

Texas Rising Star Child Care Provider Social Media Toolkit



Texas Rising Star Social Media Toolkit



The Texas Workforce Commission (TWC) created this social media toolkit to help Texas Rising Star-certified child care and early learning programs promote their participation in the Texas Rising Star program to parents, families, and the community through social media.

Contact your Texas Rising Star mentor or the local Workforce Board for more information about this toolkit or the requirements and benefits of being a Texas Rising Star-certified provider. For more information about the Texas Rising Star program, visit the Texas Rising Star website.

www.texasrisingstar.org



texasrisingstar.org/contact-us

twc.texas.gov/agency/workforce-development-boards



Introduction

How to Explain Texas Rising Star to Parents and Families

The Texas Rising Star program is a quality improvement, rating, and certification system for early childhood programs in Texas. The program ensures that child care and early learning programs who participate in TWC's Child Care Services' program meet higher quality standards for providing early care and education.

Higher quality early learning prepares Texas children for success in school and beyond. Higher quality child care builds trust between the program and the families it serves and empowers parents to be engaged and informed about their child's development. When children are enrolled in top-tier programs, parents can focus on their training, work, or career to build a strong future for Texas.

Introduction

Texas's Vision for High Quality Child Care

Texas Rising Star's mission is to improve the quality of child care and early learning programs that help children develop to be their best and get ready to start school. Many research studies have shown that children who get high quality child care are more prepared to start school than children who don't.

Outreach Goals

The outreach goals for this social media toolkit include:

- **Increase** awareness of Texas Rising Star.
- **Educate** parents and community members about Texas Rising Star's quality difference.
- **Reach** prospective new parents looking for a child care and early learning program.
- **Help** parents choose a child care and early learning program.



Engaging the Audience

When, Where, and How to Reach Parents

Use the platforms the audience uses

Make sure to prioritize social media platforms that reach parents most effectively. One well-managed platform will accomplish more than several half-managed platforms.

Given the target audiences' demographics, interests, and behaviors as well as the most popular social media platforms' features, consider focusing on **Facebook** and **Instagram**. Posts with a vertical orientation can be cross-shared to YouTube Shorts. If you have the resources to choose only one platform, start with Facebook. Please note that Instagram doesn't allow users to add clickable links directly in photo or video captions. Instead, users often direct their followers to the "link in bio," meaning they place a single clickable link in their profile bio. This link can be updated regularly to direct followers to new content, promotions, or external websites.

Use sample social media sample posts in this kit

For consistent, statewide branding and messaging, use templates that have approved graphics and messages. To provide relevant value to your community, customize the templates with local information such as your logo and program details.

Engaging the Audience

Always include images and video

Generally, platform algorithms favor image-, graphics-, or video-based posts. This means that most social media platforms recognize that users tend to spend more time with these types of posts. Video, especially, has become the priority. Since these platforms want to maximize the amount of time their users spend on them, they will show these kinds of posts more often and in better positions in users' feeds. As a result, child care programs will get more exposure when they create and/or share images, graphics, or video-based content. Almost all sample social media posts in this kit include animations or motion graphics.

Publish at peak times

To maximize engagement, child care programs should publish content at times that produce the most user interaction. Below are the most optimal days and times to post on Facebook, Instagram, and YouTube Shorts according to Sprout Social, a social media management and monitoring software tool. Please note that the Texas Workforce Commission and Texas Rising Star do not use the TikTok platform, per the Governor's directive.

Platform	How Often	Monday	Tuesday	Wednesday	Thursday
Facebook	2–3x per week	9 a.m.– 2 p.m.	9 a.m.– 2 p.m. & 5 p.m.	9 a.m.– 2 p.m. & 5 p.m.	9 a.m.– 2 p.m. & 5 p.m.
Instagram	2–3x per week		10 a.m.– 4 p.m.	9 a.m.– 4 p.m.	9 a.m.– 4 p.m.
LinkedIn	2–3x per week	12 p.m.– 3 p.m. 7 p.m.– 10 p.m.	12 p.m.– 3 p.m. 7 p.m.– 10 p.m.		
YouTube Shorts	1–2x per week		10 a.m.– 12 p.m.	10 a.m.– 12 p.m.	10 a.m.

Source: Sprout Social and SocialPilot

To support consistent, statewide branding and messaging, child care programs should strive to use templates featuring approved graphics and messages. To provide relevant value to their communities, child care programs may customize templates with local information.

Note: Friday, Saturday, and Sunday are not optimal days for posting.

