



Quality Child Care: What does it look like?

Child care has become an essential component of life in our society. Quality child care can make a significant difference in children's development. Quality child care may be defined as child care services that provide a responsive, developmentally appropriate environment for young children. This quality care, added to a quality home environment, leads to the best possible physical, intellectual, and social-emotional development in the child. Parents who know that their child is receiving quality child care can be assured that their child is safe, nurtured, and challenged to learn.

Quality child care programs create positive environments and provide children with life skills that help in formal schooling. A poor start in early years often leads to frustration and failure later on in school. Some of the quality indicators are listed below, along with why they play an important part in a child's development.

Group size and adult-child ratios: Group size affects the relationship between the caregiver and the child. Low staff to child ratios and group sizes have a positive impact on the overall quality of early and school-age care and education programs and the experiences that children have in those programs.

Family involvement: Forming positive relationships between the caregiver and the parent and the caregiver and the child is essential to providing quality care. A parent needs to feel free to visit the child care program at all times and needs to be notified and made aware of any problems that arise. A parent must feel free to discuss any concerns with the caregiver. Equally important for parents is knowing what happens in the day to day occurrences in the life of their child, and having a sense that their child is important to the child care provider.

Caregiver education: Staff education is the best predictor of the quality of an early childhood program. Adults with training in early childhood education provide higher quality programs for your child, implement more

appropriate activities, and do a better job of preparing your child for school. Adults trained in child development who offer a warm, nurturing environment are best able to provide a quality program. Adults who understand that children differ in growth rate, interests, abilities, frustration levels, and family and cultural influences are better able to meet the needs of children. Through training, providers learn how to plan for children who at different stages have different needs.

Environment: A quality environment is well planned and invites children to learn and grow. There should be enough materials and equipment available that are developmentally appropriate for children of different age levels. Activities planned by the caregivers must also be developmentally appropriate and allow for imaginative play. Play opportunities that enhance children's social, emotional, physical, and cognitive development are another indicator of high quality programs.

Health and safety: A safe area for children is essential. Attention should be given to obvious items such as play equipment, fire safety, and poisons. Parents and providers should be sensitive to the child's feelings of security and comfort in the child care setting, the assigned group, and with the actual care provider. By looking and listening, parents can gain insight into child care practices.

Accreditation: Registered and Licensed child care providers meet at least minimum standards set by state regulations. Receiving accreditation indicates that an early education program provides a high quality learning environment for children that exceeds the minimum standards for quality set by licensing requirements.

Excerpted from:

"Quality Child Care: What does it really mean?", Karen DeBord, Ph.D. – North Carolina Cooperative Extension Service / "Ingredients for quality child care", Marlys Ann Boschee, Ed.D., Geralyn M. Jacobs, Ed.D. – National Network for Child Care

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From the Director's Desk

December brings different things for different people. For some December only means the beginning of winter, for others it means holiday time. My youngest child's birthday is in December, so that is always fun. This December, Early Childhood professionals in New York State are awaiting word as to whether or not our state will be chosen to receive a Race to the Top—Early Learning Challenge Grant from the federal government. This grant has the potential to bring New York State much needed funding to build a comprehensive high quality early learning system to improve outcomes for all children.

In New York, we are blessed to have an Early Childhood Advisory Council as part of our state government. This is a strong statement from the Administration showing recognition of the importance of the early years of development. The Race to the Top—Early Learning Challenge Grant funding further reflects that the federal government realizes the importance of the early years as well.

As more and more focus is placed on the importance of early childhood experiences and the relevance that quality early childhood experiences play in a child's success in school and life, there will continue to be more and more emphasis put on child care providers. Mediocre care and programming is not good enough. Caregivers must set up programs that plan for children of all ages.

Programming must be thoughtful and produce experiences that are intended to help each individual child explore and learn in an appropriate manner. This type of planning does not just come naturally. You may be an extremely nurturing individual, you may have many nice manipulatives and toys and materials for children. If you do not know the fundamentals of child development—the hows and whys of a child's reasoning and social-emotional, cognitive and physical development and if you are not able to appropriately assess where each child in your program is in that developmental spectrum, then you will not be able to effectively plan and guide that child through the discovery process. This is where training and professional development comes in. Whether one has a high school diploma or a Master's Degree, we all benefit from a variety of educational experiences (just like the children in our care).

