

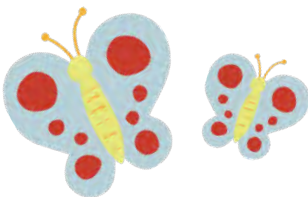
## NYS Parent Portal Website and Mobile App

The NYS Parent Portal ([www.nysparenting.org](http://www.nysparenting.org)) is a project of the NYS Council on Children and Families' Preschool Development Birth through Five grant. The website houses four parent-friendly websites created by the NYS Council on Children and Families with state agency partners to help parents and caregivers.

Parents, caregivers and social service professionals can help build a culture of positive parenting-by using these resources to make families aware of childcare options, helpful hints to navigate concerns about development and where to find local parenting support. In addition, covid-19 resources for parents were added in late March 2020 when Governor Cuomo announced that "NYS was on Pause" and families abruptly needed to learn how to parent during a pandemic. *The Council continues to regularly update resources.*

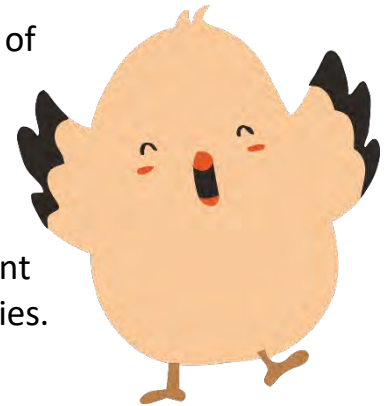
The four websites on the [NYS Parent Portal](#) are:

- [NYS Childcare, Afterschool and Home Visiting Programs Locator](#): Provides information on child care, after school and home visiting programs in one easy-to-access location.
- [Parent Guide: Starting Life Together](#): Guide for the first five years of your parenting journey. Whether you are the mother or father (through birth, adoption, or foster care), a grandparent, partner, family friend, aunt or uncle with parenting responsibilities, what you say and do in your role as a parent matters.
- [Multiple Systems Navigator](#): Provides access to helpful health, education, human service and disability information on one user-friendly website. Built for youth, parents, family members and caregivers that rely on supports from multiple child and family serving systems.
- [Every Student Present](#): Learn how to boost your child's confidence, keep your child on track with school work, protect your child from bullies and keep your child healthy.



The NYS Parent Portal is also a mobile app and is ready for download in the App Store and Google Play Store! Download it today for helpful parenting tips!

The NYS Parent Portal ([www.nysparenting.org](http://www.nysparenting.org)) was created as a part of the Maximizing Parent Choice and Knowledge activity of the NYSB5 initial grant awarded to the NYS Council on Children and Families. This project was made possible by grant number 90TP0019-01-01. Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the United States Department of Health and Human Services, Administration for Children and Families.



## Social Media

Remember, successful messages are short and catchy posts that include original content and tips on how to talk, read and sing with children every day. Targeting your audience by location, age, and other categories can help you reach the people who most want to hear from you. And don't forget to coordinate hashtags, graphics, and timing with your local partners for maximum impact.

This *Social Media Tool Kit* includes key messages to share with families and social media tools to encourage and promote early learning. To make it easy to share, we've crafted some suggested social media posts. But we welcome you to create your own!

Below are some "ready to post" social media posts that you can use on any social media platform. Be sure that you are following The Council on [Twitter \(@nysccf\)](#) and "like" our [Facebook page \(@nysccf\)](#) so we can see your post and follow you back! Promoting NYS parenting resources can further help spread awareness and link families to the resources available to them. The NYS Parent Portal was developed to put all parenting resources in one place.

## Social Media Tools for the NYS Parent Portal campaign

**WHERE:** You are welcome to post on any social media platforms your organization uses (Twitter, Facebook, Instagram, Snapchat)

**HASHTAGS:** #LetsTalkAboutParenting #NYSParentPortal

**TAGS:** Twitter: @NYSCCF Facebook: @NYSCCF

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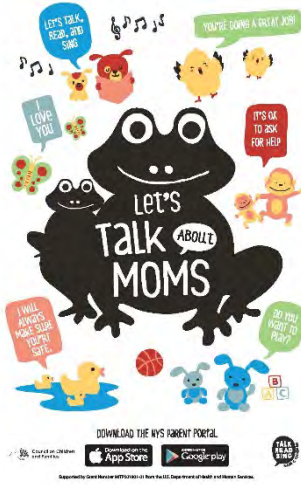
## Sample Graphics



