

Advertising Policy

The Educating Parents Homeschooling and Unschooling Facebook Group

This group is the online forum for [The Educating Parent](#), Beverley Paine, author of [books about homeschooling and unschooling](#) in Australia, and works to promote and support a vibrant connected home education community. The purpose of this group is to inform people about the nature and practice of homeschooling and unschooling. To prevent this group from being cluttered by advertisements we have created the following Advertising Policy.

In this guide:

- Advertise in The Educating Parent Resource Directory
- Rules for interacting as a business within the group
- How to promote yourself as a trustworthy and useful source of information to group members, thus build a reputation for yourself and your business
- About The Educating Parent

Direct advertising in the group is not allowed.

Direct advertising of services and products, **other than those authorised** by [The Educating Parent](#), **is not permitted** to be posted in the group.

Members have repeatedly indicated they don't want businesses using this group purely to advertise their products and services without contributing meaningful content to the ongoing discussions.

See the Appendix below for accepted ways to promote your business, product or service to other members in the group. Not adhering to the guidelines may

result in your post or comment being deleted without notice, or in your removal from the group.

We provide group members a free downloadable [RESOURCE DIRECTORY](#), which includes a handy information guide to getting started with home educating, with links to information about registering in each state. The Directory is also promoted prominently on [The Educating Parent](#) website.

Please use our Resource Directory to promote your business, product or service.

Line Listings in the Resource Directory are FREE, and are organised under General, English, Maths, Science, Arts, HASS, Technology, Languages, Health and Physical Development.

To list your business for free, please email Beverley with your business name, location, link / contact details, and brief description (no more than 50 words) in one or more categories. Please indicate if it is an online service.

Display Advertising – [purchase via PayPal links on our website](#)

We format the Resource Directory to enable it to be printed on A4 paper. Your advertisements should be able to be scaled to match the sizes listed below.

Prices per annum.

1/8 page	8.5cm wide by 6cm high	\$50
1/4 page	8.5cm wide by 12cm high	\$100
1/4 page	17cm wide by 6cm high	\$100
1/2 page	17cm wide by 12cm high	\$200
1/2 page	8.5cm wide by 25cm high	\$200 *
1 page	17cm wide by 25cm high	\$400 *

* Complimentary 400x100 pixel banner ad positioned in the right-hand column on the www.theeducatingparent.com template page free with 1/2 and whole page ads.

Rules for interacting as a business within the group

- 1. Contacting members by private message to promote your products or services** in response to comments or posts they have made is **NOT PERMITTED** in this group. Doing this may result in you being removed without notice from the group.
- 2. Declare you are a business when posting or replying on a post**
If you are an educational provider or business or work for one, you must declare that in your comments and replies when recommending products or services or asking members to contact or direct message you for help or advice. Failure to do so may result in removal from the group.
The purpose of a group such as this is to share information and experiences widely: instead of replying to individuals, an answer is read by many. Offering to personally message members undermines the effectiveness of group communication and may be interpreted by admins as a marketing ploy.
- 3. You are permitted to reply **in context to the content** of posts and comments** made in posts with substantial and useful information that answers questions asked. In doing so you can add a link to your page or website. It is important that you contribute in a positive and constructive way to the group by sharing information - this assists members of the group as well as establishing yourself as a trustworthy source of information. See tips in how to do this below.
- 4. Genuine reviews and accolades *from* happy customers *by* happy customers** are welcome! Encourage your customers to share their delight with your business, product or service. Usually when we see someone in this group posting something positive about resources we'll add the seller or maker to the [Resource Directory](#), especially if it is made

here in Australia.

