

Funded by the Illinois Department of Human Services (IDHS) and FDC Foundation



# Taking the Lead

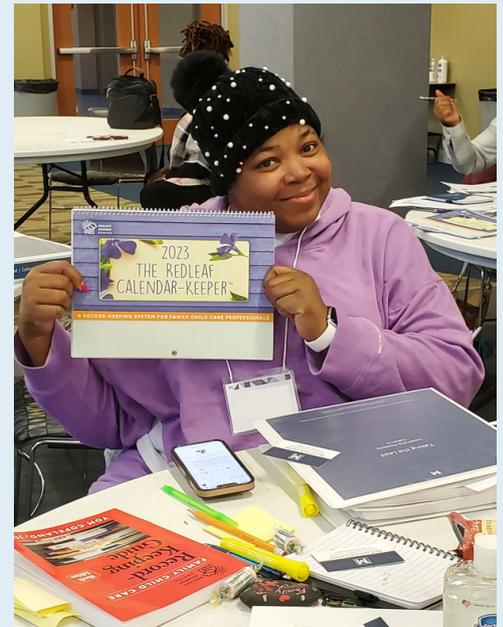
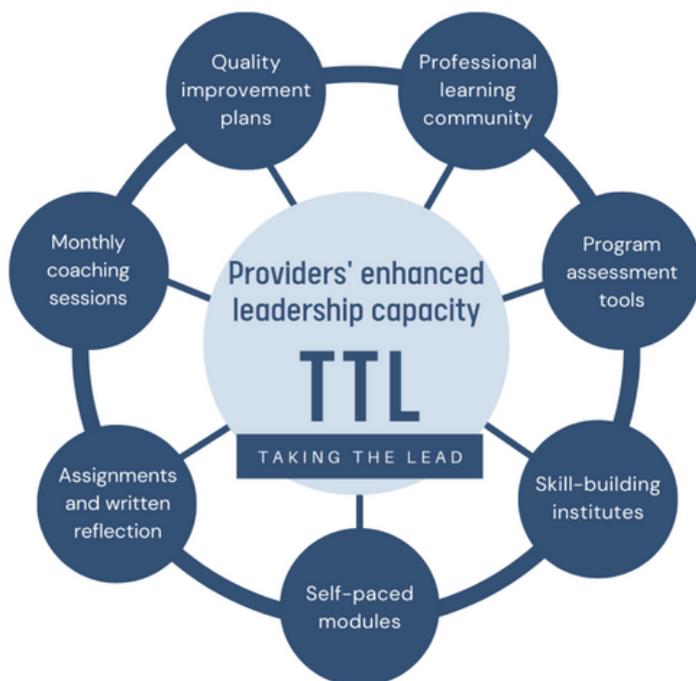
## SOCIAL MEDIA TOOLKIT

# WHAT IS THE TAKING THE LEAD LEADERSHIP ACADEMY?

Taking the Lead (TTL) is designed to support early childhood administrators of home-based programs to grow and sustain their business.

**For \$150\***, participants receive:

- Ten training sessions (five in-person sessions and five virtual sessions) from Sept. 2023–May 2024
- Lunch included for in-person sessions
- \$300 program improvement funds
- Books, handouts, materials, and program assessment tools
- 119 total contact hours and six points of Illinois Family Child Care Credential approved training delivered through group learning, independent online learning, self-assessment, and coaching
- Registration to the Leadership Connections™ National Conference
- 10 quarter hours of optional undergraduate college course credit for an additional fee



*\*Valued at over \$2,000.  
The registration fee is only for Illinois administrators.  
Out-of-state administrators, please contact [MCECL.LA@nl.edu](mailto:MCECL.LA@nl.edu)*

# HOW TO USE THIS TOOLKIT

Our goal is to make it as easy as possible for you to share the news about TTL. In this toolkit, you will find sample social media posts, shareable images, and hashtags that you can simply copy, paste, and share in three easy steps. We also included our social media channels so you can follow, like, share, and connect with us!

