JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Daycares & Childcare Centers

A ready-to-use posting calendar, captions, and tips

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Why post on social at all?

Social media won't always bring in parents the same day. But it does 3 big things:

1. **Builds trust.** People check your Facebook or Instagram before they call.
2. **Keeps you top of mind.** When they need a daycare, they remember you.
3. **Feeds search.** Videos and posts can show up in Google, and people now search on TikTok, YouTube, and Instagram like they search on Google.

You don't need to be on every app. Pick **2**. For most childcare centers, that's **Facebook + Instagram**, then add **TikTok or YouTube Shorts** if you like making videos.

Words to know

Word	What it means
Reel / Short	A short vertical video (under 90 seconds).
Carousel	A post with several photos or slides you swipe through.
Story	A post that disappears after 24 hours.
Hook	The first line or first 2 seconds that make people stop scrolling.
Engagement	Likes, comments, shares, and saves.
Batching	Making lots of posts at one time.

Your 5 content buckets

Rotate through these so you never run out of ideas:

Content bucket	What it is
Day in the life	Daily fun (consent for faces).
Parent tips	Sleep, potty, picky eating.

Content bucket	What it is
Safety and trust	Show how you keep kids safe.
Teachers	Spotlights and love notes.
Openings and events	Tours, camp, enrollment.

Your 30-day posting calendar

Post 5 days a week if you can. 3 is fine too. Just be steady.

Day	Format	Idea
1	Reel	Morning circle time
2	Photo	Infant room tour
3	Carousel	What to pack for daycare
4	Video	Director welcome
5	Reel	Toddler painting (hands only)
6	Photo	Healthy snack
7	Carousel	How we keep kids safe
8	Video	Teacher spotlight
9	Reel	Playground fun
10	Photo	Openings graphic
11	Carousel	Potty training tips
12	Video	A day in Pre-K
13	Reel	Sensory bin ideas
14	Photo	Art wall
15	Carousel	Daycare tour questions
16	Video	Parent testimonial
17	Reel	Nap room setup

Day	Format	Idea
18	Photo	Teacher appreciation
19	Carousel	Kindergarten readiness checklist
20	Video	Summer camp preview
21	Reel	Water play day
22	Photo	Holiday closure notice
23	Carousel	Biting: what we do
24	Video	How our parent app works
25	Reel	Songs we sing
26	Photo	Community event
27	Carousel	Toddler sleep tips
28	Video	Meet the cook
29	Reel	Pre-K graduation
30	Photo	Thank you families

Sample captions you can copy

> Infant spots just opened at Sunny Steps! Low ratios, cozy nap room, and photo updates all day in our parent app. Book a tour with the link in bio.

> Packing for daycare? Don't forget: 2 extra outfits, diapers, wipes, a labeled water cup, and a comfort item for nap. Save this list!

> Shout-out to Ms. Keisha for 11 years in our infant room! Thousands of bottles, a million smiles. We love you!

How to make posts fast

1. **Batch it.** Pick one hour a week. Shoot 5 to 10 short videos and photos at once.
2. **Use your phone.** Good light + steady hands = good enough.
3. **Talk to one person.** Pretend you're explaining to one parent.
4. **Hook in 2 seconds.** Start videos with the most interesting part.
5. **Add captions on videos.** Lots of people watch with sound off.
6. **End with one simple ask.** Save this, share this, or book a tour.

Easy video ideas (no fancy editing)

- Answer one question you get every week
- Show a 'before and after' (with permission)
- Introduce one team member
- Walk through your space or your work
- Bust one myth
- Share one quick tip
- React to a common mistake you see

Hashtags and location

- Use 3 to 5 hashtags. Mix local and topic tags, like #Naperville and #DaycareTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Daycares & Childcare Centers

> **Important:** Signed photo releases for every child. Don't tag locations in real time. Never show security codes, door details, or kids' full names.

Turn posts into leads

- Put your booking link in your bio
- Pin your best review or offer to the top of your profile
- Reply to every comment and message within a day
- Turn your best posts into Google Business Profile posts too
- Use a free resource (like a checklist) to collect emails

Monthly checklist

- [ ] Planned the month's 20+ posts
- [ ] Batched videos and photos
- [ ] Scheduled posts (Meta Business Suite is free)
- [ ] Replied to all comments and messages
- [ ] Reused the top 4 posts on Google Business Profile
- [ ] Checked which posts got the most saves and shares

Common questions

Do I have to show my face?

No, but faces build trust fast. Even a short hello from the owner helps.

What if nobody likes my posts?

That's normal at first. Keep going for 90 days. Look at which posts get saves and shares, and make more like those.

Should I pay to boost posts?

Only your best posts, with a small budget, aimed at your local area.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.