Engaging the Audience

Customize to fit the specifications

Make sure your social media assets meet each platform's requirements. Below is a list of common image and caption guidelines for Facebook, Instagram, and YouTube Shorts. Platforms are always updating features and functionality, so keep an eye out for updated specs if something isn't working quite right.

Platform	Caption Guidelines	Image Guidelines File Type	Image Guidelines Aspect Ratio	Image Guidelines Size	Image Guidelines File Size	Video Guidelines File Type	Video Guidelines Aspect Ratio	Video Guidelines Size	Video Guidelines Length	Video Guidelines File Size
Facebook	2,200 characters max	PNG, JPG, or GIF	1.91:1	940 x 788 pixels	30MB max	MP4 or MOV	1:1	1080 x 1080 pixels	240 min. max	4GB max
Instagram	2,200 characters max & 30 hashtags max	PNG or JPG	1:1	1080 x 1080 pixels	30MB max	MP4 or MOV	9:16	1080 x 1920 pixels	3 sec. to 10 min	650MB max
LinkedIn	3,000 characters	PNG, JPG, or GIF	1:1	1080 x 1080 pixels	5GB max	MP4 or MOV	1:1	1080 x 1080 pixels	3 sec. to 10 min	5GB max
YouTube Shorts	100 characters	N/A	N/A	N/A	N/A	MP4, MOV & More	9x16	1080 x 1920 pixels	60 sec. max	10MB

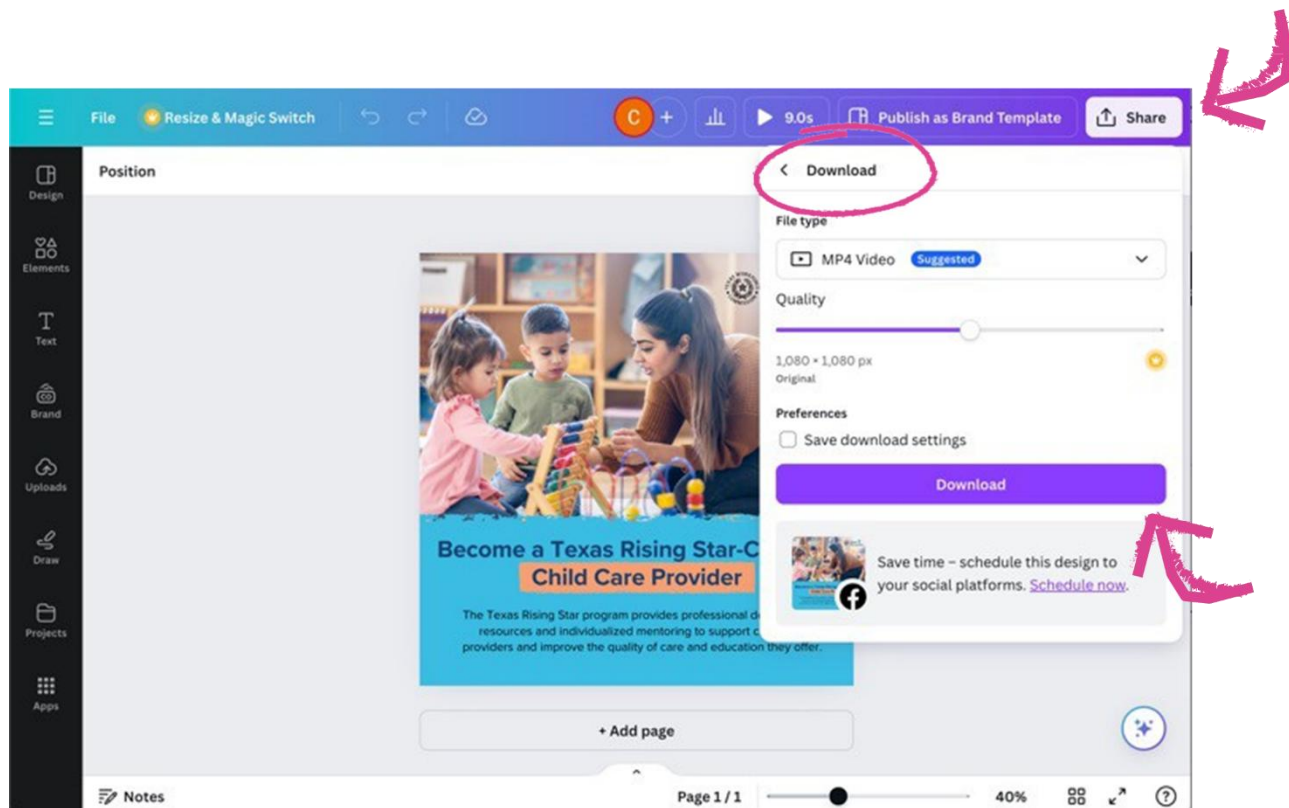
Consider the caption

In general, shorter captions lead to higher engagement. Maximum engagement happens at 40 characters (so does minimum quantity, meaning that a vast minority of Facebook posts hit this 40-character mark), so keep it short and sweet. An 80-character post is better than a 100-character post, but a 40-character post is usually better than 80.

