

Zete Social Media Marketing Proposal



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Date: April 29, 2014
To: Lynn Zeto
From: Joshua Jackson, Meilo Zaborowski, Kelly Van Antwerp, Molly Gunn
Re: Letter of Transmittal for Social Media Marketing Proposal

Statement of Transmittal

The attached document contains suggestions for Zeto Learning Systems that involve using social media as a strategy for gathering the interest and business of new clients and maintaining the business and support of current clients. We have split the suggestions into categories based on what social media platform the suggestions concern.

Explanation of Editing and Request for Revision

Logo

- Create a logo to make Zeto easily recognizable and memorable.
- Consider using the logo provided on the cover page of this document.

Email Contact

- Set up a mass email system using emailcontact.com using "Zeto" in the email address but leaving out any personal aspects. This way, clients can contact Zeto while feeling they are contacting a business instead of a personal email, and Zeto can easily organize many emails.
- Use emailcontact.com to send out regular newsletters to keep in constant contact with clients.
- Create an email address that is as short and memorable as possible.

WordPress

- Start a blog on the topic of the company to keep the interest of clients, lighten their spirits concerning their children's learning challenges, and make Zeto more easily found on Google and other search engines.
- Consider using the twenty blog base posts included in the last section of this document to get started on the blog.
- Recycle the seasonal blog posts every year to make keeping a blog easier.

Facebook

- Start a Facebook profile to reach new clients and update current clients and share information.
- Include information about Zeto, such as any events or special offers, so clients can stay updated without needing to call or specifically search for information.
- Include information about unrelated companies in Addison to publicly support other local businesses, who will in turn support Zeto. This also can help clients find other businesses to entertain and help them.
- Include information about related companies to support them, and they will in turn support Zeto. This also enlightens clients about the topic of Zeto's business, even if it is not about Zeto itself.

Twitter

- Start a Twitter profile to reach new clients and quickly update current clients and share information.
- Include information about Zeto, such as any events or special offers, so clients can stay updated without needing to call or specifically search for information.
- Include information about unrelated companies in Addison to publicly support other local businesses, who will in turn support Zeto. This also can help clients find other businesses to entertain and help them.

- Include information about related companies to support them, and they will in turn support Zeto. This also enlightens clients about the topic of Zeto's business, even if it is not about Zeto itself.

Instagram

- Start an Instagram profile to reach clients and to lighten their spirits concerning their children's learning challenges and enlighten clients about Zeto's events and updates.
- Include pictures of students' learning, celebrities living with learning challenges, events at Zeto, and any specific clients using Zeto's learning services if they and their parents allow it.

Request for Response

If you have any questions concerning this proposal, please feel free to contact the members of our team at the following email addresses:

- joshshaman13@gmail.com
- meiloslyther@yahoo.com
- disneyfreak810@aol.com
- m.g.gunn@outlook.com

Executive Summary

In this proposal, we suggest that Zeto use various social media platforms as tools to help make Zeto Learning Systems better publicly known and advertised. First, we identify various issues with the Zeto website and find solutions for making the website

more user-friendly. Secondly, we discuss the importance of having a logo in order to brand Zeto and make it more memorable to clients. We also offer a logo of our own making. Thirdly, we emphasize the need to create a business-oriented mass email contact to keep email correspondence organized.

Next, we discuss creating a WordPress blog to interest, inform, and entertain clients and to make Zeto more likely to come up higher in a search engine. We provide blog base entries in Blog Base Entries of this proposal.

Then, we suggest joining various social media platforms, specifically Facebook, Twitter, and Instagram, in order to stay in constant contact with a wide audience. We suggest using Hootsuite to easily manage all your social media. Finally, we end by discussing the costs and time that will be required to adhere to our suggestions, and we re-emphasize the importance of the solutions offered in the proposal.

Introduction

Lynn Zeto founded Zeto Learning Systems, a neurodevelopment and learning systems company based in the Dallas-Ft. Worth Metroplex. The focus of Zeto's work is to provide avenues through which learning-impaired children can make neurological connections that they were not able to previously make. The business has been steadily growing, and its staff has helped hundreds of struggling students to unlock their brain potential fourteen years since its establishment.

Diagnosticians, pediatricians, and school counselors have suggested Zeto as the best option for overcoming the challenges that children with learning difficulties experience. Many parents have brought their children to Zeto after trying countless other remedies to help their children thrive at their fullest potential, and Zeto has been highly successful in helping these families.