Professional development can offer education, ideas, networking, social and emotional support for you. For those who are thinking about taking the first step in their professional development, we are once again working with ONC BOCES to offer a Child Development Associate (CDA) class. BOCES has a new coordinator whose name is Pam Barber. We have been communicating, along with Dove Karn, who is a CDA trainer. We do realize that there were scheduling issues and issues related to payment last year. We are trying to work through those issues to prevent having them come up again. As soon as we solidify a schedule, we will let you know. Keep your eyes and ears open as more information will be coming soon.

If New York is chosen to receive the Race to the Top—Early Challenge Grant, one of the programs that will be moving forward is QUALITYstarsNY. As the new early childhood system is developed and QUALITYstarsNY becomes mainstreamed, professional development and technical assistance will be highly important.

Providers in New York State are so very lucky to have a whole network of Early Childhood Professionals working just to help them succeed. The Child Care Connection employs two Child Care Specialists. One Child Care Specialist, Cindy Drake, works with registered and licensed providers to offer technical assistance, or mentoring, to help implement ideas from training, to observe in the program and offer suggestions to help with challenging behaviors, environmental set up, regulatory clarification, developmental issues and accommodations, family involvement and communication, outdoor activities and gross and fine motor activities, and many other topics that are of interest to you. Cindy will be stopping by programs on a monthly basis to offer technical assistance. Providers are able to call and request information at anytime and someone from The Child Care Connection will be able to assist you.

Whatever December means to you, I wish you well. I hope your winter is mild, I hope your snow is fun, I hope you and your families are warm and safe.

Christy Houck





QUALITYstarsNY has a webpage. Keep up-to-date with the initiative and the progress that is taking place.

<http://www.qualitystarsny.org>

HOST A TRAINING!

The Child Care Connection is looking for providers who would be willing to host a training in their home. Our trainer will come to you if at least 5 people are registered for a 1-2 hour training in your home, including parents. The trainer will bring in the training supplies. With at least 3 other paying participants, the host will not be charged. As always, there is not a charge for parents to attend. Call Cindy if you would like to host an upcoming training. 432-0061 ext. 119.

SCR Clearance Fees

Prospective Daycare providers and applicants for employment in day care programs will be charged a \$25 fee for any SCR database check. Payment can be made by certified check, postal or bank money order made payable to "New York Office of Children and Family Services" and submitted with the SCR form DSS-3370. Questions? <http://www.ocfs.state.ny.us/main/childcare/letters.asp>

Winter Sledding Fun and Safety

- **Before leaving the house, make sure each child is dressed for the weather to prevent frostbite and hypothermia.** Gloves or mittens, hat, coat, snow pants, and boots are a must. Avoid scarves that can get caught in the sled.
- **Add a helmet to the attire.** Just like riding a bike or scooter, sledding has the potential to cause injury, especially to the head.
- **Choose a hill that is the right size for the age of the children.** Avoid hills that are near a street, parking lot, building, pond, fence, trees, and other potential dangers.
- **Supervise the children at all times.** No matter their age, children need to be closely watched by an adult to ensure a safe sledding adventure.

Source: *Potpourri*, volume 37, Issue 1 - 1/2011



The US Consumer Product Safety Commission (CPSC) announces the following recalls:

- Dutilier Group Drop-Side Cribs
- Kiddieland Disney Fairies Plastic Racing Trikes
- Lifemarque LittleLife Baby Carriers
- Guidecraft Twist 'n Sort Toys
- B.O.B. Jogging Strollers
- Yu Wei Drop-Side Cribs
- Little Tikes Workshop and Tool Sets
- Pacific Cycle Playsafe Dartmouth Swing Set
- Shermag Drop-Side cribs

For more recall information:

- ➔ Call CPSC at (800) 638-2772.
- ➔ New Federal Website launched: www.recalls.gov
- ➔ CPSC's website: www.cpsc.gov OR
- ➔ Contact The Child Care Connection for more information on how to view the recalls online.

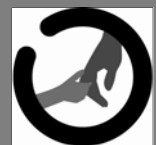
NYS Small Business Development Center

There is a satellite office of the Small Business Development Center that has opened at 189 Main Street, Suite 205 in Oneonta. This office is servicing Otsego, Delaware and (part of) Chenango Counties. The office is there to offer free business management assistance for start-up or established businesses. Services offered at no charge through one-on-one counseling include:

- Start-up Assistance
- Business Plan Development
- Accounting and Financial Projections
- Sources of Financing
- Marketing
- Business Expansion
- Relocation and Agribusiness
- Procurement
- E-Commerce

For more information, please contact Michelle Catan at (607) 432-4500 ext. 208 or mcatan@binghamton.edu.

