



Social Media Guide

As a Quality Start Los Angeles (QSLA) participant, you are at the forefront of high-quality early learning. Your program helps children get a "Quality Start" and sets them up for success in school and in life! We want everyone to know about the important work you do and social media is a great way to engage with your families, educate the public, and even advance the early learning field!

Your program and your story are the most powerful tools to advance more opportunities for our children and to grow your program. Join our growing online community as a trusted QSLA provider.

Quality Start LA online communities

@QualityStartLosAngeles @QualityStartLA

When you follow us, you can look forward to:

- Tips and ideas for educational activities and resources
- Staying up-to-date on early learning topics
- Being the first to learn about upcoming QSLA and community events, created with you in mind!

Posts to Share

Before sharing photos of adults and children in your program, first obtain permission with a photo release form. With a little creativity, you can share glimpses into your classroom and high-quality learning in action, with posts such as these:

<h3>#Hashtags</h3> <p>Hashtags are short phrases preceded by the pound sign (#). They are integral to the way we communicate online about QSLA, and it's important to use them to strengthen and align our message.</p> <p>We included a few examples you can use.</p>	<h3>Show Why ECE is Essential</h3> <p>Photos of you and your staff supporting children and families. Show why early education is #essential.</p> <p>#childcareheroes #QualityStartLA</p>	<h3>Show Off Your Classroom</h3> <p>Photos of your classroom decor, learning centers, or new supplies received from Quality Start LA</p> <p>#ThankYou #QualityStartLA</p>
	<h3>Display Activities</h3> <p>Photos of materials before or after use; and during activities showing the back of children as they engage</p> <p>#QualityEarlyLearning #QualityStartLA</p>	<h3>Boast About Your Team</h3> <p>Post photos of your teachers participating in professional development or of families enjoying a family event</p> <p>#ECEMatters #QualityStartLA</p>

For more information, contact Quality Start LA at 855-507-4443 or QualityStartLA@lacoedu.edu.