

HOW TO ADVERTISE YOUR SR OR VPK PROGRAMS

Reach parents where they already look for child care, build trust quickly, and make it easy to schedule a tour or inquire!

- Create a Google Business Profile. Add photos of your classroom, outdoor areas, activities, and staff.
- Maintain your Provider Profile with the ELC of Duval.
- Create a simple, mobile-friendly website with important information such as hours and location, tuition, curriculum, daily activities, staff qualifications, and parent testimonials.
- Create and maintain Facebook and Instagram accounts. Post classroom activities and learning experiences; promote tours and enrollment openings.
- Share ELC of Duval's posts about School Readiness, Voluntary Prekindergarten, and Child Care Resource and Referral on your social media. Let families know you offer these programs.
- Join local parenting groups on social media, neighborhood groups, homeschool/ community groups, etc.
- Ask property managers of apartment and housing communities if you can provide flyers to residents.
- Ask your local library if you can post a flyer on their community bulletin board.
- Create a referral program at your program. If a current family refers a friend or relative, you'll provide a gift card as a token of appreciation.
- Purchase yard signs or banners.
- Participate in local events like Fall Festivals, Back-to-School events, church festivals, neighborhood block parties, etc.
- Create videos showing what happens during a typical day at child care, including footage of learning environments, outdoor play, meals/snacks, teacher introductions, and how you welcome new children to your program.