However, as a young business, Zeto needs to reach a wider audience and pull in more clients. It also needs to have a high client-retention rate. The most important tool for advertising is the internet, particularly social media platforms (including Facebook, Twitter, Instagram, and WordPress, a blog platform). Other important aspects of advertising and appealing to clients include creating a memorable brand for Zeto, of which creating a logo is a huge part. In order to keep the interest of

clients, Zeto must also be easily and professionally contactable, which means creating a professional email address.

Currently, Zeto is largely absent from social media websites. Zeto also lacks a consistent logo. The information in this proposal will get the dedicated staff at Zeto on the right track to being active on all the presently popular social media platforms and to creating an effective brand and communication system, which will catch and retain the attention of future and current clients.

Problem Definition

Zeto Learning Systems is largely absent from the social media world. This is a large issue, considering social media is the most popular way for clients to find a business. Zeto's website content is also somewhat difficult for users to understand. Issues that require attention concerning Zeto's website and social media marketing include the following:

- The website's side tabs are often confusing to navigate; under "Processing Skills," the system of PACE (Processing and Cognitive Enhancement) is mentioned. Its meaning is touched upon, but website users have to click on another link to learn what the system works to correct. Generally, users have to search too often for information.
- The website's "Primitive Infant Reflexes" tab leads to a blank page, which is confusing for users.
- The website's "Cognitive Skills Evaluation" section is littered with sporadic bolded text, which distracts readers' eyes from important information instead of drawing their eyes to it.
- The website contains identically sized subheadings and paragraph text, which makes it difficult to differentiate between the two. Subheadings should stand out to the eye, and when they are the same size as the text, their purpose is defeated.
- The website's justification and page spacing do not seem to match anything else established on the website. Readers need a sense of uniformity throughout the website to understand it better.
- The website contains too much highly technical information or jargon for the average user to understand.
- Zeto lacks a logo. Logos are important because they give a memorable brand to the company.
- Zeto staff need a mass email system to organize communication with clients.

- Zeto lacks a blog. Blogs entertain and inform clients and make Zeto more easily found on search engines.
- Zeto needs Facebook, Twitter, and Instagram profiles, which give easy access to a large client base.

We will expand on all these issues and offer easy, straightforward solutions to each matter. This proposal introduces a simple strategy that will lead Zeto to building a successful social media presence that will attract and more thoroughly inform clients.

Website

Zeto Learning Systems has a website presence, but the website itself is confusing, information and navigation are complicated, and the most prominent information is unclear.

We “client”-tested Zeto Learning Systems’ website with five potential customers. Each person who was a part of the review was the parent of a diagnosed learning-impaired child, fitting the demographic that Zeto aims to have as their clientele.

The top comment of every person who completed the survey concerned the jargon and vocabulary of the website. One said that the jargon was too high-level, and if she found the website, or someone referred her to it, she would be deterred from contacting Zeto Learning Systems simply because of the jargon. Another said that the content seemed repetitive, and different parts of the website seemed to describe the same subject but in different ways.

Describing how Zeto Learning Systems works into simpler terms would make the content much more accessible. Setting the language content at an 8th grade reading comprehension level allows the information to reach a much larger audience. This will help parents to be able to explain to their children more easily how Zeto’s program will help them, putting the child’s mind at ease.

Creating a cohesive, stylized website would complete the professional image that Zeto Learning Systems wants to create. After these issues are corrected, the website will become a simpler, more attractive, and more understandable tool for conveying information to current and future clients alike.

Logo

All businesses need an effective, memorable logo. An effective logo is one that emphasizes a great aspect of the business. Clients should be able to easily identify that a logo belongs to a certain business, and a great logo will convey a sense of cleverness or comfort to the patron.

The logo we have created for Zeto is present on the cover page and on the side bars of every page. The “o” in “Zeto” is made to look like a refresh sign commonly seen on URL bars on the internet. This refresh sign is meant to signify that when a student comes into Zeto, his or her brain will feel refreshed and reconnected. The cleverness of the “o” will let clients know that Zeto is a clever business, and the idea that Zeto’s students’ minds will be refreshed and therefore calmed will give comfort to the clients.

The blue used for the text is the same blue used on Zeto’s website. This blue is a natural, calming color as well as a professional color, so the logo suggests that Zeto is a therapeutic business, and its staff members rely on natural brain functions to help their students. The color also lets clients know that Zeto is a professional and organized business.

We suggest using this logo in order to emphasize Zeto’s cleverness, professionalism, and comforting abilities for the patron. The simplicity of this logo makes it easy for clients to remember Zeto, which is the most important aspect of a logo.

