

Instagram Guide for Family Day Care Educators

Our creative heart - celebrating culture, belonging, and visual storytelling.

Purpose & Tone

Purpose: Instagram is a visual storytelling space — perfect for sharing authentic moments that reflect you.

Tone: Joyful, genuine, and creative. Focus on emotion and connection.

Profile Setup

- **Username:** @YourFDCName or @EducatorName.FDC
- **Profile Photo:** Smiling educator photo or logo.
- **Bio Example:** 🌱 “Play-based learning in [Suburb] | 🌸 Family Day Care Educator | ❤️ Building confident, curious minds | ✉️ Enquire today!”
- Add your website or Facebook page link.
- Create Story Highlights (About, Vacancies, Play Ideas, Reviews).

What to Post

- Photos and short videos of play setups and environments (no child faces unless approved).
- Reels of activity prep, sensory play, or “day in the life” snippets.
- **Educator reflections:** “Today we explored kindness through shared play ❤️.”
- Quotes and affirmations for parents and educators.
- Seasonal or themed content (e.g., Book Week, spring nature play).
- Share Windermere ECECS posts.

Grow Your Followers

- **Use relevant hashtags:** #FamilyDayCare #PlayBasedLearning #EarlyChildhoodEducation #FDC
- Post 2 times a week + daily stories.
- Engage with local parents, educators, and community pages.
- Collaborate with other services or local creators – e.g. local café or library
- Tag @familydaycareaustralia or local councils when relevant.
- Always tag a location when uploading a post or video

Engagement etiquette

- Always reply to DMs within 24 hours, even if just to acknowledge receipt.
- Keep responses professional and warm:
 - “Thank you for your kind words, [Name]! It’s such a joy to see children thrive.”
 - “I appreciate your support — community means everything in Family Day Care.”
 - “Thanks for your message, [Name]! I’ll DM you details about our current availability.”
 - “That’s such a great question! Every child develops at their own pace — here’s how we support that at our FDC.”
- Thank people who engage with your posts.
- Feel free to share other’s posts to your story.
- One or two emojis are fine, but avoid hearts, slang, or text talk (“lol,” “omg”).
- Instagram is a little more casual than Facebook and Instagram

Do's	Don'ts
Be Authentic and Warm • Show real moments from your day (with permission). • Use captions that sound like you — caring, approachable, and friendly. • Let your personality shine through — parents love seeing the person behind the service. Keep Privacy Front and Centre • Always have written consent before sharing any images of children. • Use angles that protect identity — like hands painting, backs turned, or close-ups of activities. • Avoid posting any personal family information. Use Hashtags Wisely • Combine local and niche hashtags: • #FamilyDayCare #EarlyLearning #PlayBasedLearning • #MelbourneMums (or your location) • #SmallBusiness #ChildcareEducator • Keep them relevant — around 10–15 max per post. Engage with Your Community • Follow local families, early childhood pages, and community organisations. • Comment thoughtfully on others' posts — connection builds trust. • Share local events or small business collaborations in your Stories. Keep Your Feed Consistent and Bright • Stick to your brand colours, fonts, and tone. • Use natural light for photos and mix photos, Reels, and graphics. • Plan content using scheduling tools like Meta Suite or Later. Use Stories and Reels Effectively • Share quick tips, mini tours, or sneak peeks of activities. • Add captions or text overlays for accessibility. • Save your Stories in Highlights — e.g. About Me, Play & Learning, Vacancies.	Don't Post Without Consent • Never upload photos or videos of children without permission. • Avoid anything that could identify a child (names, uniforms, street views). Don't Overshare Personal Life • Keep personal opinions, family issues, or unrelated content separate. Don't Overuse Filters or Stock Images • Authentic, real-life photos are far more engaging than staged or heavily edited ones. • Avoid cluttered, dark, or inconsistent visuals. Don't Ignore Comments or Messages • Acknowledge DMs and comments promptly — that's where relationships begin! • Don't leave followers hanging or use generic responses. Don't Spam Your Audience • Avoid posting too often in one day or repeating the same message. • Mix educational, personal, and promotional posts for variety. Don't Engage in Controversy • Stay away from debates or negative comments on others' posts. • Keep your tone neutral, kind, and focused on your values as an educator. Don't Forget About Accessibility • Add alt text for images and captions for videos. • Keep text easy to read and free of jargon.

For how to edit your Instagram profile – [click here](#).

For how to share a photo on your Instagram story - [click here](#).

For how to create and share a reel on your Instagram feed - [click here](#).