

## How Can Social Media Help Your Business?

By Kris Low, Child Care Resources, Seattle, WA

Have you noticed that more and more people are navigating their lives through their smart phones? The world has become electronic, and in order to compete in the world today, you need to have a presence on the internet. Many child care programs now have websites, but if you do not have the knowhow for a website, or even if you do, there are other opportunities you should consider.



If you can create a Word document, you can write a blog (a blend of the term **web log**), where you can enter comments, descriptions of events, photos, etc. about what is happening in your child care. A blog is a wonderful way to give prospective clients a feel for your program, and is a great way to keep your current families informed about what their children are doing.

Jena has a great blog: <http://tinytribe.blogspot.com/feeds/posts/default>. "We try to write 2-4 blog entries each day. We take notes and photos throughout the morning during our activities. Once the kids are all down for a nap we use that time to write up a blog entry, using photos and videos. It is our main method of parent-staff communication and by using a blog on the internet, family and friends can tune in from afar. I have received many emails from appreciative grandparents who live in different states. They love being able to read the blog and see what their grandchildren are up to. I also use the blog to pass on information to the parents about what the children are learning and the skills they are building when doing an activity. I often include valuable teaching information for the parents about positive discipline, fire safety, or social-emotional development."

And take a look at Annie's blog: <http://annielook.blogspot.com/feeds/posts/default>. Annie also posts photos and stories about what the children are doing and adds, "besides the fact that it is great for parents and grandparents etc., I have met some wonderful providers from around the world!! Australia, Canada, and England! Matter of fact, I am doing a pen pal program with Paula in England and I am going to go visit her and her daycare in June! I am very excited. I will be staying with her and helping her a bit and then she is going to take me to London and Wales!"

Both Jena and Annie use BlogSpot for their blogs, but there are many popular free blog websites available. All you need to start is an email address. You can choose ready-made templates and easily add your photos, stories, etc. All for free! Make sure you have photo release paperwork for all the children and, as always on the web, use caution about everyone's privacy. The internet has a LONG memory!

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## How Can Social Media Help Your Business? continued...

Tom Copeland wrote a bit on his blog about privacy and precautions providers should take before publishing online: <http://www.tomcopelandblog.com/2011/04/keeping-safe-while-using-the-internet.html>

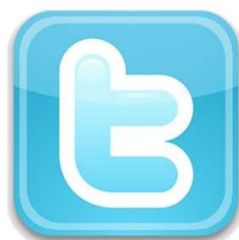


We suggest the following ideas on how to use the internet safely:

- ◆ Don't publish your street address.
- ◆ Don't publish your last name.
- ◆ Use an email address that does not contain your real name.
- ◆ If you publish pictures or videos of the children, be sure that you have written parental permission.
- ◆ Be sure that parents know exactly what is being published and who has access to it.
- ◆ Consider password protecting any areas of your site that have pictures of the children.
- ◆ Do not use the children's names.
- ◆ Another idea is to have separate sites to advertise your business and to inform parents about what's happening in your program. Require a password on the parent site.
- ◆ Remember that the internet is public. Be sure to respect the confidentiality of children and families.
- ◆ Nothing can ever be completely deleted once published on the internet.
- ◆ Always maintain the highest level of professionalism.

You may also want to consider a fan page and photos on Facebook (best to keep your fan page separate from your personal page), and a Twitter account (where you can post a 140 character micro blog). Have you "Googled" your program? Are there any online reviews? Are there comments on Yelp? Perhaps you can offer families an incentive to add a positive review or comment about your program. If you have a video camera, maybe you could do a short video tour of your facility on YouTube.

The world is changing. **Are you keeping up?**



## *Seven STOP SIGNS to Keep Your Kids Safe Online*

Knowing where your kids are can be a full time job. Knowing where they are online is even harder but is no less important. The Better Business Bureau Children's Advertising Review Unit encourages parents to teach their kids and tweens about unsafe online situations and recommends looking out for seven stop signs.

According to a study by the Nielsen Norman Group, kids as young as nine years old are becoming just as capable—if not more so—than their parents at navigating the Internet. While young kids may be computer whizzes, they aren't necessarily as smart as their parents when it comes to identifying online threats, including predators and fraud.

"The best way to keep your kids safe online is to keep the lines of communication open," said Wayne Keeley, director of the BBB Children's Advertising Review Unit. "Talk to them about the possible dangers and let them know that they can always come to you if they feel confused, threatened or bullied online."