Engaging the Audience

Exporting is easy

Canva, a free-to-use online graphic design tool typically used to create social media posts and more, makes exporting your image or video into the right format simple! Navigate to the “Share” button in the top right of your Canva design and select “Download” from the menu. The next menu will auto-populate a “recommended” file format, usually MP4 for videos and PNG for images. If needed, you can use the dropdown to change file formats. This is not recommended though. From there simply hit the “Download” button to get your content.





Content Themes

What to Communicate

The materials in this toolkit reflect themes that speak to parents' needs when choosing child care. These themes aim to educate and motivate parents, families, and the community to understand, value, and seek out Texas Rising Star-certified child care and early learning programs.

Introduction

This section introduces the Texas Rising Star certification program to parents, families, and the community. It offers content on what the Texas Rising Star program is and why parents should look for Texas Rising Star certification when selecting their child care and early learning program.

Levels

This explains the three levels of quality certification the Texas Rising Star program offers.

Category Measures

This section explains the criteria used to evaluate the quality of Texas Rising Star child care and early learning programs. It covers why these measures matter to parents, families, and the community.

Content Themes

Benefits

This highlights how the practices that Texas Rising Star encourages and teaches to child care and early learning programs benefit children.

Quality

This section emphasizes the quality of Texas Rising Star-certified child care and early learning programs. It may include testimonials from parents, families, or the community or give an inside look at a certified child care facility and their staff.

Expertise

This outlines the child care program's expert knowledge about child development and reinforces the need for parents, families, and the community to choose a high quality child care and early learning program.

Choice

This content helps Texas parents choose a child care and early learning program that fits their child care needs. It includes tips for what to look for when selecting a child care and early learning program plus tools for searching in their area.



Sample Social Media Posts

Sample social media posts are built in Canva as templates that you can customize with local information such as your program logo or photos from your facilities, staff, and children. Each sample post includes recommended post captions to publish with the graphics.

The graphic screenshots below are representative of static images, carousels, animations, and brief videos.



We're a [STAR LEVEL]
Texas Rising Star-
certified child care center.



[STAR GRAPHIC LOGO]



Theme: Introduction

Post Template:

[Intro - Explainer - Animated Carousel -](#)

[Provider to Parents](#)

[Download Link](#)

Post Caption:

Not sure where to start when trying to find quality child care for your little one? Look for the stars! Texas Rising Star early learning programs like ours are dedicated to quality and meet higher standards than the state's minimum child care licensing standards. Enroll with us and see the quality difference.

Sample Social Media Posts



Theme: Introduction

Post Template:

[Intro - Why It Matters - Animated Carousel - Provider to Parents](#)

[Download Link](#)

Post Caption:

As a [STAR LEVEL] Texas Rising Star-certified child care program, we have proven we are dedicated to quality and meet higher standards than the state's minimum child care licensing standards. We rise above in several categories, including staff qualifications, teacher-child interactions, program administration, and indoor/outdoor learning environments. Enroll with us!



Theme: Introduction

Post Template:

[Intro - Why It Matters - Static Carousel - Provider to Parents](#)

[Download Link](#)

Post Caption:

Did you know that 90% of the brain develops before age 5? Your child deserves high quality child care and early education! As a [STAR LEVEL] Texas Rising Star-certified early learning program, we have proven we are dedicated to supporting your child's development and setting them up for a successful future. Enroll with us!

Sample Social Media Posts



Theme: Levels

Post Template:

[Levels - Current Level + Why - Provider to Parents](#)

[Download Link](#)

Post Caption:

We're a [STAR LEVEL] Texas Rising Star-certified child care program. Enroll now!