Email Contact

In order to stay in close contact with clients and diagnosticians, we suggest creating an account with a large-scale email system. We recommend using Email Contact at emailcontact.com. The services through this email system make it easy to keep emails organized, which will help Zeto staff stay in contact with clients. This organized communication will keep clients interested due to the professionalism that Zeto will create.

With the Standard package from Email Contact, Zeto Learning Systems can reach up to 2,500 email subscribers. Included in this package is a suite of diagnostic tools to see who is reading your company’s emails and who seems to be responding and acting upon the information given.

With this package, Zeto Learning Systems also has the ability to schedule pre-written emails to go out on certain days of the week. As your subscription base

grows, Email Contact allows customers to upgrade to more storage space and the ability to reach a wider audience.

Social Media

Zeto Learning Systems is widely absent from social media platforms. Without a social media presence, Zeto is missing out on a huge sector of marketing. Over all platforms of social media, more than 2 billion people are interconnected; from rudimentary social media like MySpace to more mainstream platforms like Facebook and Twitter, in over 99% of the civilized world, social media has a far-reaching effect on day-to-day life. In the Dallas-Fort Worth area alone, over 4 million people use some form of social media daily.

We project that, if implemented and maintained correctly, Zeto Learning Systems could garner a following of 10-15,000 followers combined between Facebook, Twitter, Instagram, and WordPress alone over the span of five years.

With social media inclusion, Zeto could incorporate a new set of learning systems. In Jane Hart's article *Social Media + Learning is More Than Social Learning*, Hart outlines how social media is being included into jump start and remedial classrooms as a way to teach networking, grammar, and interaction methodology.

Facebook, Twitter, Instagram, and WordPress all provide a hashtag system in which people can search through media that has the associated hashtag embedded in the post. For example, if Zeto Learning Systems decides to establish an Instagram, they could create their own hashtag, such as #zetolearning, #zeto, #zetolearningsystems, and include wide-based and more accessible hashtags such as #therapy, #auditory, #samonas, #processingskills, and so forth. This will allow clients to access Zeto's social media pages even more easily.

Without a social media presence, Zeto Learning Systems is missing out on a practical avenue for instruction; they are missing out on a possible 10,000 potential customers, and they are ignoring an easily upkept avenue to sustain the interest and business of current clients.

The most important social media platforms for Zeto to join include the following:

- WordPress
- Facebook
- Twitter
- Instagram

Hootsuite is a platform that allows easy control of Facebook and Twitter to make updating social media faster and easier.

WordPress

WordPress provides a blogging platform that we suggest Zeto Learning Systems begin using. Zeto staff can use WordPress as a way to keep current and potential customers up-to-date on the following:

- Current events at Zeto Learning Systems
- Information related to the challenges with which Zeto Learning Systems works
- Information related to the systems that Zeto Learning Systems incorporates into treatment
- Current events in Addison and the surrounding Dallas-Fort Worth Metroplex
- Miscellaneous things such as fun facts for Zeto's students, activities for parents to do with their children, and silly holidays to help relieve the stress under which Zeto's clients' families are

Keeping a blog through WordPress is much simpler than it sounds. We have made it even simpler by providing twenty blog base entries for the timespan of November 27, 2014, through January 17, 2015. These blog posts can be 'recycled' and used again year after year as long as their content stays relevant to the current year. Find these blog entries in the Blog Base Entries section.

Facebook

Establishing a Facebook page for Zeto Learning Systems is the easiest and fastest part of the social media strategy. Facebook is the largest social media outlet in North America, with more than 1 billion daily active users.

Facebook's platform design creates an easy experience for beginners by walking a business owner through all the first steps of setting up a page and effectively advertising the name of the business. The tutorial includes setting up a weekly or monthly advertising budget through Facebook. Using Facebook, Zeto Learning Systems can disperse their name and business plan in a quick-to-read platform. With multifaceted media posting capabilities including quick statuses, pictures with blurbs, notes, and videos, Zeto Learning Systems will have a fully comprehensive suite of sharing capabilities built into Facebook.

For each status that Zeto Learning Systems shares, we recommend they try to use no more than 30 words; reading retentions for statuses on Facebook tend to hover

around 10-25 words. For each picture that Zeto Learning Systems posts, we recommend that they keep the caption between 8-15 words; reading retention for picture blurbs hovers around 5-20 words. Generally, notes on Facebook are used to communicate longer, more complex messages, like policies, services with prices, and contact information.

Facebook statuses, pictures, and videos take just a minute or two to write and post, and the outcome is that a much larger chunk of clients gets to see Zeto's activities. This will make current clients feel more personally close to the staff at Zeto, and potential clients will be able to easily learn about Zeto. You can also integrate Facebook into your WordPress blog to make both more accessible.