**Taking the Lead (TTL) is a family child care provider academy focused on growing and sustaining your business, developing advocacy skills, and promoting positive learning environments.**

## HELP US SPREAD THE WORD ABOUT #TAKINGTHELEAD!



# DOWNLOAD AN IMAGE

These ready-made images are perfect to catch the attention of your followers. Just click an image, download, and pair with a caption in the next step.

**M** McCormick Center  
FOR EARLY CHILDHOOD LEADERSHIP

## Providers' Enhanced Leadership Capacity

*Essential features*

- Quality improvement plans
- Professional learning community
- Monthly coaching sessions
- Program assessment tools
- Assignments and written reflection
- Self-paced modules
- Skill-building institutes

**TTL**  
TAKING THE LEAD

**M** McCormick Center  
FOR EARLY CHILDHOOD LEADERSHIP

Valued at over **\$2,000**  
Registration costs just **\$150\***

**TTL**  
TAKING THE LEAD

\*\$150 registration fee is for Illinois residents only. Family child care providers of out-of-state programs, please contact MCECLA@nl.edu for more information.

**M** McCormick Center  
FOR EARLY CHILDHOOD LEADERSHIP

## Leadership Opportunity

**10** sessions  
**\$300** grant  
**119** total contact hours

**TTL**  
TAKING THE LEAD

Taking the Lead is designed to support early childhood administrators of home-based programs to grow and sustain their business.

# COPY AND PASTE

Choose one of the captions below, copy, and paste into your social media platform of choice with your selected image.

Explore and strengthen business and professional practices with Taking the Lead, a professional learning community for #ECE administrators of home-based programs. <https://buff.ly/2zwFkv9> #TakingTheLead

Find your support system! Participate in monthly coaching sessions and engage with a network of peers in a professional learning community for early childhood administrators of home-based programs. <https://buff.ly/2zwFkv9> #TakingtheLead #ECE

As the administrator of a home-based early childhood education program, you know the importance of spending money wisely. Taking the Lead is valued at over \$2,000, but costs you only \$150! Learn more: <https://buff.ly/2zwFkv9> #TakingtheLead

Want to grow and sustain your Family Child Care business? Receive the support and guidance you need to succeed with #TakingtheLead! <https://buff.ly/2zwFkv9>

# SHARE USING HASHTAGS

With your caption ready and image downloaded, you are now just moments away from sharing! Don't forget to include our hashtags, as shown below. Also, please tag or mention us in your post. We'd love to reshare it on our page to spread the excitement!

Check in on what others are posting by searching for these hashtags on social media.

## #TAKINGTHELEAD #MCCORMICKCENTER



# CONNECT ON SOCIAL MEDIA

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CENTER FOR EARLY  
CHILDHOOD LEADERSHIP](#)

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# TTL

TAKING THE LEAD

# GET TO KNOW OUR Leadership Academies

The McCormick Center’s Leadership Academies – Ready to Lead (RTL) and Taking the Lead (TTL) – offer transformational professional learning for center-based and home-based ECE administrators. These communities of practice meet throughout the year. Credit for college and professional development credentials are available.

ACADEMY	WHO	WHAT	COST
<b>READY TO LEAD</b>	Newly-hired center-based administrators (One day to five years of experience)	Newly-hired early childhood administrators will delve into the power of self-reflection, understand the transition from peer to supervisor, explore leadership styles, and learn strategies for increased productivity.	<b>\$150</b>
<b>TAKING THE LEAD</b>	Home-based program administrators	Family child care providers will focus on growing and sustaining their business by delving into topics such as fiscal management, recordkeeping, marketing, learning environments, family partnerships, and practice strategies to become a change agent.	<b>\$150</b>

"This training will give you very important information that is necessary to run an FCC program. The information will help you protect yourself and your business. " – *Helena Lewis, Family Child Care Provider*

"TTL helped me organize my environment in a more effective way. The setting looks more inviting and it is easier to be more intentional in my teaching role. " – *Meyver Rivera*