

Encouraging Your Staff to USE PHOTOLISTINGS IN NEW WAYS

Child welfare system leaders and program managers are often looking for ways to encourage their staff to use new strategies and approaches to find permanent families for children who are waiting to be adopted. Our photolisting service is a powerful tool to find permanent families for children—more than 18,500 children previously photolisted on the AdoptUSKids website now live with permanent families—and child welfare systems can achieve even more benefits by using our photolisting service in new ways.

Benefits of Using AdoptUSKids' Photolisting Service

Whether you work for a public or private child welfare agency, you can register for free on our website to manage cases and give national exposure to children and families on your caseload. We have an extensive database with thousands of profiles of children waiting to be adopted and almost 4,000 families who are home studied and approved to adopt. Registering on our site gives you the ability to:

- Create multi-media profiles of children and families using photos, video, and text
- Create worker accounts with different levels of access so they can easily search and build lists of children and families that are possible matches
- Find hundreds of possible family matches in seconds by cross-matching children's needs, characteristics, and preferences with those of families in our photolisting database
- Receive and respond to inquiries from families who are home studied and interested in children you have photolisted
- Follow-up with families more readily by being able to suggest children to them and view children they are interested in
- Create and manage multiple locations and accounts within an agency for the ability to pull reports and easily reassign cases while keeping all information about a child or family intact

New Ways to Use the AdoptUSKids Photolisting

The AdoptUSKids photolisting includes tools that you and your staff can use to increase the effectiveness of using our photolisting beyond only photolisting children. Our *Find a Family* and *Search for Families* tools offer ways to use the photolisting proactively to identify families that may be good matches for children who are waiting to be adopted, whether your agency has photolisted them with AdoptUSKids or not.

For children who your agency has photolisted with AdoptUSKids, you can use our *Find a Family* web tool to find hundreds of possible matches in seconds with a simple click of a button. You can also create and save lists of possible family matches for the children you have photolisted so that you can go back at a later date to inquire about them for a specific child.

For children who are not photolisted with AdoptUSKids, you can use our *Search for Families* tool to find home studied families that meet specific characteristics you're looking for, such as family type, location, pets, and more.

How to Give Your Staff Access to AdoptUSKids' Photolisting Service

Accessing our free photolisting service and giving your staff the ability to use all of its powerful tools is simple! All your agency needs to do is be registered on our website. Once your agency is registered, individual staff members can use an online form to request their

own account to search for families and photolist children. We can also help you and your staff through the process of creating accounts, including highlighting effective strategies for using all the tools available through our photolisting service.

You can register your agency for free on our website at <http://adoptuskids.org/for-professionals/register-your-agency/form>. Once we receive your registration form, we will contact you within five business days to complete your registration and provide helpful information for setting up your account.

Helping Your Staff Use AdoptUSKids' Photolisting Service

Once you have registered your agency on our website, you can introduce your staff to the valuable tools available to them for developing and implementing new strategies to find adoptive families for waiting children. In particular, you can help your staff use proactive strategies for using the photolisting service that go beyond just adding profiles of children and waiting for families to inquire about them. You can encourage your staff to:

- Take a few minutes on their own to explore the profiles of children and prospective adoptive families on the website
- Identify children on their caseloads who are not currently photolisted and pursue adding photolisting to the strategies used to find a family for those children
- View our brief slideshow on how to use our *Find a Family* tool at <http://adoptuskids.org/for-professionals/how-to-photolist-and-manage-cases/finding-families>
- Take time during a team meeting to explore the AdoptUSKids website and try out the *Search for Families* tool to see how many families show up that might be a good match for children on your staff's caseload, such as entering in characteristics for a fictional child (e.g., a 15 year old boy with moderate special needs) and see how many of the registered families are approved to adopt such a child

- Once your staff has photolisted children on the website, have them use the *Find a Family* tool to automatically generate a list of families who could be a potential match for an individual child or sibling group
- Share the handout included on the last two pages of this tip sheet, *Finding Families for Children: Using AdoptUSKids' Photolisting Service*, with your staff and encourage them to learn more about the tools that we have available to help them find adoptive families for children who are waiting to be adopted.

Your staff can get even more value from our photolisting—and other AdoptUSKids services—by registering for our free email newsletters:

- *Find a Family*—a monthly newsletter with tips, tools, and resources geared toward frontline staff working in the field with children and families
- *E-Notes*—a monthly newsletter geared toward program managers and agency administrators from the National Resource Center for Diligent Recruitment at AdoptUSKids that highlights effective and promising practices in recruitment and retention

You can subscribe to any of these free newsletters by emailing professionals@adoptuskids.org.