Twitter

Twitter is similar to Facebook in that it provides a platform for reaching out to clients using pictures and short messages. However, on Twitter, the messages are typically shorter, and they are posted more often than the ones on Facebook.

The hashtag base on Twitter is far more effective on Twitter. Even if Zeto chooses to opt out of hashtag use on Facebook, the company should choose to use them on every post on Twitter. This will help users to find Zeto's posts easily because the hashtag system organizes the posts for the users by the hashtags used.

Instagram

Instagram is a social platform that consists of pictures accompanied with short comments and hashtags, which help users quickly find information. Instagram will provide Zeto Learning Systems with a platform to share pictures of a variety of situations including the following:

- Students in a learning environment
- Student/teacher interaction
- Student/parent interaction
- Teacher/parent interaction

Using the hashtag system that Twitter made popular, Zeto Learning Systems can pioneer a list of hashtags that will be incorporated with each picture to increase the reach and impact of that picture.

Instagram recently incorporated video capabilities into their platform. The videos are 15 seconds long and cannot be pre-recorded, but you can stop and then re-start filming the video. Zeto Learning Systems could use video to demonstrate a sample

session between a student and teacher, how students practices on their own, how parents practice with their students, or how communicative and understanding the teachers are to the parents and students during the entire process.

In addition to hashtags, each picture can also have captions. We recommend that Zeto Learning Systems keep captions at 8-20 words; reading retention wanes after 20 words.

Zeto can share each photo and video shared on Instagram on Facebook, Wordpress, and Twitter as well. We recommend that each piece of media shared on Instagram also be shared on Facebook. Though the hashtag system of Facebook is not as effective as Instagram's, any amount of media presence provided by hashtags on Facebook is helpful to Zeto's advertisement.

HootSuite

HootSuite is a social media management system created to help businesses and organizations collaboratively update and manage multiple social networks from one secure, web-based dashboard.

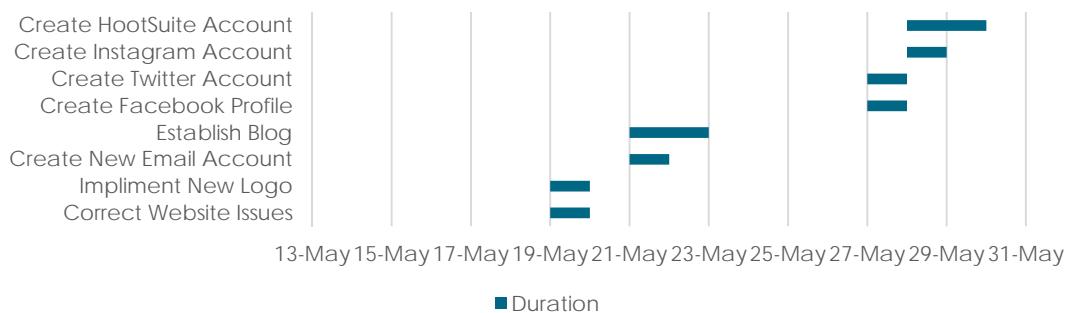
Hootsuite will make the transition to social media much simpler for Zeto. With Hootsuite, Zeto can also invite multiple collaborators to securely manage social profiles and provide custom reports using the comprehensive social analytics tools for measurement.

We recommend using the Pro package, which allows for use of up to 10 social media websites. It is ideal for businesses and professionals.

Key social network integrations include Facebook, Twitter, WordPress, LinkedIn, plus a suite of social content apps for other social media websites, including Instagram. Zeto can manage every social media website we have suggested using this one program.

Timeline and Work Plan

Timeline for Implementation



Financial Information

Successfully establishing and maintaining a social media presence is very inexpensive. The only subscription-based services we recommend using include Email Contact and Hootsuite, which are described in the respective sections of this proposal. Email Contact's Standard package costs \$30 a month to use. Hootsuite offers a 30-day free trial for their Pro package, and after that, the cost to continue usage starts at \$8.99 a month.

We understand that Zeto already has staff members who will be performing other social media tasks, like Twitter, Facebook, and WordPress updates, so there are no extra costs associated with those areas. No other costs are required to follow our recommendations.

Therefore, the total monthly cost to use all these social media websites is \$38.99.

Conclusion

Overall, we recommend that Zeto Learning Systems increase their social media presence. Having a strong online presence will facilitate learning and expand Zeto Learning Systems's client base. By branching out online, Zeto Learning Systems will not only improve access to their services, but they will also provide useful information and resources to the community. Keeping up with social media will ensure that Zeto Learning Systems continues to reach their target audience, bringing in new clients and retaining present ones.

