

E-Newsletter, Facebook and Pinterest Submission Guide

Child Care Aware of New Hampshire sends out professional development opportunities and other information pertinent to child care programs throughout the state. CCAoNH uses Facebook, Pinterest and Constant Contact to create and disseminate e-mails. We distribute information about Child Care Aware of NH services, information from the Department of Health and Human Services (DHHS) and information from organizations contracted through the DHHS. To utilize this service please review the below information.

Please note, that Child Care Aware of NH does it's best to maintain the look, feel, and content of the original material. However, Child Care Aware of NH maintains the right to edit and reformat material as needed to make it fit into our e-newsletter, Facebook or Pinterest pages.

Child Care Aware of NH reserves the right to exclude materials submitted into any CCAoNH e-newsletter, Facebook or Pinterest pages without notice or justification. If you have any questions about submission material, please email outreach2ccrr@snhs.org.

E-NEWSLETTER

To have your news or training event included in our e-newsletter under the *Other Early Childhood News & Updates* section, entities must meet the following criteria:

- Be a Department of Health and Human Services Partner or Contractor
- Be part of the NH Department of Education
- Be a known entity that provides professional development
- Be a non-profit or membership-based organization
- Provide trainings on a regular basis
- Have a registration system
- Have a point of contact for individuals to call with questions
- Have trainings be open to all early childhood educators statewide
- Utilize the credentialing system to note trainer qualifications and core knowledge areas of trainings being provided.

Unfortunately we are unable to include in our e-newsletter material from:

- Individual contractors
- For-profit organizations
- Trainings or news that are only pertinent in one regional area
- Trainings that limit who can attend, such as only child care centers
- Entities that only want to advertise to small group of programs.
- Companies that provide training with sole purpose to market and promote their materials and/or products

Submission criteria:

- Have material submitted to outreach2ccrr@snhs.org by the deadline

- Monthly Minutes must be received by the end of the business day on the 25th of the month
- At-A-Glance material must be received by end of the business day on the 7th of the month
- Material must be proof read without grammar or spelling errors
- Materials should be formatted; so that, it only needs to be cut and pasted into outgoing emails
- Materials must be sent over in PDF format ONLY
- If an entity wishes to have their logo included with their materials, a jpg file of the logo must also be sent
- Professional Development opportunities must include the following:
 - Training title
 - Training description
 - Trainer name and credentials
 - Core Knowledge Area addressed
 - Total number of professional development hours being provided
 - That the training satisfies CCLU requirements
 - Name of organization providing training
 - Registration and contact information
 - Cost, if applicable
 - Date and time
 - Location, including zip code
 - Funding disclaimer, if applicable

An email will be sent out within three business days, informing your entity if the submitted material will be included in our CCAoNH e-newsletter and what edition it will be in. Material that has been approved will be in one e-newsletter edition. To have material included in multiple editions would require a new submission for each e-newsletter.

FACEBOOK

To have your training event included on our Facebook Page or one of our closed Facebook groups, entities must meet the following criteria:

- Be a Department of Health and Human Services Partner or Contractor
- Be part of the NH Department of Education
- Be a known entity that provides professional development
- Be a non-profit or membership-based organization
- Provide trainings on a regular basis
- Have a registration system
- Have a point of contact for individuals to call with questions
- Have trainings be open to all early childhood educators statewide
- Utilize the credentialing system to note trainer qualifications and core knowledge areas of trainings being provided.
- Be a First Aid and CPR training

Unfortunately we are unable to include on our Facebook page material from:

- Individual contractors
- For-profit organizations
- Trainings or news that are only pertinent in one regional area
- Trainings that limit who can attend, such as only child care centers
- Entities that only want to advertise to small group of programs.
- Companies that provide training with sole purpose to market and promote their materials and/or products

Training submission criteria for Facebook:

- Have material submitted to outreach2ccrr@snhs.org for Facebook or post with pending approval on our closed groups
- Material must be proof read without grammar or spelling errors
- Materials should be formatted; so that, it only needs to be cut and pasted
- Materials must be sent over in PDF format ONLY
- Professional Development opportunities must include the following:
 - Training title
 - Training description
 - Trainer name and credentials
 - Core Knowledge Area addressed
 - Total number of professional development hours being provided
 - That the training satisfies CCLU requirements
 - Name of organization providing training
 - Registration and contact information
 - Cost, if applicable
 - Date and time
 - Location, including zip code
 - Funding disclaimer, if applicable

To have your news included on our Facebook Page or one of our three closed Facebook groups, entities must meet the following criteria:

- Be pertinent information to share with the early childhood community
- Have a point of contact for individuals to call with questions

News submission criteria for Facebook:

- Have material submitted to outreach2ccrr@snhs.org
- Material must be proof read without grammar or spelling errors
- Materials should be formatted; so that, it only needs to be cut and pasted
- Materials must be sent over in PDF format ONLY

PINTEREST

To have your news or training event included on our Pinterest Bulletin Board section, entities must meet the following criteria:

- Be pertinent information to share with the early childhood community such as a training opportunity or sale of a program
- Have a point of contact for individuals to call with questions

Submission criteria for Pinterest:

- Have material submitted to outreach2ccrr@snhs.org
- Material must be proof read without grammar or spelling errors
- Materials must be sent over in PDF format ONLY
- If you would like to have your material linked to a URL it needs to be sent as well otherwise CCAoNH will create a link for you.
- Professional Development opportunities must include the following:
 - Training title
 - Training description
 - Trainer name and credentials
 - Core Knowledge Area addressed
 - Total number of professional development hours being provided
 - That the training satisfies CCLU requirements
 - Name of organization providing training
 - Registration and contact information
 - Cost, if applicable
 - Date and time
 - Location, including zip code
 - Funding disclaimer, if applicable
 - Have a registration system
 - Have a point of contact for individuals to call with questions
 - Utilize the credentialing system to note trainer qualifications and core knowledge areas of trainings being provided.