

A desk setup featuring a spiral-bound calendar, a laptop, and a notebook. The calendar is open to a page showing the days of the week: MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY, and SUNDAY. The laptop is partially visible on the right side, and a notebook with a 'NOTE' tab is in the foreground.

The Nanny Agency School

How to launch and grow a nanny agency the right way!

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Module 5

Building a Social Media Presence

Welcome to module 5 of The Nanny Agency School: How to launch and grow a nanny agency the right way. Building a social media presence is a great addition to a nanny agency. Although agencies thrive off of referrals, marketing your business on social media is a great way to connect to potential clients and candidates, while also educating your followers. Grab your Niche Notes to get ready to work on your agency's social media presence! We will cover:

Social Media Platforms
Social Media Strategies
Content and Batch Creation

Perform each task at your own pace and share your updates in our private Facebook group! Remember to email questions to nannyagencyschool@gmail.com

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Building a Social Media Presence

Social media is a powerful platform that has the potential to expose your business to a world of great clients and candidates right from your fingertips. Although social media is a free resource, the time and effort put into it is a great investment. Of course creating ad campaigns will cost you, but investing in ad space isn't always the best option, especially when you're just starting out. There is a way to organically grow a platform with the right strategies and content.

Many like to focus on the numbers, but it's not always how many followers you have. Creating content to keep your audience engaged and the quality of your content makes the difference. I've found originality and authenticity are the best ways to connect to your audience.

What are the best social media platforms for agencies?

Think about where your clients and candidates are. Are they mostly on Facebook, in private groups or on Instagram? Are they making Tiktok videos or looking for DIY's and recipes on Youtube? Quite honestly, your Clients may be on all platforms, but you want to make sure you're not wasting time on certain platforms just because they're popular. Tiktok and Snapchat may be fun and entertaining, while Facebook and Instagram may be more of your speed. Twitter is great if you really like the constant movement, but is that how you'd like to spend most of your time?

If I can make a suggestion, focus on growing Facebook and Instagram. Both have been great ways to connect directly with your target audience. The other platforms are great and it's ok to use and secure those accounts as well. Just make sure you have a strategy.

What should I post?

If you follow my Nanny Tees brand, you'll notice I speak directly to nannies, NCS and household staff. Why? Because I am my target audience and I understand who we are and what we do. With your agency platforms, you want to be sure to create content only for the audience your business serves. That doesn't mean you won't have followers who don't need your services, but followers should know who you are and what your agency is all about.

One of the biggest things to keep in mind is not to overthink social media. Just be you and the right followers will find you. We've touched on getting into position and social media is another way to do just that! Your content should be in your voice only and followers need to hear and see you.

I've included a long list of post ideas. Don't get overwhelmed and feel like you have to create everything up front before sharing on social media. Use this list as a blueprint to create a content calendar. Refer to your Niche Notes Intentional Marketing Planning Sheets!

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Social Media Post Ideas

1. Introduce yourself
2. Share your story
3. What's a nanny agency?
4. Share your services (can be broken down into individual posts)
5. Explain job roles and break it down into individual posts. i.e. What's a nanny? What's a NCS? Nanny vs. NCS/Doula, Babysitter roles, special event care
6. Holiday posts - Halloween, Thanksgiving, Valentines Day etc.
7. Share the agency process
8. Highlight a local business
9. Share local events for families and kids
10. Adventures around town. i.e. Play places, museums, art/paint studios
11. Ask questions. i.e. "What's your biggest need as a working mom?"
12. Host a giveaway with a partnering business
13. Monday motivation
14. Tuesday Tip
15. Wellness Wednesday
16. Thankful or Throwback Thursday
17. Friday Funday or Finds
18. Introduce your team/staff
19. Top 5 tips. i.e. "5 tips for planning for vacations." "5 tips to help with potty training."
20. Self care for Dads
21. Self care for Moms
22. Date night out/in ideas
23. Quick/healthy meal ideas for kids
24. Quick/healthy meal ideas for families
25. Highlight your Nannies, NCS and Agency staff
26. Back to school, spring break and summer break posts
27. Educational activities
28. Seasonal posts (Fall, Winter, Spring, Summer)
29. Household Employee tips
30. Join your email list posts

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Social Media Post Ideas

31. Posts leading back to your website
32. Re-share content from another page and tag the source (tread lightly)
33. Recommended products to try
34. Recommended apps to try
35. Pre-recorded videos and reels
36. Original quotes and inspirational posts
37. Tools & Tips for raising children i.e. positive discipline, potty training, transitions
38. Share recommended books for kids
39. Share recommended books for parents
40. Money savings tips for parents and children
41. Fun crafts
42. Testimonials from Clients
43. Testimonials from placed candidates
44. Pros to hiring household staff through an agency
45. Job posts
46. Agency blogs or snippets of a email/newsletter
47. Carousel posts
48. Fun facts
49. Favorite family podcasts
50. Contact us posts
51. Follow your other social media pages or join your fb group
52. Pet tips
53. Personal check ins from the owner or staff
54. Host livestreams and live interviews
55. Create stories, take polls, ask questions and talk directly to your audience

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Social Media Strategies Homework

REPEAT AFTER ME: “I do not have to post every single day 3-4 times a day to build a solid social media brand.”

I have heard so much bad advice about this and no, you don't have to don't need to post 7 days a week to build your brand. You will be tired and you will be overwhelmed. It's not about how often you post, but what you post. Batch creating content will help you save time and with not scrambling to find content to post at the last minute. Pick a day each month and plan it all out. Hire someone to create graphics or create your own with Canva. Here's some homework to help you get started.

1. Grab your Niche Notes and print out the Social Media Content Plan
2. Choose post ideas from the list above and start filling in your planning sheets.
3. Start out slow and consider 2-3 posts a week.
4. Create the content or outsource via Fiverr or a social media manager.
5. Consider filming 2-3 videos at a time. Just change your top :-). Nobody will know lol!
6. Pre-schedule posts using an app or FB business. Be sure to connect your FB & IG pages so you can automatically share to each platform
7. Decide on hashtags to accompany posts. Only use a few so you won't get shadow banned. Use hashtags with your city, state or local county. Include your business name as well!
8. Respond to any comments within 24 hours to remain engaged.
9. BE CONSISTENT even if you don't get likes. Your consistency will pay off!

Notes