Blog Base Entries

The following blog entries are largely recyclable, meaning that Zeto can reuse the posts each year. They are for November 27, 2014, through January 17, 2015. We suggest that Zeto posts a blog entry at least every two to three days. This will make for a much simpler process in keeping up with the blog.

November 27, 2014

Cook Last Minute (or Next Year's) Thanksgiving Recipes

Today is Thanksgiving, and although you likely already have your turkey in the oven and your mashed potatoes and cranberry sauce ready to go, you might be looking for a few last minute recipes to bring to the table. We have gathered some great, easy recipes that you can cook with your children to make Thanksgiving a little tastier—and more fun!

First Prize Pecan Pie

This pecan pie recipe is a three-generation-old family recipe that has won several first prize awards in dessert competitions. Throw out your old recipe and try this fall classic instead.

Ingredients

- 1 cup dark Karo syrup
- 1 cup dark brown sugar
- 3 eggs
- 1/3 cup melted butter
- 1/2 teaspoon vanilla
- 1 1/2 cup pecans
- 1 nine-inch pie crust



Instructions

1. Preheat oven to 350°.
2. Combine all ingredients, except pecans, in a large bowl.
3. Whisk together ingredients.
4. Pour filling into pie crust.
5. Arrange pecans on top of the filling.

- Bake for 45 minutes or until the pecans turn purple. You may need to adjust the temperature and cook time for your oven.

Twice Baked Sweet Potatoes

This is a twist on the Thanksgiving staple, sweet potato casserole. This version allows everyone to have their own potato's worth of sweetness. You can serve it either as a dessert or a sweet side.

Ingredients

- 8 medium-sized sweet potatoes
- 10 tablespoons dark brown sugar
- 1 teaspoon ground cinnamon
- 1/2 teaspoon ground nutmeg
- 1 stick of unsalted butter
- 1 cup chopped pecans
- Canola oil, for greasing pan

Instructions

- Preheat oven to 375°.
- Lightly scrub the potatoes with a vegetable brush under cold running water.
- Place potatoes on sided roasting tray.
- Bake for 1 hour and 15 minutes or until tender. The skin should be somewhat loose.
- Take out the potatoes and allow to cool until touchable.
- Cut off the top third, lengthwise, of each potato.
- Scoop out the flesh, leaving about $\frac{1}{4}$ inch of potato left in the skin so that the 'canoes' hold their shape.
- Add the potato flesh, ginger, nutmeg, butter, and 4 tablespoons of the brown sugar to a large bowl.
- Mix ingredients until completely combined and smooth.
- Drizzle roasting trays with a little canola oil.
- Set the potato canoes upright on the tray.
- Fill canoes with potato mixture.
- Sprinkle pecans and remaining 6 tablespoons brown sugar on top of potatoes.
- Bake 10 minutes.
- Bake under broiler 1 minute if brown top is desired.



Creamed Pearl Onions

This recipe is mild and savory, and it is not an overused recipe. Surprise your Thanksgiving company with this homemade winner.

Ingredients

- 24 ounces pearl onions
- 2 cups heavy cream
- 4 bay leaves
- 1 tablespoon chopped flat-leaf parsley
- 1 garlic clove, smashed
- 1/2 tablespoon fresh grated nutmeg
- 2 cups chicken or goose stock
- Salt and pepper to taste



Instructions

1. Blanch the onions by placing them into a large pot of rapidly boiling water.
2. Allow them to boil for about 1 minute.
3. Remove the onions from the water with a strainer.
4. Peel off the onion skins.
5. Put the onions, cream, bay leaves, parsley, garlic, nutmeg, salt, and pepper in a 6-quart saucepan.
6. Place over low-medium heat.
7. Cover and let simmer for 10 minutes, stirring occasionally until the sauce thickens.
8. Remove the cover.
9. Add stock.
10. Season with salt and pepper again.
11. Allow to cook down for 5 minutes to tighten the cream sauce.
12. Discard bay leaves and garlic clove before serving.

Maybe you won't use these recipes this Thanksgiving, but you can always save them for next year or just cook them for a tasty night with your family.

November 28, 2014

See the Neiman Marcus Christmas Lights

It's the most wonderful time of the year! The town is lit up with lights – everywhere you look, there are twinkling lights Santas and reindeer. But what makes this holiday come to life seeing all the lights of downtown Neiman Marcus Shopping center in Dallas, where the City Lights Tree is lit.