Seek Your Agency's Guidance Before Implementing These Ideas

The guidelines in this document apply equally to both public child welfare staff and the staff of private agencies that provide services on behalf of the public agency.

Child welfare systems across the country are in varied stages of exploring and using social media. The ideas included in this document are general suggestions for ways to use social media in child welfare work and are intended for agency leaders and managers as they decide if and how social media can support their communication, outreach, and engagement efforts. As with all new approaches, you should consider how these suggestions might work within the context of your jurisdiction and your State's public child welfare agency's policies, guidelines, and best practices. The ideas and tips included here should not be used if they conflict with any policies of your State's public child welfare agency, regardless of whether your relationship with the agency is that of employee-employer or contractual, and should only be implemented with the support of the public agency's leadership.



More free resources at:

www.adoptuskids.org/nrc-recruitment

AdoptUSKids is operated by the Adoption Exchange Association and is made possible by grant number 90CQ0003 from the Children's Bureau. The contents of this resource are solely the responsibility of the Adoption Exchange Association and do not necessarily represent the official views of the Children's Bureau, ACYF, ACF, or HHS. The Children's Bureau funds AdoptUSKids as part of a network of National Resource Centers established by the Children's Bureau.



FINDING FAMILIES FOR CHILDREN

Using AdoptUSKids' Photolisting Service

On any given day, almost 4,000 home studied families who are licensed to adopt from foster care have active profiles on AdoptUSKids. Whether or not you photolist children on our site, you can use our search tools to find possible family matches for children on your caseload.

Please note that the family finding tools below are only available once you have registered on our site. Registration is free whether you work for a private or public agency.

1 Finding families for children photolisted on AdoptUSKids.

For children registered on AdoptUSKids, you can use our **Find a Family** web tool that allows you to find hundreds of possible matches in seconds with a simple click of a button. You can also create and save lists of possible resource families for the children you have photolisted so that you can go back at a later date to inquire about them for a specific child.

Alexander

[← Back to Results](#)

06017294

Status:	Available
Name:	Alexander
Age:	15
Race:	African American/Black
Gender:	Male
State:	Washington
Case #:	06017294
Last Profile Update:	10/06/11

Photos



FIND A FAMILY FOR THIS CHILD

VIEW FAVORITE FAMILY LIST

ADD VIDEO/AUDIO CLIP

Narrative

Background
Information

Disabilities

Manage
Status

Contact
Information

Inquiry
History

Open
Inquiries

2 Finding families for children who aren't photolisted on AdoptUSKids

For children not registered on our site, you can use our **Search for Families** tool to find home studied families that meet specific characteristics you're looking for, such as family type, location, pets, and more.

Child's Levels of Disability ?

Physical / Medical: ? None Mild Moderate Severe

Emotional: ? None Mild Moderate Severe

Behaviors: ? None Mild Moderate Severe

Developmental: ? None Mild Moderate Severe

Learning: ? None Mild Moderate Severe

Family Composition

Preferred Family Type: ? 2 Parents 1 Female Parent 1 Male Parent

Number of children in the family's home:

Age of children in the family's home:

Gender of children in the family's home:

If the family should speak a language other than English,


3 How to use the results from both searches

Once you find a family you want to learn more about, click on the family's name or the **View Full Profile** link in the results list to learn more about them and get the contact information for them, their agency, and their worker.

Find a Family Results [← Modify Search Criteria](#)


Showing 1 to 15 of 1164

1 2 3 [Next](#)

 Name: [Virginia Clark](#) DateUpdated: 9/5/2011
Case #: 00326444 State: Texas


I believe I will be a loving, accepting parent who will provide a positive, active and intellectually stimulating home and family unit which will also.....

[View Full Profile](#) [ADD TO FAMILY RESOURCE LIST](#)

 Name: [Dan and Melissa Spalding](#) DateUpdated: 9/16/2011
Case #: 00112276 State: Ohio

Hi! we are Dan and Melissa. We have been fostering sibling groups for 10 years and have enjoyed spending time with every child who has stayed with us. Dan is a teacher of highschool math and.....

[View Full Profile](#) [ADD TO FAMILY RESOURCE LIST](#)

 Name: [Carl and Walter Bardell](#) DateUpdated: 9/5/2011
Case #: 00110603 State: Maryland

We are looking for a sibling group, perhaps 2 or 3 kids ages 4-17. We currently have 4 children living at home, ages 18(female), 17(female), 13 (male).....

[View Full Profile](#) [ADD TO FAMILY RESOURCE LIST](#)



Toll-free
888-200-4005

Email
INFO@ADOPTUSKIDS.ORG

WWW.ADOPTUSKIDS.ORG

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