***From The Otsego County Chamber of Commerce Newsletter, Volume 14, Issue 4, September 2011*



Child Care Connection Training Schedule

Training Series

Please call The Child Care Connection for more information or to register at

(607) 432-0061
or
Toll-free in Otsego Co:
(866) 814-1117

When registering for training you may:

1. Call your child care specialist (607) 432-0061 X119(Cindy)
2. E-mail through the website: www.childcareconnectionny.com
3. E-mail childcare@charitiesccdo.org
4. Fax (607) 431-9303
Attn: Childcare



For trainings located at Catholic Charities, 176 Main St., Oneonta, please use the rear entrance, unless otherwise noted, opposite the parking garage on Water Street. There will be no food allowed in the training room.

Providers - If you register for a training you **must** pay prior to attending. If you bring a parent of a child in your care (*not your partner!*) you will receive a prize!

Parent/Caregiver Communication: Old Issues, New Solutions

- **Dec. 14: 6:30-8:30 pm:** Catholic Charities, 176 Main St., Oneonta. Communication is the key to a good balance between caregivers and parents. Hear ideas and techniques for overcoming barriers of establishing good communication. Cost \$20.00. Register by 12/7. OCFS Topics Covered: Program Development, Business Management, NYS Day Care Statutes and Regulations

Balancing Work and Home is Hard!

- **Jan. 11: 6:30-8:30pm:** Catholic Charities, 176 Main St., Oneonta Meetings at work, tasks to be completed, taking work home, cooking and cleaning, running kids to lessons, practice, sports/games, clubs, meetings, concerts, fundraisers. When are you supposed to sleep? Vacation? How do you set boundaries to make sure that you can have a quality life, less than enough stress to kill you and still keep everything running smoothly? Bring your issues and ideas to brainstorm with others in the room. Cost \$20.00. Register by Jan. 2. OCFS Topics covered: Health and Nutrition

Developmentally Appropriate Activities: Literacy and Books (series)

- **Jan. 17: 6:30-8:30 pm:** Catholic Charities, 176 Main St., Oneonta. Participants will be shown different ways to develop literacy skills beyond books. Hear about the different age appropriate ways to incorporate books into a child's day, what types of books are appropriate and activities to enhance experiences. Topics covered: Child and Program Development. . Cost \$20.00. Register by 1/10.

Developmentally Appropriate Activities: Fine and Large Motor Development

- **Feb.7: 6:30-8:30 pm:** Catholic Charities, 176 Main St., Oneonta. The muscles of the body need to be used to build and strengthen them. Discuss where each muscle group is located, why it is important. Hear age appropriate activities for daily use. Discuss the results of too little use. Topics covered: Child and Program Development. Cost \$20.00. Register by 1/31.

Parent/Provider Round Table

- **Feb. 15: 6:30-8:30 pm:** Catholic Charities, 176 Main St., Oneonta. Informal discussion regarding issues affecting children, Parents, Community Members. No Cost. Register by 2/8.

SUNY VIDEOCONFERENCES

Call SUNY to register: (518) 443-5940

www.tsg.suny.edu/videoconferencing.shtm

*Free training for child care providers sponsored by NYS OCFS and SUNY Early Childhood Education & Training Program. Videoconferences begin promptly at 6:45 pm at Catholic Charities, 176 Main St., Oneonta. Participants **must** register for all videoconferences through SUNY.*

Please Note: Those registered for videoconferences should use the rear entrance, opposite the parking garage on Water Street. **There will be no food allowed in the training room.**

***** We would like to reschedule our Business/Tax Informational Training in December. We are looking for a presenter! We will keep you posted! *****

Funding Sources

SUNY Training Strategies Group (518) 443-5940

- Medication Administration Training Grant Program
www.tsg.suny.edu/matgrant.shtm
- NYS Educational Incentive Program
www.tsg.suny.edu/eip.shtm
- Health and Safety Training Rebate
www.tsg.suny.edu/hs_rebate.shtm