There will be fireworks, free food, and a visit from Santa Claus. The event usually takes place on the last Friday of November. Get yourself and your family ready for Christmas early this year!

December 1, 2014



See the Addison Circle Tree Lighting

Begin your celebration of the holiday season with the fifth annual Post Addison Circle Tree Lighting Ceremony (rain or shine!) in Beckert Park on Friday, December 5, 2014, at 6:30 p.m. Todd Meier, mayor of Addison, will address the crowd, and just in time to light the tree, Santa Claus will arrive by an Addison fire truck. Following the ceremony, Santa and Mrs. Claus will visit with youngsters, making a list of all the good boys' and girls' wishes. The celebration also includes:

- Holiday refreshments from the Addison Circle restaurants and retailers
- Performance by George H.W. Bush Elementary choir
- Free kid's activities, like face painting, caricature artists, balloon artists, and coloring contest (pick up a coloring page at the Post Addison Circle leasing office)
- Horse-drawn carriage rides around the circle
- Holiday shopping area from local vendors

The faculty of Frost Bank, who have generously agreed to sponsor the tree this year with AT&T, will also be conducting a raffle with cool prizes, including an iPad, and AT&T will be donating a \$100 gift card, along with other great prizes.

December 4, 2014

Celebrate Santa's List Day

Now that you've finished off your Thanksgiving turkey leftovers, and you've been able to tighten your belt a little bit, it's time to grab the kids and make that wish list for Santa because today is Santa's List day. This day is the when Santa's finishes his naughty and nice lists, and if your little ones make the nice list, they need to be prepared!

December 7, 2014

Use Portable North Pole to Surprise Your Kids

Portable North Pole is a fun service that lets you tell Santa how your children have been doing this year, and Santa himself writes a letter to your children! He can also send birthday letters, and you can request that he and his elves make personalized gifts, like puzzles and place mats, for your children to receive as gifts. Learn more at www.portablenorthpole.com.

December 10, 2014

Visit the Trains at North Park Mall

Choo-Choo! Here comes the train at North Park Mall. Until January 5, you and your kids can catch a ride and head to places like downtown Dallas, the State Fair of Texas, and the Cotton Bowl; New York City's Times Square and Grand Central Terminal; Washington, D.C.; New England's fall foliage; the Grand Canyon, Route 66 and San Francisco's Golden Gate Bridge.



This is a great way to have a stress-free, fun-filled day for the whole family, so get in the car and take a trip to Dallas, and the train shows you everywhere else in the country. The tickets' proceeds benefit the charity Ronald McDonald House. Learn more at <http://www.rmhDallas.org/trains>.

December 13, 2014

Visit the Cavanaugh Flight Museum

If you haven't yet visited the Cavanaugh Flight Museum in Addison, you need to do so. The museum has an educational program that is devoted to promoting aviation studies. We know that your kids want to have fun outside school and are not interested in classroom learning, but at the Cavanaugh Flight Museum, your kids will learn without the stress of studying or taking tests.

Your children can take flight in a Warbird Aircraft or see the sights in a helicopter ride! You can also go on a self-guided tour or have a professional tour guide show you around the museum. This is a great place to have a family outing without spending too much money.

December 15, 2014

Last Minute Gift Shopping

Have you waited until what seems like the end of the line to shop for your children's presents? Don't worry—you won't have to fight a crazed parent for a Tickle-me-Elmo. This amazingly helpful website helps you fill your gift bag after just a few clicks: <http://www.parents.com/holiday/christmas/gifts/slackers-gift-guide>.

This guide is handy for those who celebrate Christmas or Hanukkah, which begins tomorrow (Happy almost Hanukkah!).

Maybe you feel like you can breathe now. You are welcome. Happy shopping!



December 19, 2014

Have Fun with Elf Yourself

One of the quirkiest, silliest things to do during the holidays when your kids are cooped up in the house is to Elf Yourself! This fun, interactive viral website allows visitors to upload images of themselves and their friends and family members. The website then uses the pictures on the bodies of elves as they dance to fun music. Your children (and you) will be laughing as you watch your personalized mini-film.



December 22, 2014

Include the Whole Family

Winter break is in gear for many students. Up until now, one of your main priorities was making sure that your children with learning challenges have been attending each Zeto appointment, leading them accomplishing their goals, and helping them focusing on their work. With each free moment you have, you have been helping and encouraging these children so that one day all this hard work will pay off. But perhaps your other children are feeling a little left out, and you want to bring your family together for relaxing fun.

