories. Stay Consistent • Post regularly — even simple updates once or twice a week keep your page active. • Schedule posts using Meta Business Suite if needed.	Don't Share Confidential Information • Never post names, addresses, or identifying details about children or families. • Avoid showing license plates, street signs, or school uniforms in photos. Don't Complain or Vent Online • Keep personal frustrations, conflicts, or negative comments off your business page. • Avoid posting about disagreements with parents or colleagues. Don't Post Low-Quality or Irrelevant Content • Skip blurry photos, meme overload, or unrelated topics. • Avoid reposting viral videos or controversial content that could dilute your professional image. Don't Overuse Promotions • Balance promotional posts (vacancies, services) with educational and community-focused content. • Too many "advertising" posts can turn followers away. Don't Ignore Engagement • Don't leave comments or messages unanswered — it can look unprofessional. Don't Mix Personal and Professional Accounts • Keep a separate business page for your Family Day Care. • Avoid posting personal opinions or photos unrelated to your service. Don't Forget About Compliance • Follow Family Day Care and privacy regulations in your state or region. • Avoid making unverified claims or comparisons with other services.

For how to create and schedule Facebook posts – [click here.](#)

For how to create and share a story on Facebook – [click here.](#)

For how to post a video on Facebook – [click here.](#)

For how to post in a Facebook Group – [click here.](#)