Online-Training

- Managing Challenging Behavior: Birth to 18 Mo.
- **Managing Challenging Behavior: 18 to 36 Mo.**
- Shaken Baby
www.ecetp.pdp.albany.edu
~Select sign up for early childhood e-learning~
- Mandated Reporter
www.nysmandatedreporter.org
- Keeping Children Safe: Prevention of Lead Poisoning and Other Dangers to Children
www.tsg.suny.edu/elearn.shtm

- Reducing the Risk of SIDS in Child Care
www.healthychildren.org/pdf/SIDSmoduleflyer.pdf

Regulatory Information

Group Family Day Care / Day Care Center

- Office of Children and Family Services
155 Washington Ave., Albany, NY 12210
Ph: (518) 402-3038 / Fax: (518) 473-0492
www.ocfs.state.ny.us

Family Day Care / School Age Child Care

- Child Care Connection, Catholic Charities
176 Main Street, Oneonta, NY 13820
Ph: (607) 432-0061
www.childcareconnectionny.com

Fingerprinting for Child Care Settings

- L1 Identity Solutions
www.L1enrollment.com
(877) 472-6915

News, Updates and Training Opportunities

Health Care Consultancy

- Child Care Connection offers Health Care Consultants through Otsego County Public Health Nursing for registered or licensed programs in Otsego County. Please contact us for information on how to use this service.

Medication Administration Training

For more information
or to register for a class
call Public Health Nursing:
(607) 547-4230

For more information on MAT Training,
or for a MAT Training Voucher
visit: www.tsq.suny.edu/matgrant.shtm

CPR / First Aid Resources

Red Cross - (607) 785-7207
Oneonta YMCA - (607) 432-0010
Fox Hospital Education Department -
(607) 431-5080
Bette Aikens - (607) 432-6601
Local Fire Departments / Local School Districts

ATTENTION CHILD CARE CENTERS!

Cindy will be visiting once a month to offer technical assistance. Think about what you might like information about and give her a call. Lunch blast trainings are also available to center staff for a fee of \$20/hour with unlimited participants. These must be scheduled to allow for preparation of materials.

Enrolled Legally Exempt Providers...

The New York State Department of Health's **Child and Adult Care Food Program (CACFP)** pays for meals and snacks served to children up to age 13 enrolled in Legally Exempt homes. The major focus of CACFP is to serve nutritious meals and snacks in day care homes which care mainly for children from low income households. However, all Legally Exempt meeting eligibility guidelines may take part in CACFP! Please call our office for more information! (607) 432-0061.

facebook



The Child Care Connection

If you haven't done so already, be sure to drop by and "Like" our Facebook page!

<http://www.facebook.com/pages/The-Child-Care-Connection/212399030135>

Fingerprinting for Day Care Providers

Fingerprints for day care providers and day care center staff are now being processed digitally. All those who need to be fingerprinted must contact L1 Identity Solutions to schedule an appointment. You may schedule your appointment on line by visiting www.L1enrollment.com or by calling 1-877-472-6915. **Waivers will need to be done by your Licensor or Registrar.**

Loaner Closet News!

The Child Care Connection is the materials exchange for providers in Otsego County. If you have an item that is in good condition that you are no longer using, you can donate it to the Loaner Closet for other programs to use. If you are in need of an item you can send us your request. We will loan you the item if we have it, or if we don't have it, we will put the request out to the provider community to see if it is available.

Child Development Associate Course

This course includes 120 hours of classroom instruction and portfolio development for participants.

For more information, please contact:

Pam Barber
Adult & Continuing Education Coordinator
ONC BOCES
(607) 652-1212
E-Mail: pbarber@mail.oncboces.org

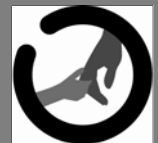
Introduction to Family Day Care

All you need to know about the process of becoming registered to provide family day care.

December 6th, 9AM– 11 AM
January 24th, 9AM—11 AM
February 28th, 9AM—11AM

Catholic Charities, 176 Main St.
Oneonta, NY 13820

You must call to pre-register. If we do not have 3 participants we cancel the session. We can only let you know of a cancellation if you have pre-registered.





Child and Adult Care Food Program Food for Thought

“Let’s Move!” Campaign: Fruits and Vegetables

Child care providers and parents can set a great example by creating a healthy environment at home. Any combination of steps—making fruits and vegetables part of every meal, limiting treats, walking and playing, even shopping together—can add up to make a real difference in children’s lives and help build healthy habits.