Your children will be home all day every day for winter break, so this is the perfect time to take advantage of your new free time and get in some valuable family time. The hardest part is thinking of activities that include the whole family. We're here to the rescue! We have found a great website that lists one fun, quirky activity to do every day for 31 days. Make it your goal to complete this list with your children, effortlessly including the whole family.

Blog post: <http://www.notimeforflashcards.com/2012/12/31-things-for-kids-to-do-during-winter-break.html>

December 25, 2014

Have a Merry Christmas

Merry Christmas to all those who celebrate it! To both those who do and those who do not celebrate Christmas, make today a special one for your entire family. Enjoy the rest of your children's winter break!



December 28, 2014

New Year's Resolution

Many people are telling themselves they will start the new year with a bang by eating healthier food, exercising every day, and cleaning the house more often. While all these resolutions are great, there's something missing from them.

When you have a child who's working hard to make new connections in his or her brain, you know you need to surround him or her with immense support and love. Make your New Year's resolution to be understanding of and helpful to your child. If you have other children, make another resolution to give them the attention they too deserve.

The most important part is following through with your resolutions and making them lifelong commitments, while the New Year fitness junkies will be out of the gym by March. Making these selfless resolutions will bring peace of mind to you and your family that you can enjoy year-round.

December 31, 2014

Have a Happy New Year

Happy New Year's Eve! Tonight, spend the evening with your kids, watching a movie they received during Christmas or Hanukkah. Drink Ginger Ale and eat fun hors d'oeuvres, like miniature slices of bread with salami and cheese. Don't forget to watch the ball at New York Times Square drop on television at 11:00 p.m. our time. Maybe you can get the kids to bed right after it drops!

January 3, 2015

Celebrate Fruitcake Toss Day

Today is National Fruitcake Toss Day! Parents and children everywhere, take this day to be silly. If you received the most popular gift to give for Christmas, a fruitcake, and you still have not eaten or re-gifted it, then go ahead and throw it away and start the new year off the right way (don't worry; we won't tell!).



January 4, 2015

Celebrate National Letter Writing Week

The second week of January is National Letter Writing Week. Letters are so much more meaningful than phone calls and text messages. Sit down with your children and help them write letters to family members – the longer they are, the better!



January 6, 2015

Celebrate Cuddle Up Day

Today is National Cuddle Up Day! Cuddle up with your family and read a book out loud or watch a wintery movie—it's too cold today to pass up on some cuddling!

January 9, 2015

Read About Celebrities with Dyslexia

Sometimes it's hard for children with dyslexia and other learning challenges to feel confident and capable of success. But celebrities like Tom Cruise, Orlando Bloom, and even Cher didn't let their dyslexia stop them from being on top of the world. Sit down with your child and read Huffington Post's list of eleven celebrities who have dyslexia: http://www.huffingtonpost.com/2011/07/14/famous-people-with-dyslexia_n_897475.html#s308228title=Henry_Winkler.

In another post, Orlando Bloom talks about how dyslexia was a gift for him. This same article also reveals the possibility that even Albert Einstein and Thomas Edison were dyslexic: http://www.huffingtonpost.com/2010/06/09/dyslexias-special-club-ac_n_602380.html.

These articles will prove to you and your child that there's nothing you can't do without support, dedication, hard work, and creativity.

January 12, 2015

Start Saving for Summer Camp for Your Child

Summer may be in the distant future, but now is the time to decide if summer camp is right for your child and to select the perfect camp to take care of your growing, learning child. Getting a head start on setting aside the chunk of change to pay for summer camp makes saving so much easier, and you'll know it was worth it once your child returns as a more independent and relaxed person.



Perhaps you're worried about sending your children to summer camp. Maybe you're worried that they will get homesick or won't fit in with the other happy campers. These are common fears, but they're rarely realized among camper parents. Summer camp is a safe, fun environment for children of all ages to learn about themselves, nature, and their new friends. At camp, your children will learn how to do activities more easily than they would at home, like rowing a canoe with a team, shooting a bow and arrow like Katniss from *Hunger Games*, riding a horse into the sunset, swimming in a clear green river with fish, and making painted boxes and picture frames. They'll make countless friends they'll never forget.

But camp is so much more than that.

At camp, your child will grow intellectually and emotionally. While they're busy with all their camp activities, they'll be learning alongside other campers who will have so much in common with your children. They will likely befriend each other for life. They will be rowing and swimming and crafting in a way that makes them feel independent and free, all because they're independent of their parents at camp. Don't worry; they'll know that you alone were responsible for the great time they had once they're home. They'll be sending you sweet letters (not text messages!) of thanks once camp is drawing to a close, and the letters they send will show you already how much they have grown.

