Provider Marketing Page

A wonderful way to put a personal mark
on your advertisement to your clients!

Highlight your programs specialties:

- ► Information about the " learning through play!" opportunities you provide for the children in your care
- ► Share the extra and fun activities children participate in at your program
- ► Information on the frequency of field trips and outdoor activities
- ► Availability of a preschool program
- ► Visitation policy for parents
- ► Enrollment in a Food program or sample menu of meals served

Photographs to consider:

- ► The entrance or front area of your facility or home
- ► Classrooms or play space
- ► Outdoor area
- ► Staff interacting with the children
- ► Children actively involved in play
- ► Special events or field trips

Photo Policies:

- ► Photos of children require a signed
- ► permission statement their legal guardian (be sure to keep it on file)
- ► Photos must be utilized for the purpose of providing parents with information about your child care program. Do not use clipart or random photos from the internet
- ► Upload only relevant photos for which you have copyright permission
- ► Care About Child Care reserves the right to reject submissions for any reason

NOTE:

Center staff will need to be pre-approved in order to upload information to the marketing page.

If you need your username and password for the Training Registry or if you need assistance with your marketing page, please call Sarah at 801-326-4374.

IT'S EASY! Here's how to access the new Provider Marketing Page:

Step 1: You can access your program's marketing page by going to the Training Registry at http://trainingregistry.jobs.utah.gov/ and logging into your profile. If you have never logged in to the Training Registry before, call us at 801-326-4374 to get a username.

Step 2: Once you are logged in, click on the words, **"Advertise to Parents"**. You will see the new account registration. This information is compiled from details you have already provided to Care About Childcare. If you would like to change any of your information give us a call and let us know what you'd like changed. Then click continue to enter the **"Provider Marketing Page"**.

Step 3: If you scroll down the page you will see a green box titled, **"Provider's Message"**. This is **your marketing page!** You can write a message to parents or a description about your program in the message box.

Step 4: You can upload photos to your marketing page by clicking **"browse"** and attaching one photo in each box. You can post up to 10 pictures.

Step 5: Once you have posted your description and uploaded photos, click **"save"**. You can preview your profile to see what the finished page will look like to parents by clicking on **"preview"**.

Step 6: Once you have clicked, "save" a notification will be sent to us that you have submitted **your marketing page**. Once we process your request, it will be posted so parents can view it.

Step 7: You can log into **your marketing page** anytime and make changes!

Introducing
Care About Childcare.
The shortest distance between parents and providers.

Everyone benefits from quality childcare; parents, providers and, most importantly, children. The Utah Office of Child Care established the Care About Childcare program in order to promote quality childcare and to assist parents locate licensed providers in their area.

The profile page for each provider will feature seven Quality Indicators tabs: Family Involvement, Outdoor Environment, Indoor Environment, Administration, Health & Safety, The Program and Professional Development. Providers that have been licensed for six months or longer will be able to apply for up to 20 criteria under each Quality Indicator.

Please visit us at: www.facebook.com/CareAboutChildcare
www.careaboutchildcare.utah.gov