



Date: August 15<sup>th</sup> 2019

Re: Social Media.

Hello, Team Eh To Zed,

In efforts to streamline our social media process, we have put into place the following process, Updated policy to follow and will be added to your back office. Effective September 1, 2019.

Melissa De Castro has accepted the role of Marketing Coordinator with PSC Head Office.

In this role, she will be editing and posting for all centers. Also, she will be blogging online and creating videos for families and future members to view.

Each center will have one post bi-weekly moving forward which is a total 2 for the month.

Melissa will also have the ability to push back photos of poor quality and or poor content. With feedback to help improve what is being sent to marketing your campus. We need to keep a high standard across the board.

All boosted post requests will need to be made via a request to [Info@preschoolcanada.com](mailto:Info@preschoolcanada.com)

Subject line: boost my post - (Campus Name)  
Followed amount requesting to boosted & attached Ad.

Billing for all boosted post will be on your monthly invoice.  
All Payments will be through EMT to: [Info@preschoolcanada.com](mailto:Info@preschoolcanada.com)  
EMT: Question: (Location)  
EMT: Password: (Media)

Process:

Every Thursday by 8 pm, Owners or Directors are to send [info@preschoolcanada.com](mailto:info@preschoolcanada.com) two photos of activities and a brief description of what the photos is about.

Sincerely,  
Shima H. Regional Director PSC Corp - Ontario.

If you miss the deadline, we cannot guarantee your post will make it on the main page that week. Please try your best to send the photos and descriptions before or by the timeline above.

A template with what is need will be posted on our back office to be submitted along with detailed instructions within a few days titled Social Media Posts.

Eh To Zed Head office will be cleaning up all social media accounts in the coming weeks, any account not created by Head Office will need to be removed. (Mandatory)

We will connect with the site regarding the removal of the account directly in the coming few days.

Each center should have one closed FB page for direct members enrolled in program only. No open accounts. The updated policy will be added to the back office for review.

Twitter, Instagram or any other account must be deleted and removed by August 23rd,2019

Head office will only have Instagram, Twitter accounts.

Please see detailed Policy on the back office by August 23<sup>rd</sup>, 2019.

Sincerely,  
Shima H. Regional Director PSC Corp - Ontario.