Sit down with your kids and let them know that they should stop and come talk to you whenever they find themselves in these seven situations online:

- 1. You visit a website which asks for financial information like bank, credit or debit card numbers.** Some websites may try to get at your wallet through your kids. Let your kids know that it is never acceptable to give out your bank, credit or debit card numbers to anyone.
- 2. You visit a website that asks for personal information like your home address, first and last name, e-mail address, phone or Social Security number.** Your kids may not realize that information such as their full name, address, phone number or even their e-mail address or Social Security Number can be very valuable to companies that want to market products to them and also to identity thieves or predators online.
- 3. A person you don't know sends you inappropriate pictures or inappropriate language, or wants to actually meet up.** Talk to your kids about what would constitute as inappropriate photos and conversations online, as well as the immense dangers of meeting up or talking to strangers.
- 4. You want to post a picture of yourself online.** Posting pictures online can seem harmless, but can often provide important clues to predators. Approve any photos before your kid posts them online until you feel they are old enough to make the right call.
- 5. You are being harassed or bullied through a social networking site, e-mails or instant messages.** Online bullying isn't just a harmless prank and your kids need to know that it's important they tell you before it goes too far.
- 6. You get a friend request on a social networking site from someone you don't know.** Friending someone online that you don't know in real life is opening the door to many possible threats such as hackers and predators.
- 7. You want to sign up for a "free" service online or get "free" ringtones or daily joke text messages.** "Free" rarely comes without a price online and supposedly, free services can result in repeated charges to your credit card or phone bill.



*Seven Stop Signs continued on Page 6*

## Seven STOP SIGNS to Keep Your Kids Safe Online continued...

For more than 35 years, the BBB Children's Advertising Review Unit has promoted responsible children's advertising by evaluating child-directed advertising and promotional material in all media to advance truthfulness, accuracy and consistency. CARU performs a high level of monitoring, including the scrutinizing of over ten thousand television commercials, and the review of advertisements in print, radio and online media.

To raise awareness of children's online safety, CARU has created a series of TV PSAs that are airing nationwide and are also available online. Blogs, television and radio stations interested in spreading the word about online safety can contact Wayne Keeley at [wkeekey@caru.bbb.org](mailto:wkeekey@caru.bbb.org) to learn more about airing these PSAs.

Parents can report websites that request personally identifiable information from children under 13 at [www.CARU.org](http://www.CARU.org).

More information about kids online safety is available at the CARU Parent's Corner: <http://www.caru.org/program/parentscorner.aspx>.

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## Child Care Bytes

There is a great deal of information available to you at the following web sites. You may want to visit some of the web sites below:

### **Mister Rogers Neighborhood has Songs, Games and Videos**

<http://pbskids.org/rogers/index.html>

### **National Institute of Environmental Health Sciences (NIEHS)**

This site is full of many activities including games, sing-along songs, brain teasers, jokes and stories.

<http://kids.niehs.nih.gov/home.htm>

### **Disaster Preparedness Coloring book from American Red Cross**

<http://www.redcross.org/www-files/Documents/pdf/foreignmat/colorbk.pdf>

### **Between the Lions!**

Between the lions gets kids wild about reading through games, stories and video clips.

<http://pbskids.org/lions/>

### **Hit Entertainment**

A site for the children who love Thomas the Train, Barney, or Bob the Builder.

<http://www.hitentertainment.com/portal/us/>

### **Kaboose Craft Search**

A helpful search function on this site allows you to search for crafts by keyword, theme, difficulty, age or supplies on hand.

[http://crafts.kaboose.com/craft\\_finder.html](http://crafts.kaboose.com/craft_finder.html)



**FREE!**

## Consultations at your site!

Child Care Resource & Referral is excited to offer On Site Consultations for licensed child care providers. Family Child Care Providers and Center Staff are eligible for FREE consultations, as are individuals who are in the process of becoming licensed. At your convenience, we will schedule an on-site consultant to come to your child care program to help in any number of areas, including:

- ◆ Curriculum ideas: circle time, science, art, math literacy, story time and more!
- ◆ Positive guidance solutions to discipline problems
- ◆ Setting up a safe, healthy learning environment and routine
- ◆ Increasing parent involvement and communication effectively with parents
- ◆ Business practices, including record keeping, taxes, marketing, setting policies and more
- ◆ Professional Development and defining a career pathway
- ◆ Accessing community resources and meeting licensing requirements



If you want to increase the quality of your program call **509-482-0996** to set up an individual appointment with one of our consultants!

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### Mandatory Subsidy Provider Training

Just a reminder that if you have not taken your **Subsidy Training** since May 2010 you will need to complete this by **June 2011**. Please go to [childcarenet.org](http://childcarenet.org) and follow the subsidy training information. If you have questions please call 482-0996. If you do not have internet access there is a **new-option**—We can send you a workbook to complete. Call to let us know if you would like a workbook sent to you at 482-0996, or 1-800-446-2229.