Theme: Levels

Post Template:

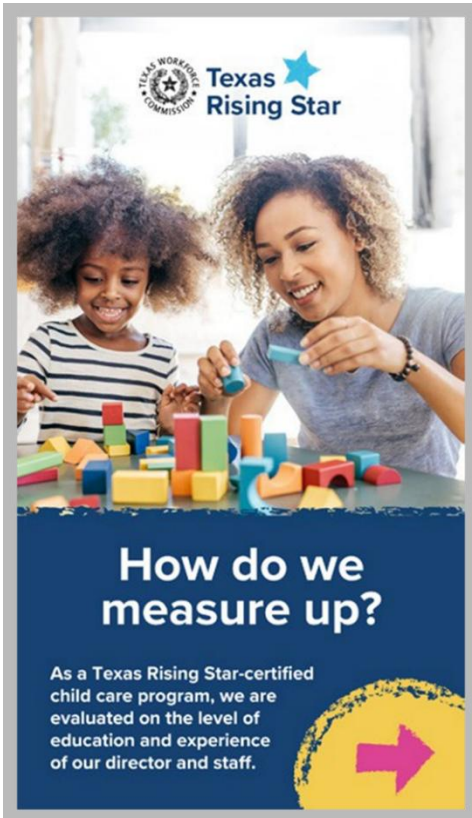
[Levels - Future Goal + Why - Provider to Parents](#)

[Download Link](#)

Post Caption:

As a Texas Rising Star-certified child care program, we're always looking for ways to improve our knowledge, our interactions with your children, approach to nutrition and health, learning environments, and more. Join our program today!

Sample Social Media Posts



Theme: Category Measures

Post Template:

[Category Measures - Education + Experience - Provider to Parents](#)

[Download Link](#)

Post Caption:

We're proud to be a Texas Rising Star-certified child care program! Discover the quality difference by enrolling now.



Theme: Category Measures

Post Template:

[Category Measures - Warm + Responsive Styles - Provider to Parents](#)

[Download Link](#)

Post Caption:

We care and it shows! As a Texas Rising Star-certified provider, we have proven ourselves to be a safe, warm, and responsive learning environment for your child in their early development.

Sample Social Media Posts



Theme: Category Measures

Post Template:

[Category Measures - Indoor/Outdoor Environment - Provider to Parents](#)

[Download Link](#)

Post Caption:

As a Texas Rising Star-certified child care program, we have proven how well our indoor and outdoor environments nurture your child's development. We care about providing the best quality care for your child! Enroll with us now.



Theme: Benefits

Post Template:

[Benefits - Continuing Education - Provider to Parents](#)

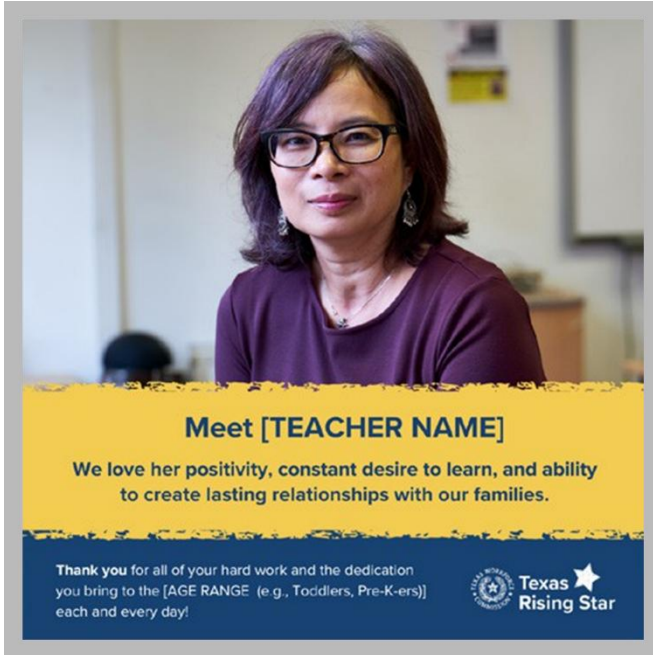
[Download Link](#)

Post Caption:

Every year, our director and entire staff complete a required number of training hours to maintain our certification and the quality care your child deserves.

Continuing education helps us improve our skills and grow our expertise. It also ensures we stay informed about the ongoing changes in the early childhood field.