Choosing a camp can be a little daunting. If you want a camp that specializes in children with learning challenges, you can always choose one of those wonderful camps, but it's very unlikely that your child will experience any trouble concerning their specific challenges at a general summer camp. Every summer camp has counselors who are diligently trained to embrace any child who comes under their wings. Be assured that all the staff at a great summer camp will give your children a summer to remember fondly.



Reading in your children's letters about how they have come out of their shells to make new friends and try new activities and foods is so rewarding, but the letters they send won't prepare you for the new child you'll see at the end of camp. You'll notice that your son or daughter will likely even talk and act more maturely and naturally, and he or she will be much more self-confident. Instead of your children's

missing home, once you're back home, they'll be campsick and begging to go back to camp the next summer!

Some general Texas camp recommendations follow, but please look for other camps online to which you would like to send your children. Two good websites to use as camp search engines include camppage.com and choicecamps.com.

Girls' camps

Kamp Kickapoo, Kerrville, Texas
Heart of the Hills, Hunt, Texas
Camp Mystic, Hunt, Texas
Sierra Vista, Ingram, Texas
Camp Honey Creek, Hunt, Texas

Boys' camps

Camp Stewart, Hunt, Texas
Camp La Junta, Hunt, Texas
Rio Vista, Ingram, Texas

Co-ed camps

Camp Lonehollow, Hunt, Texas
Camp Champions, Marble Falls, Texas
Camp Huawni, Timpson, Texas

January 14, 2015

Celebrate Dress up Your Pet Day

Today is Dress Up Your Pet Day. If you have dogs, dress them up in sweaters and hats to keep them warm in the cold. If you have any small pets, like hamsters and rabbits, you can use doll clothes to dress them up. If you have a cat, good luck! Don't forget to take pictures!



January 17, 2015

Keep up With Your Resolutions

Today is Ditch your Resolutions Day, but ignore the silliness of today's holiday! Instead, take today to re-enforce the resolutions you made to be supportive and understanding of your family.

Style Sheet for Zeto Social Media Marketing Proposal

Team Members Joshua Jackson, Meilo Zaborowski, Kelly Van Antwerp, Molly Gunn

Page Elements	Page Size	Letter
	Margins	Top, bottom, and Outside 1" Inside 1.25"
	Layout	Bound
	Spacing	Single-space text
	Visual Aids	Logo on cover and page bars Pictures in blog posts
	Heading	Modified hanging

Type Elements	Typeface	Book Antiqua for text Century Gothic for subheadings, headings, and title
	Size	12 point for text 14 point for subheadings 16 point for headings 36 for page numbers 48 point for title
	Style	Bold dates in blog posts Bold Ingredients and Instructions in Thanksgiving blog post
	Color	Zeto blue for title and headings White on Zeto blue for page bars

Text Elements	Capitalization	Zeto Learning Systems
	Numbers	Spell out numbers 1-99 unless they are scientifically countable, like the numbers for the word counts in the social media sections
	Lists	Compound number ex: 2 billion Bulleted lists use black circle bullet Numbered lists use period after number
	Punctuation	Oxford comma
	Style Handbook	<i>A Writer's Reference</i> by Diana Hacker

Date: April 29, 2014

To: Dr. Jackson

From: Joshua Jackson, Kelly Van Antwerp, Meilo , Molly Gunn

Re: Statement of Work for Zeto Learning Systems Proposal

We do hereby agree to the following division of work for the Zeto Proposal project:

Position	Name	E-mail	Phone
Team Manager	Joshua Jackson	joshshaman13@gmail.com	817.939.0278
Graphics Manager	Kelly Van Antwerp	meiloslyther@yahoo.com	254.548.9229
Software Manager	Meilo Zaborowski	disneyfreak810@aol.com	940.765.5771
Editing Manager	Molly Gunn	m.g.gunn@outlook.com	817.458.1319

We agree that each member is responsible, among other things, for the following sections of the project:

Joshua Jackson	Introduction, Problem Definition, Email Contact, Social Media, Timeline, Financial Information
Kelly Van Antwerp	Presentation, Logo ideas, Blog Base Entries, Presentation
Meilo Zaborowski	Conclusion, Logo creation, Presentation
Molly Gunn	Editing of all text in proposal and presentation, Executive Summary, Blog Base Entries

We agree to meet on Monday, April 28, 2014, to rehearse the presentation, go over the proposal, and print the final document.

Any member who does not perform his or her duties will receive one letter grade lower than the rest of the team.

Agreed to upon this date:

Joshua Jackson Date

Kelly Van Antwerp Date

Meilo Zaborowski Date

Molly Gunn Date