## Suggested Posts

The @NYSCCF has a great app to get you connected to helpful hints and resources. Download the NYS Parent Portal today for useful parenting information! Look for the blue butterfly in the App Store and Google Play Store. 🦋📱  
 #LetsTalkAboutParenting  
 #NYSParentPortal

## Sample Graphics

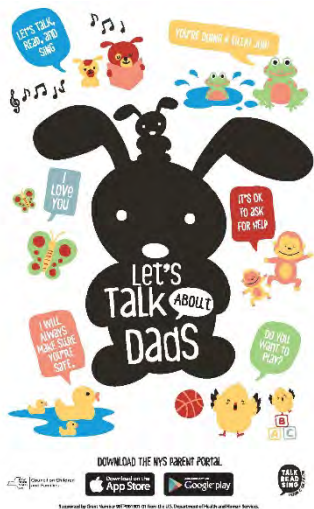


Have you checked out the NYS Parent Portal app from the @NYSCCF? Download the NYS Parent Portal today for helpful parenting information! Look for the blue butterfly in the App Store and Google Play Store. 🦋📱 #LetsTalkAboutParenting #NYSParentPortal



Are you looking for parenting information or a childcare provider? The NYS Parent Portal app can help! Look for the blue butterfly in the App Store and Google Play Store. 🦋📱 #LetsTalkAboutParenting #NYSParentPortal





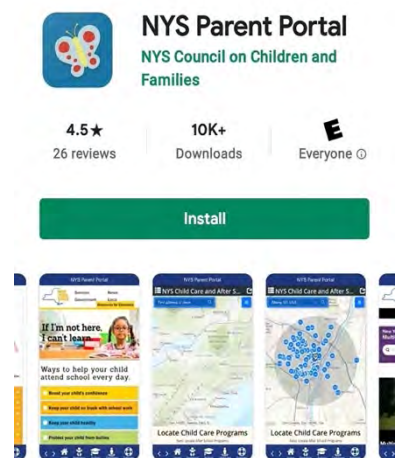
It is never too early to start building a strong and trusting relationship with your children. Download the NYS Parent Portal app today to help. Just look for the blue butterfly. 🦋📱  
 #LetsTalkAboutParenting  
 #NYSParentPortal



Download the NYS Parent Portal app today for helpful parenting tips! Available in the App Store and the Google Play Store. Just look for the blue butterfly. 🦋📱  
 #LetsTalkAboutParenting  
 #NYSParentPortal



Download the NYS Parent Portal app for helpful parenting tips in the palm of your hand! Available on Apple and Android devices by searching 'NYS Parent Portal' in the App Store and Google Play Store. Just look for the blue butterfly. 🦋📱  
 #LetsTalkAboutParenting  
 #NYSParentPortal



## Social Media Tools for the Talking Is Teaching Campaign

**WHERE:** You are welcome to post on any social media platforms your organization uses (Twitter, Facebook, Instagram, Snapchat)

**HASHTAGS:** #NYLovesTalkingisTeaching

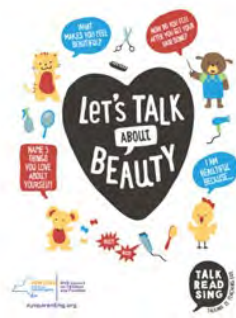
**TAGS:** Twitter: @NYSCCF Facebook: @NYSCCF



### Sample Graphics

These designs are cute, but don't let that fool you! An incredible amount of science has gone into ensuring that they are effective tools to help parents talk, read, and sing to their children. Early childhood educators, scientists, and doctors were consulted to help craft a system that works across different developmental periods—from the pre-verbal first few weeks of life to later on when children can hold conversations and understand more abstract concepts.

You can download our #TalkingisTeaching posters from the [NYS Parent Portal](#) in **multiple languages!** Share with the NYS Council on Children and Families how you are using the posters in your community by **tagging @NYSCCF on Facebook and Twitter.** Promoting NYS parenting resources can further help spread awareness and link families to the resources available to them. The NYS Parent Portal was developed to put parenting resources in one place.



