

Hi folks! Facebook is a GREAT and ESSENTIAL tool for you to use to promote your classes and connect to your local and global community. Every KAY licensee should have one! In this document you will find the information you need to set up your KAY Facebook page and tips for getting people engaged in your content so you can SPREAD THE LOVE!

Setting up your page:

1. Log in to your personal Facebook account and locate the icon on the top right of your homepage. It looks like a gear or a wheel. Click on that and in the drop menu click on "Account Settings." At the very bottom of the general account settings page there will be a "Create a Page" button... click on that.
2. You will be prompted to select a category for your page. Select "Artist, Band or Public Figure" and then when asked to specify, select "Teacher."
3. From here, just follow the steps to fill in the information required for your page. Everyone should list their KAY website on their Facebook page and have the KAY logo as the cover photo for their page. The cover photo is also located on the back pages of the site. Just save it to your desktop and then upload it to Facebook. Your Facebook page should be called "Kidding Around Yoga with (your name)" and look exactly like that. Everything capitalized and no spelling mistakes. \*That goes for all of your posts!! Spell check and proof read everything before you post it.
4. Everyone should have the same description for their page and it should read as follows, "Kidding Around Yoga is a unique children's yoga organization with a line of original songs, games and stories to use in kid's yoga classes." This is the description from the official KAY Facebook page and should be on everyone's page (in that little box right underneath your profile picture). Then customize the "about me" section to say all of the wonderful and unique things about you!

Creating engaging content for your audience:

1. This is where you can have some fun! Posting a mix of inspiring quotes, fun pictures, kid friendly recipe or craft ideas... anything related to Kid's Yoga or kids! It must (of course) be appropriate... ie. No naked yoga party pictures!
2. To keep people interested, it is helpful to post things frequently so people don't forget that you exist. It is ideal to get lots of people "Liking," "Sharing," and "Commenting" on your posts!
3. People like to "fill in the blanks." Post questions on your page, it can be something obvious like "Hey Facebook friends, what's your favorite pose and why?" or you can get a little more creative ☺ Or post a picture and ask people to create a caption for it. Or ask people to "share" your photo if they like "blank" too. Get the idea here?

4. IT IS HIGHLY SUGGESTED THAT YOU SHARE ALL PHOTOS AND EVENTS POSTED ON KAY'S PAGE. HINT HINT WINK WINK. This helps KAY and it helps you. It's a win-win!

Getting people to "Like" your page:

1. From time to time (especially when you first create your page) invite all of your friends to "Like" your page.
2. "Like" other pages/companies/people that have audiences similar to yours and engage with their posts. This will make you seen on their page and prompt people from their page to "Like" yours.