## Activities

### Butterfly Wand

Materials needed:

- ◆ Popsicle sticks
- ◆ Pipe cleaners
- ◆ Cone-shaped coffee filters
- ◆ Markers or crayons
- ◆ Glue (hot glue gun works best)



Directions:

Glue a pipe cleaner to the popsicle stick (towards the top of the stick and the middle of the pipe cleaner to act as antenna and hold the wings together) while the children decorate their coffee filter with markers or crayons. Scrunch the filter in half to fit inside the pipe cleaner and on top of the popsicle stick to make the wings. Bend the ends to form antennae.



### Garden Chicken Wraps

What you'll need:

- ◆ 4 whole-wheat wraps (8 inches)
- ◆ 2 cups store-bought rotisserie chicken, shredded
- ◆ 1/2 cup shredded carrots
- ◆ 1 avocado, thinly sliced
- ◆ 1 cup baby spinach leaves
- ◆ 1/4 cup of your favorite fat-free/low-fat dressing (about 1 tablespoon per wrap)



1. Place wraps side by side on a flat surface.
2. Divide chicken into four portions (about 1/2 cup each). Place a portion of chicken on each wrap.
1. Top each wrap with carrots, avocado, and spinach. Drizzle dressing evenly over each wrap.
2. Roll each wrap up tightly and cut on the diagonal. Serve immediately or wrap tightly in aluminum foil and refrigerate for lunch the next day.



Makes 4 wraps

## Provider Page

### New Providers Welcome

Laurel Roberg Center  
Stephanie Appel FCC  
Meghan Suida Center  
Kerri Coffman Headstart of Walla Walla  
Chris Eirls Center

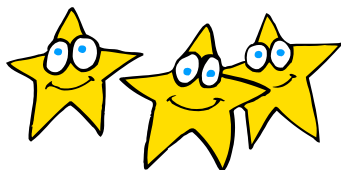


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### Polio Vaccination Requirement Changes

Our State Board of Health adopted small changes to the polio vaccination requirements for school and child care. These changes start July 1, 2011 and apply to children in child care and those entering kindergarten in 2011-2012. The update includes:

- ◆ Children continue to need four doses of polio given at:
  - ◇ 2 months
  - ◇ 4 months
  - ◇ 6 to 18 months, and
  - ◇ 4 to 6 years
- ◆ The final dose of polio vaccine should be given on or after the 4th birthday, regardless of the number of previous doses
- ◆ The minimum time between dose 3 and dose 4 is now 6 months
- ◆ The minimum time between dose 1 and dose 2 and between dose 2 and dose 3 remains at 4 weeks
- ◆ The minimum age for dose 1 remains at age 6 weeks



### Stars/Merit

The State Training and Registry System (STARS) is a professional development system for child care providers. It supports providers through basic and ongoing trainings. The Department of Early Learning (DEL) oversees STARS.

In order to make sure providers can successfully fulfill their STARS requirements, DEL uses the Managed Education Registry Information Tool (MERIT). This tracks individuals and their trainings. MERIT is still in development with new features on the way, including online profiles. For more information, you can read a Frequently Asked Questions document.

What you can do now:

- ◆ Everyone can search for upcoming training events without logging in
- ◆ Trainers and training organizations can log in and upload training events

#### STARS training history

Until MERIT is fully developed, providers requesting their STARS training history should e-mail the following to [merit@del.wa.gov](mailto:merit@del.wa.gov):

- ◆ Full name (first and last)
- ◆ Date of birth

You may also call 1-866-482-4325 and choose option 8. DEL partners with the Washington Association for the Education of Young Children to oversee the STARS scholarship program. Visit [www.waeyc.org](http://www.waeyc.org) for more information on scholarships.

## **Provider Training Calendar**

### ARTS in Education

**Monday, June 6, 6:30-8:30pm**

*This **new** series of workshops is focused on exploring various art mediums. Challenge yourself to see each medium in a new and deeper way. Come to understand how to maximize preschool children's learning potential through materials and tools. Walk away with a new appreciation of the learning embedded in art experiences.*

Instructors: Mercedes Moore and Anita Morgan

#### **Part I-The Language of Paint**

*'Make friends' with paint in this hands-on workshop that will give you new ideas for open-ended, process oriented art. Explore color, and a variety of paints and tools.*