Sample Social Media Posts



Theme: Quality

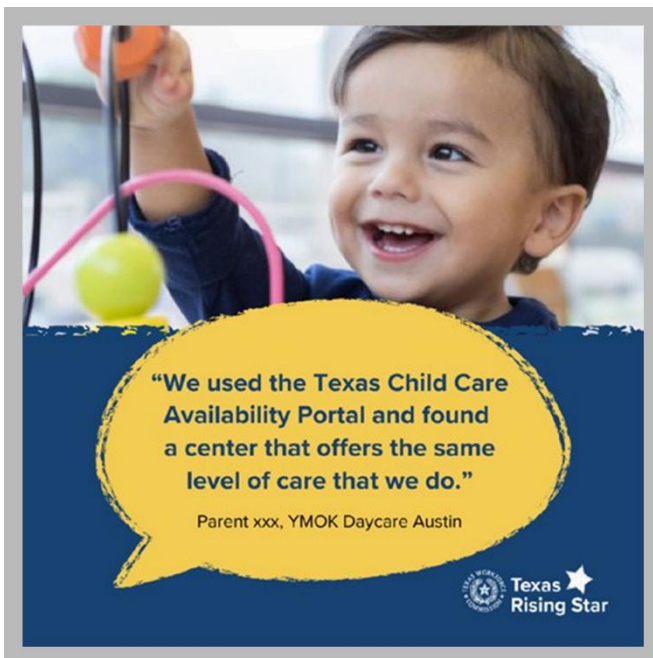
Post Template:

[Quality - Teacher Highlight - Provider to Parents](#)

[Download Link](#)

Post Caption:

Our teachers are the best! As a Texas Rising Star-certified program, our positive and patient teachers are able to provide personalized, responsive care for your little one. We are committed to helping our staff have the training they need to provide a nurturing learning environment.



Theme: Quality

Post Template:

[Quality \(Smiling Boy\) - Animated Testimonial - Provider to Parents](#)

[Download Link](#)

Post Caption:

The Texas Child Care Availability Portal helps match families that need care with Texas Rising Star-certified early learning programs like ours that have available spots:


find.childcare.texas.gov

Parents can also view:

- ♥ Quality certifications and accreditations.
- ♥ Available spots by age.
- ♥ Links to the program's licensing safety and health inspection report.
- ♥ Links to the program's licensing history.


See the quality difference. Call us to schedule a tour!

Sample Social Media Posts



Did you know that 90% of the brain develops before age 5?

Higher quality early learning programs like ours help support your child's development and future success!

 Texas Rising Star

Theme: Expertise

Post Template:

[Expertise - Brain Development - Providers to Parents](#)

[Download Link](#)

Post Caption:

We're a [STAR LEVEL] Texas Rising Star-certified child care program! We understand that choosing a high quality early learning program can have a significant impact on your child's readiness for success in kindergarten and beyond. Enroll with us today.



 Texas Rising Star

Did you know

that $\frac{2}{3}$ of young children receive some nonparental care today, compared to $\frac{1}{5}$ in the mid-1970s?

Higher quality early learning programs like ours are an extension of your family and help boost your child's cognitive development and school readiness.

Theme: Expertise

Post Template:

[Expertise - Nonparental Care - Provider to Parents](#)

[Download Link](#)

Post Caption:

Selecting an early childhood program for your child is one of the most important decisions you may have to make as a parent. As a Texas Rising Star-certified child care program, we have proven we are dedicated to quality and meet higher standards than the state's minimum child care licensing standards. You don't have to settle for less. Discover the quality difference with us.

Sample Social Media Posts



Theme: Choice

Post Template:

[Choice \(Deserving\) - Provider to Parents](#)

[Download Link](#)

Post Caption:

We're proud to be a [star level] Texas Rising Star-certified child care program! We know that choosing high quality child care is one of the most important decisions parents can make for their little one's early development. Enroll with us today. Learn more about why Texas Rising Star matters at TexasRisingStar.org/parents



Theme: Choice

Post Template:

[Choice - Texas Child Care Availability Portal - Provider to Parents](#)

[Download Link](#)

Post Caption:

We actively update our child care program profile on the Texas Child Care Availability Portal. Here our parents and the community can quickly see:

- ★ Our quality certification and accreditation status.
- ★ Available spots by age.
- ★ Access our licensing safety and health inspection report.
- ★ Review our licensing history.

Find us at find.childcare.texas.gov

Sample Social Media Posts



Theme: Choice

Post Template:

[Choice - Look for the Stars - Provider to Parents](#)

[Download Link](#)

Post Caption:

We're a proud [STAR LEVEL]-certified Texas Rising Star program! We know choosing an early childhood setting for your young child is an important decision.

As a Texas Rising Star early learning program, we have proven ourselves to be dedicated to quality and meet higher standards than the state's minimum child care licensing standards.

Learn more about why these stars are important at texasrisingstar.org/parents/