Part of First Lady Michell Obama’s initiative, *Let’s Move! Child Care*—a new effort to work with child care providers to help our youngest children get off to a healthy start—provides ways to incorporate more fruits and vegetables into a daily diet.

Think Color

Fruits and vegetables are great sources of many vitamins and minerals and can help prevent chronic diseases. Eating fruits and vegetables of different colors can offer a wide range of valuable like fiber, folate, potassium, and vitamins A and C. Some examples include green spinach, orange sweet potatoes, black beans, yellow corn, purple plums, red watermelon, and white onions.

The following tips can help to make fruits and vegetables part of a daily diet:

- Encourage children to try new fruits and vegetables regularly.
- Keep fruits and vegetables within reach. Children and families tend to consume more of the foods that they have easy access to.
- Replace a candy dish with a fruit bowl.
- Store especially tempting foods—for example cookies, chips, or ice cream—out of immediate eyesight, like on a high shelf or at the back of the freezer. Move the healthy food to the front at eye level.
- Eat fruit raw to enjoy its natural sweetness.
- Buy canned or frozen fruits and vegetables when fresh produce is not available. Be careful to choose those without added sugar, syrup, and cream sauces.
- Choose whole fruit over fruit juices. Fruit juices don’t have the fiber the fruit does. It is better to eat the whole fruit because it contains the fiber that helps you feel full.

Let’s Move! Child Care website:
<http://healthykidshealthyfuture.org>



Anyday Picnic Salad

1 1/2 cups diced cooked chicken ▪ 1 apple, cored and diced ▪ 1/3 cup chopped celery (about 1 stalk) ▪ 1/3 cup light ranch dressing or creamy salad dressing ▪ 1/8 teaspoon pepper ▪ 1/4 cup chopped pecans or walnuts (optional) ▪ OPTIONAL: use 1 cup halved seedless grapes instead of an apple

- 1.) In a medium bowl combine chicken, apple, and celery. Add dressing and pepper and stir to coat. Stir in pecans or walnuts, if desired.
- 2.) Serve immediately or cover and refrigerate up to 24 hours. Serve on a lettuce leaf, spread on bread or tortillas for a sandwich, or spoon into a halved tomato or cucumber. - serves 4.

- Healthy Homemade 2010 Nutrition & Fitness Calendar

Loaded Potato Soup

1 1/2 pounds potatoes, cooked ▪ 1 tablespoon butter ▪ 1 medium onion, coarsely chopped (about 1 cup) ▪ 1/2 cup chopped green pepper (optional) ▪ 1 14.5-ounce can low sodium chicken broth ▪ 1 cup nonfat milk ▪ 1 cup frozen peas, thawed ▪ 1/2 teaspoon pepper ▪ 4 slices (3 ounces) American cheese ▪ Optional garnishes: sliced green onion, bacon bits, and/or shredded cheese

- 1.) Remove skins if on potatoes and mash potatoes into small pieces to make about 3 cups; set aside.
- 2.) Melt butter in a large saucepan over medium heat. Stir in onion and green pepper, if desired. Cook until the vegetables begin to soften, about 5 minutes.
- 3.) Stir in the broth and heat to a boil. Stir in milk, potatoes, peas, and pepper; heat through, stirring occasionally.
- 4.) Add the cheese slices, cooking and stirring about 2 minutes until cheese melts. Add more milk if soup is thicker than you prefer.
- 5.) Add garnishes, if desired, and serve immediately. - serves 6.

- Healthy Homemade 2010 Nutrition & Fitness Calendar

The Parent Corner

Otsego County Public Health Nursing Services

Immunization Clinic services are open to the public. Children under 18 years of age must be accompanied by a parent or legal guardian (for informed consent). It is very important that you keep track of your child's shot record and bring it with you every time you come to the clinic. **Please call Public Health for clinic dates or if you have any questions. (607) 432-4410 in Oneonta or (607) 547-4230 in Cooperstown.**

New York State Parent Education and Awareness Program

This six hour course consists of two sessions. It is provided using the guidelines of the NYS Parent Education Advisory Board. This program is designed to provide information to assist the parent and children to transition through changes created by separation and/or divorce. Cost \$50.00.

For class schedule and to register, call:
Community Maternity Services
(607) 432-0061 ext. 113

Parents are **always** welcome to attend any of The Child Care Connection's trainings - **Free of Charge!** Just call our office to register @ (607) 432-0061 and let us know that you are a parent who would like to attend!

