

# Emily's Story

Emily has successfully managed to advertise her Peaceful Kids classes using social media and Emily has kindly offered her tips for others to use:

I created my own Facebook page

<https://www.facebook.com/emilyclarkepeacefulkids/> initially with links to the Peaceful Kids website to begin to advertise and so people could check out information about the program through the Peaceful Kids Classes website – [peacefulkidsclasses.com](http://peacefulkidsclasses.com). I also promoted the venue I'd be doing the classes in and tried to get people following the page before I'd opened up class bookings. I had lots of friends and family like the page and share it which has resulted in about 500 people liking the page in Ballarat. Facebook is such a great platform to share and spread the word about something. I just use the page now to advertise the dates of upcoming classes and share updates of how the classes are going.

On my Facebook page I also share articles on Mindfulness and children's wellbeing so that even if people haven't got their children enrolled in this term's program they're still interested in my page and keep checking back in. I also purchased a couple of books and asked parents how they would engage in some self-care for themselves. Anyone who commented went in the raffle to win the books. That helped generate publicity for the page.

I found that advertising that the places are 'limited' and having a set time that bookings open on Eventbrite helps to create anticipation and I know lots of parents were waiting for the bookings to open this term. My biggest tip is to get a following on Facebook! Create a page with info about the Peaceful Kids Program and links to the Peaceful Kids Classes website. Get your friends and family to like and share it. Then you have a platform to advertise your classes to an audience that is already interested.

I got permission from parents to take photos of classes and occasionally I will do an update of a class. I've found people who might be interested like to see what the classes are actually about, and a lot have booked in after seeing what we do. Proud parents also love to share these photos and that generates more interest.

Through the Facebook page I've also had teachers and schools contact me about how to do the Peaceful Kids training themselves which has been great. Anyone is welcome to check my Facebook Page out can create one similar. Feel free to message me through Facebook too if you have any questions. <https://www.facebook.com/emilyclarkepeacefulkids/>

Regards, Emily