Beauty

English Spanish Chinese



Bedtime

English Spanish Chinese  
Bengali Tagalog Korean  
Haitian Creole Russian



Books

English Spanish Chinese  
Bengali Korean Russian  
Haitian Creole



Bus

English Spanish Bengali  
Chinese German Korean  
Haitian Creole Yiddish

## Sample Graphics



## Suggested Posts

- Let's talk about books together! 📖 📖  
#NYLovesTalkingisTeaching
- When you talk, read, and sing with your child – even before they can understand words – you're helping them learn.  
#NYLovesTalkingisTeaching

- Let's talk about hands and feet together.  
#NYLovesTalkingisTeaching
- You can play "Peek-a-boo" while getting your baby dressed. Ask, "Where's (baby's name)?" when dressing your baby. Then say, "There you are!"  
#NYLovesTalkingisTeaching

- Let's talk about food together! 🍌 🍌 🍌  
#NYLovesTalkingisTeaching
- As you feed your baby, use words to describe what the foods tastes, feels, and looks like. "This yogurt is smooth." "That yellow banana is sweet!"  
#NYLovesTalkingisTeaching

- Let's talk about the world together! 🌍  
#NYLovesTalkingisTeaching
- The more words and conversations you share together, the better prepared your child will be for learning. You are your child's first teacher!  
#NYLovesTalkingisTeaching

## Email Signatures for the NYS Parent Portal campaign



**WHERE:** Email signature lines

In order to promote the NYS Parent Portal and all the resources it provides for parents, we are providing some language that can be added to your already existing signature lines. Here you can find some examples on what to add to signature lines as well as how to add them to your outlook emails. We have provided two types of signature lines, one that connects to the **Parent Portal Website** and one that connects to the **Parent Portal App Download**.

**First**, you pick out the signature you like the most

### NYS Parent Portal Email Signatures

- **NYS Parent Portal Website**

- Have you seen the latest family resources? Check out [nysparenting.org](https://nysparenting.org)
- Check out the **new NYS Parent Portal at [nysparenting.org](https://nysparenting.org)**
- Looking for helpful parenting tips and resources? Check out the [NYS Parent Portal](https://nysparenting.org).
- Being a parent is all about learning. The [NYS Parent Portal](https://nysparenting.org) can help.
- Parenting is tough. The [NYS Parent Portal](https://nysparenting.org) can help!

- **NYS Parent Portal App Downloads**

- Your role as a parent matters. Download the **NYS Parent Portal** app today for helpful parenting tips!



- Every parent needs support and help! Download the **NYS Parent Portal** app for parenting tips.



- There is something new every day when it comes to parenting. Download the **NYS Parent Portal** app to learn more.




- It is okay to ask for help. Download the **NYS Parent Portal** app for parenting tips.



- The **NYS Parent Portal** app is available in the App Store and the Google Play Store. Just look for the blue butterfly.




### **NYS Parent Portal Website signatures will be as followed:**

1. You can copy the signature line straight from this document.
2. Go to your outlook online
3. Then you will go to the **settings**  **button** on the top right in between a bell and a question mark
4. Once you have clicked on the settings button you will see something that says theme and other options. From this setting menu on the bottom of it you will see **View all Outlook settings** click that!
5. More options will appear. It will be by default on the layout menu. In the middle column you will see **Compose and reply** underneath layout. Click that!
6. Now you have made it to your **Email signature!**
7. Here you can paste the signature line you copied earlier from the word document and hit save! You will be all set!

### **NYS Parent Portal App Download signatures will be as followed:**

1. You can copy the signature line of your liking
2. You will need to save both the **app store** and **google play** icons as pictures onto your computer



3. Go to your outlook online
  4. Then you will go to the **settings**  **button** on the top right in between a bell and a question mark
  5. Once you have clicked on the settings button you will see something that says theme and other options. From this setting menu on the bottom of it you will see **View all Outlook settings** click that!
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6. More options will appear. It will be by default on the layout menu. In the middle column you will see **Compose and reply** underneath layout. Click that!
7. Now you have made it to your **Email signature!**
8. Here you can paste the signature line you copied earlier from the word document
9. Now you will go to the **picture icon** all the way to the left of the white box for your email signature
10. Here you can insert both your **app store** and **google play** icons you saved earlier to your computer
11. You will click on the **apple app store icon** individually to highlight it then you will find the tool in the white box that has **two circles interlocking** that is for inserting links.
12. You will insert this link <https://apps.apple.com/us/app/nys-parent-portal/id1490917046> now the apple icon is set.
13. You will then click on the **google play icon** individually to highlight it then you will find the tool in the white box that has **two circles interlocking** that is for inserting links.
14. You will insert this link <https://play.google.com/store/apps/details?id=com.parentportal> now the google icon is set

Now you have completed your **Email signature!** Hit save and you will be all set!

