

Pollywog Social Media

Many people are unaware of the fact that The Pollywog project has a very robust social media presence, and in this issue of the Pollywog Friday Update we will be discussing some of the things that we have learned through our use of social media.

First, the Pollywog website: www.pollywog-family.org. The website has been up and running for a little over a year now, and has been a very successful portal for our clients and contacts to sign up for Pollywog. In our last edition of the Friday Update, we discussed how many people had visited the website in the last quarter of 2017, but some other figures might also interest you:

- 302 of our site visitors came from the USA, 12 from China, and 6 from Colombia and Mexico.

What's Happening

- ✓ The next Pollywog Partner Meeting has been scheduled for Thursday, Feb. 15, 2018, from 11:30-1:30pm. (A light lunch will be served, so please RSVP so that we can have a good headcount.) At the meeting we will be discussing: how the referral process is going, the status of a HIPAA/FERPA PowToon, feedback on the Parent Newsletters, establishment of a regular Partner Meeting schedule, the Google Analytics for all Pollywog social media, and a review of the expansion plans into Lebanon hospital. Please plan on joining us -- and RSVP!!
- ✓ Currently there are 229 families in the Pollywog database, and over 30 prenatal and parenting classes a month are available for registration.

- 83 of our visitors came from the City of Corvallis, 50 from Albany, and 30 from Clifton. (We didn't know where Clifton was either: up by Astoria -- who knew?)
- 163 of our site visitors typed our name in directly to visit the site, while 129 Googled it, and 28 were directed there by a link on the samhealth.org website.

These are very good numbers, and we're thrilled with the success of the website.

We have also been faithfully posting information on the Pollywog Facebook page, and it has also paid dividends:

- 45 Fans
- 46 Posts
- 2195 Daily Total Reach
- Our highest reaching Facebook post was the Holiday Resource Guide that we posted in November. It was viewed by 162 people and shared an additional 6 times.

If you haven't been to the Facebook page, take a moment and "like" us at: <https://www.facebook.com/Pollywog-Family/>

And finally, the Pollywog YouTube page has been updated with a new header and rearranged so that it is easier to view, and it has also been a popular place:

- 69 Audience Views
- 5 Shares
- 8 Videos
- 73% of our traffic typed in our name in the YouTube search bar to find us.

These are very promising results, and we are delighted to be able to increase public awareness of Pollywog using social media platforms. If you are interested in viewing the Pollywog YouTube Channel, you can find it at: <https://www.youtube.com/channel/UCwWdaTY50dudVli7tYDmttw>

Pollywog Parent Newsletter

The February Pollywog Parent Newsletter was emailed out on Wednesday, January 31 to 135 families in the three counties. As of today (2 days later) 46 have been opened, and 5 have “clicked” in the Newsletter for further information. Yeah!

The February Newsletter focused on family-friendly activities going on in the three counties, such as Family Fun Day, Baby Blast, Read with a Beav, and the family Valentine’s dance (in Yachats).

The March Newsletter will be focusing on Nutrition, and we are currently assembling research and resources. We will have sam-

ples of past newsletters available at the next Partners Meeting on February 15, or you can view them on the Early Learning Hub website in the “Partner Resource” section, or on the Pollywog website under “Resources for Families”. If you would like to be included in the Parent Newsletter mailings, please contact Jennie Hartsock at jennifer.hartsock@linnbenton.edu and ask to be included on the Newsletter list-serv.

Upcoming Events

There are a number of events coming up in the next few weeks where Pollywog will have a table and be talking to families and other agencies. Our schedule looks like this:

- Monday, Feb. 5 - College Night at LBCC
- Thursday, Feb. 22 - Baby Blast! at Samaritan Lebanon Community Hospital
- Saturday, Mar. 10 - Family Fun Day at LBCC

If you are going to be at one of these events, please come by the table and chat with us. We’d love to visit and get your input!

Contact Us

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