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All you need to know about the process of becoming registered to provide family day care.
12/6, 1/24, 2/28 : 9AM- 11 AM
Catholic Charities, 176 Main St.
Oneonta, NY 13820
Call to register!

Resources for Families

Offering classes for parents:

Family Service Association
277 Chestnut Street, Oneonta
(607) 432-2870

Resource for parents of children with special needs:

Family Resource Network
46 Oneida Street, Oneonta
(607) 432-0001

Are you expecting a baby? Do you have a newborn under three months old?

Building Healthy Families offers parents a free home visit to talk about the strengths they will bring to their role as parents, what is going on for them right now, any challenges they are having, and their dreams for the future. At the end of the visit, the Family Assessment Worker can provide families with information about community resources that they might not have heard of before.

Call Building Healthy Families today or check out our website to set up your free home visit and to find out more about what your community has to offer your family!

(607) 433-8045 extension 6
1-800-986-5463
www.ofoinc.org

Before you begin using Day Care...

The following information is need by registered and licensed child care providers before your child can start attending their program:

- Medical Statement, including immunizations
- Parental Consent for Care (emergency)
- Contact information and phone numbers

Each provider will also have their own list of documents required prior to enrollment.

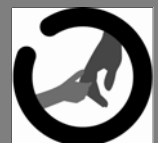
It is important that parents visit the child care program, talk to the provider and ask for references of parents who have used them. You should also check the compliance history of the provider to check to see if the provider has had any violations of the New York State Regulations. For more information, please contact our office.

Product Recalls

- Dutilier Group Drop-Side Cribs
- Kiddieland Disney Fairies Plastic Racing Trikes
- Lifemarque LittleLife Baby Carriers
- Guidecraft Twist 'n Sort Toys
- B.O.B. Jogging Strollers
- Yu Wei Drop-Side Cribs
- Little Tikes Workshop and Tool Sets
- Pacific Cycle Playsafe Dartmouth Swing Set

For more information: www.cpsc.gov

Healthy Holiday Party
1-4 pm
Sunday,
December 11th
Oneonta Boy's and Girl's Club
River Street,
Oneonta
Sponsored by
LEAF, Inc.
For more
information:
(607) 432-0090





The Child Care Connection
A Program of Catholic Charities
of Delaware & Otsego Counties
176 Main Street
Oneonta, New York 13820

Would you prefer to receive an electronic version of this newsletter?

Please send an email to: childcare@charitiesccdo.org and include the words “**subscribe to electronic newsletter**” in the subject line! Publishing an electronic newsletter helps keep printing and postage costs down and allows our information to be forwarded to others!

Easing the Stress of Blended Families

According to recent statistics, half of all children in the United States will spend some time in a step family. Although children whose parents divorce are at a greater risk for problems such as aggression, depression, lower self-esteem, and poorer academic performance, most children adjust to the divorce successfully. However, the adjustment process is stressful and takes time. It is typical for children to experience distress for one to two years following a divorce.

A child care provider can help ease some of the stress that comes with blended families. One of the most essential parts of supporting divorced parents and their children is creating an atmosphere that welcomes all types of families and encourages involvement of all adults that play an important roll in the child's life.

Child care providers are in a prime position to offer support to children experiencing family transitions. By encouraging positive parent-child relationships, supporting different types of families, and helping children to appropriately express their feelings, a child care provider can increase a child's self-esteem and help him/her gain acceptance of the new family. Such activities benefit all children—not just those who have experienced parental divorce.

Source: <http://extension.missouri.edu>

Social Media - Join In!

There are several benefits and reasons why both individuals and groups participate in social media. It is an inexpensive way to advertise, share updates and information, and connect with other individuals and groups.

As a child care provider, you can grow and promote your child care business by affiliating yourself with other child care, youth development, and health care organizations. It can be as easy as setting up a Facebook profile of your child care home and encouraging your family and friends to become your Facebook friend.

- Do some research and listen to social media! Use sites such as facebook, Twitter, YouTube, LinkedIn, and Flickr.
- Engage, engage, engage! Get involved with your audience.
- Tell a story and build an online community!
- Once you're social, use the media!

Whether you are a child care provider, an organization, or simply an individual who enjoys the World Wide Web, you can be involved in social media. It gives you a chance to grow your personal and professional network and share your interests online.

Sources: *Nations*, *Daniel*.
“What is Social Media.” / <http://webtrends.about.com>