5. Posts that begin “please delete this if not allowed” will be deleted. If you are unsure that the content is appropriate for this group, please [message Beverley](#) for review and approval before posting.
6. If you wish to promote or advertise ANY (free or otherwise) event, activity, service, product, class, coaching, any educational, developmental or parenting workshops, seminars, webinars, information sessions, camps, etc., you must obtain permission by messaging [Beverley](#) first.
Once approval has been obtained, please add “admin approved post” to the post. Abuse of this will result in being removed and blocked from the group.
We are very happy to help promote not-for-profit activities specifically providing information about the nature and practice of homeschooling and unschooling, such as homeschooling expos, conferences, support groups, etc. All you need to do is [message](#) first.
7. Offering a **freebie or free resource** linked from your Facebook page, blog or website? Message [Beverley](#) for permission.
8. **Don't use the group to collect email addresses in the group**. Doing so will result in removal from the group. Please direct members to your page to obtain a freebie and collect addresses in the correct, legal way. And message [Beverley](#) for permission first.
9. **Oversharing of free resources** to push your business, or that of a friend or relative, will be considered spam. If you have obtained permission to post, please do not promote free resources more than once a week.

10. **No crowd funding or kick-starter posts:** if you wish to draw attention to a particular situation please message [Beverley](#) for advice.
11. 'Click bait' memes that link to personal or business websites or blogs that do not include a reasonable reflection by the poster explaining the purpose of the post and link, together with its relevance to the practice and nature of home education, will be deleted without notice.
12. Please share the Resource Directory. Every person joining the group receives a link to [The Educating Parent Resource Directory](#). It is referred to frequently in comments and posts and our 33,000+ members are encouraged to access it for information. The Directory has averaged over 1,000 downloads per month.

How to promote yourself as a trustworthy and useful source of information to group members, thus build a reputation for yourself and your business

If you are an education provider selling curriculum or home education consultant, this groups offers you an opportunity to build a reputation by sharing immediately useful and helpful information to members that addresses their concerns and questions. Please don't reply to posts with an advertisement – these comments will be deleted without notice.

Members are real people, real families, with real needs and one of those needs is to be heard. Acknowledge their statements, relate to their situation, share personal stories and experiences and then point out which aspect of your service or product can assist them. Responses like this are appreciated by members and admins alike.

Few general homeschool groups give businesses the opportunity to join and become active members. We encourage and allow membership because we think it is important that educational providers understand the nature of

home education and how and why it is different to school based education and believe the best way to obtain that information is from getting to know those that are doing it – home educators. In this way you can tailor your products and services to better meet the needs of your clients and customers. This helps all of us.

Offer free trials on your social media pages, blog, and website. Many homeschooling businesses do. It gives families an opportunity to see if what you are providing matches their needs. Families who are home educating don't have a lot of money: most are living on a single income, and many are single parents on very low incomes. They are wary about spending money, especially if there is a chance what they're buying won't suit their learner's needs. Free trials help alleviate this obstacle to purchasing.

Give information freely. Tips, useful hints on how to help children learn. If you have a maths curriculum, share any insights you've personally experienced. Give concrete examples. Offer tips and tricks to make learning particular concepts easier for the learner. Don't push your business straight up. Build a reputation as a trusted source of information and help. Add links to helpful information.

Don't be pushy. Be assertive and let people know who you are, but don't assume that just because you are there, that you're a teacher or tutor, coach or mentor, homeschoolers will flock to use your services or buy your products. The marketplace is FULL of resources: it has never been easier to find quality products and services. And don't forget you are competing against a LOT of free resources.

Don't pretend to be a homeschooler and ask for advice or put together a 'survey' or poll to mine information from group members. Do your own market research. Take your time to get to know the group, spend time reading posts and answers: much about the nature of home education and the needs of home educating parents and learners can be gleaned this way. Yes, it's time consuming, but you can use that time to help build your

reputation as an expert in your field by answering questions in the meantime.

Don't pretend to be a homeschooler asking questions to drum up responses you can then work to promote your business. We have many active members who can spot a sham question and usually report them within minutes. They hate businesses abusing the group in this way.

If you are unable to add valuable and useful, meaningful comment that addresses the particular content of posts this group isn't for you. This group isn't a supermarket shelf – it's a community. Be a part of that community or opt to simply list in the [Resource Directory](#).

About The Educating Parent

Beverley Paine began volunteering to promote and support families begin and continue to confidently home educate their children soon after she and Robin homeschooling their own children in 1985. She is committed to helping to grow our home educating community and to help families find the resources and materials that best match their children's individual needs. Please visit her extensive website, www.theeducatingparent.com for more information.