**Cost: \$20**

**Pre-school (2 S.T.A.R.S HOURS)**

**Coming up: Drawing, Clay, Paper**

### NEXT CDA (Child Development Associate) JULY 7th

**Class begins Thursday, July 7**

**CDA classes are: Thursdays, 6:30 -9:00 p.m.**

*Are you ready to take your professional development to the next level? CDA could be right for you. The CDA nationally recognized credential is awarded to Early Childhood teachers/care providers who have demonstrated their skill in working with young children and their families by successfully completing the CDA assessment process. Our CDA program is a unique blend of classroom and hands on learning components. At this informational meeting you will learn more about the program which includes 120 hours of class time and bi-monthly on-site mentoring.*

Instructor: Patty Shastany, pashastany@yahoo.com

**Applications due: Friday, June 10**

### Hands - On Science

**Saturday, August 13, 9am-2pm**

*Come ready to explore, discover, and think. A wide variety of low-cost science experiences will be available to try. Find out what is learned through these science experiences, such as the wonders of water. As well as how teachers can encourage and promote each child's wonder and curiosity about the world.*

Instructor: Patty Shastany, pashastany@yahoo.com

**Cost: \$50**

**Pre-school, Toddler (5 Continuing Ed S.T.A.R.S credits in Curriculum development)**

### Social Emotional Development

#### **Supporting Social Skill Development: Play Problem Intervention**

**Saturday, June 4, 9am-1pm**

*Children who 'don't fit in', have a difficult time making friends, or can't seem to settle into an activity are not only challenging they are also missing out on valuable learning experiences. Play is a key way children learn social and academic skills. Learn to identify the cause of play problems and strategies that will help you support children gain the skills they need to become an important part of the group.*

Instructor: Patty Shastany, pashastany@yahoo.com

**Cost: \$40**

**Pre-school (4 S.T.A.R.S Hours)**

**\*\*Questions/Register -Call Shannon: (509) 777-0822, ext 5 or email us at [blueprints4learning@yahoo.com](mailto:blueprints4learning@yahoo.com)**

**Provider Training/Conference Information**

**Upcoming Trainings/Luncheons/Conferences**

**Trainer Educator Conference**

May 16-18, 2011  
Lake Chelan, WA

**NAEYC 20th National Institute for Early Childhood Professional Development**

June 12-15, 2011  
Providence, RI

**Weaving our Common Threads: Social-Emotional Learning, Engagement & Social Justice**

June 24, 2011  
Seattle, WA

**WAEYC 2011 Cultivation Today: Harvesting Tomorrow: 2nd Annual Conference for Spanish Speaking Professionals**

June 25, 2011  
Mt. Vernon, WA

For more information email: [selena@waeyc.org](mailto:selena@waeyc.org)

**NAFCC 2011 Conference**

July 22, 2011  
Henderson, NV

**WAEYC Annual Conference**

October 27-29, 2011  
Bellevue, WA

**Required Health Trainings**

**CPR, First Aid & HIV Trainings**

Spokane Health District	324-1646
1st Line, 1st Aid	926-0558
American Red Cross	326-3330
Life Education Services	922-6351
EMT1, EMT2, CPR	325-8687
Shelly Greybeck	226-2466
Kelli Hornbaker	863-8160
The Safety Center LLC	979-0849
CPR Services	327-2085

**TB Testing**

ECCO Med Clinic	536-9031
Franklin Park Center	489-1150
US Health Works	467-4545
	924-7010

**Immunizations**

Info Line	324-1945
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**Infant Room Nurse Consultants**

Spokane Health District	324-1650
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**Provider Updates**

If you want to update your records with vacancy changes, hours change etc, you can do so online! Go to [http://www.childcarenet.org/providers/provider\\_update](http://www.childcarenet.org/providers/provider_update). Fill in your name and changes or call 509-482-0996 and we will make the changes!

**National Association for Family Child Care  
NAFCC 2011 Conference: Quest for Quality**

July 21, 2011  
Las Vegas, NV

For more information visit their website at:  
<http://nafcc.net/>

**Note:** Eastern Washington University offers a Children’s Studies online major.

For more information contact:  
**EWU Children’s Studies Program**

13 Hargreaves Hall  
Cheney, WA 98004  
(509) 359-6813

[childrenstudies@ewu.edu](mailto:childrenstudies@ewu.edu)



**community-minded**  
ENTERPRISES

Region K Child Care Resource & Referral  
25 West Main, Suite 310  
Spokane, WA 99201 USA

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Access regulatory information online at:  
<http://del.wa.gov>

To find out more about:

- Forms and Publications
- Frequently asked questions
- New policies
- And more

Thank you,

Your Child Care Resource and Referral Staff  
509-482-0996  
[Parentline@community-minded.org](mailto:Parentline@community-minded.org)

