Engage Your Co-op
Engage Your Community

How social media can be a success for your housing cooperative
Starburst Activity

• **Red**
  – What is one item you would like to learn about social media?

• **Orange**
  – What communication tools do you currently use at your co-op?

• **Pink**
  – How do you think social media can help your cooperative?

• **Yellow**
  – What’s your best Halloween costume of all time?
The History of Social Media
1971
First email sent

1978
BBS Exchanged

1979
Usenet uses 1st web browsers

1988
Geocities founded/1st blog

1994
Internet Relay Chat

1995
Globe.com launch

1997-1999
AIM/SixDegrees.com/Napster/Blogger/Live Journal/Google

1998
1st blog

1999

2000
Friendster

2002
.com bubble bursts

2003
Facebook

2004
Myspace/LinkedIn

2005
Twitter/Google+/Tumblr/Pinterest…

2006-Now

2008
YouTube
By 2014, nearly 2 billion people worldwide will be actively using social networks. By 2017, that number is expected to ride to 2.55 billion.

Social media generates almost double the marketing leads of trade shows, telemarketing, daily mail and pay-per-click advertising.

Roughly 46% of web users turn to social media for making a purchasing decision.

60% of consumers say the integration of social media makes them more likely to share products, services and important information.
1.15 billion total users worldwide

751 Million users access Facebook from mobile devices

23% of Facebook users check their accounts more than 5 times daily

80% of social media users in the U.S. prefer to connect with a business on Facebook.

250 billion photos are uploaded every day

Local businesses’ Facebook pages can average 645 million views per week.
500 million total users worldwide

Over 400 million tweets are sent per day

Twitter’s fastest growing age demographic is 55-64 year olds with active users of 79%

70% of small businesses in the United States are on Twitter

40% of Twitter users use the network for information gathering

In the last two years, there has been an increase of 663% of users asking for business recommendations on Twitter.
238 million total users worldwide

There are 3 million LinkedIn company pages and 1.5 million groups

44% of LinkedIn users build better face-to-face relationships

50% of LinkedIn users have their Bachelor’s or Graduate degree

LinkedIn purchased presentation hosting and sharing site, Slideshare, in 2011. Slideshare has over 5 million active users

81% of LinkedIn users belong to at least 1 group, 52% of whom participate regularly in group discussions
1 billion total users worldwide

Over 6 billion hours of video are watched each month on YouTube

More than 50% of YouTube videos have been rated or receive comments from the community

YouTube is the #2 search engine (bigger than Bing, Yahoo, Ask and AOL combined!)

YouTube reaches more adults, aged 18-34, than any cable network
Why Should **YOU** Use Social Media?

• Contributing to online conversations about housing cooperatives and the cooperative community in general means that it’s necessary to be present where and when they are taking place.

• Social media gives you the opportunity to easily communicate with members and to spread the word about your co-op to the community-at-large

• Engage with other cooperative organizations in your community.
  • Food co-ops
  • Credit Unions
  • Other housing co-ops
How could you use social media in your community?
Communication Tool

• Internal
  – Social media can be used in addition to newsletter and website for internal communication
  – Announce events
  – Promote co-op member news

• External
  – Promote events (yard sale etc)
  – Engage with other co-op organizations
  – Promote co-ops in the community
How do I get started?

Define your goals

Identify your core audience & their values

Determine which social media channel(s) best fit your needs
Creating Social Media Goals

➢ What are you hoping to achieve by way of social media?
   -- Growth
   -- Influence
   -- Open communication
   -- Customer service
   -- Community engagement

➢ How will you define your social media success?
   -- It is as important to measure your results as it is to be present on social media channels.

   -- Track your monthly or quarterly social media community activity (# of likes, comments, shares, retweets, followers, etc.) to gauge your success and identify channels that may need improvement.
Your Core Audience

- **Who** would you like to reach?
- **What** does this target audience care most about?
- **Where** do they typically go to seek valuable content?
- **How** do they like to receive information?
Which Social Media Channel(s) Fit Your Needs?

I like coffee

I am drinking #coffee

My skills include drinking coffee

Watch me drink coffee
• Facebook is where people go to support and comment on the things that they ‘like’.

• Content on Facebook is photo, video and link rich to allow for quick interactions

• Links to external pages with more information are prevalent here

• Your audience can ‘like’ and share your posts with their network.
Check out this short film about the Fenway Cultural district and the upcoming "Opening Our Doors" Event on 10/14/13: http://fenwayculture.org/tour-the-fenway-cultural-district-with-city-planner-jeff-speck/

Tour the Fenway Cultural District with City Planner Jeff Speck
Fenwayculture.org

Jeff Speck, noted city planner, architectural designer, and author of Walkable City, recently visited the Fenway Cultural District and shared a

MCC Grant Deadline is Monday 10/7/14. Get the details here: http://www.massculturalcouncil.org/applications/fellows_guidelines.asp

Mass Cultural Council | Applications/Forms | Artist Fellowships
www.massculturalcouncil.org

MCC's Artist Fellowships: The Artist Fellowships provide direct, unrestricted support to Massachusetts artists in any artistic discipline.
October 21

Just a reminder....

HARVEST CO-OP MARKETS ANNUAL MEMBER DINNER AND MEETING
Thursday, October 24 from 6 – 9pm at the Boylston Community Church, 207 Amory St, in Jamaica Plain. (Next to Stonybrook T Station)
Join your fellow Harvest Co-op members
Enjoy a meal and hear reports from:
* the Board of Directors,
* the General Manager, and
* Statements and Q & A from the Board Candidates
Austin Co-op Fair

OCTOBER IS CO-OP MONTH

Austin Co-op Fair

Public · By Cooperation Texas

Going (102)
Recent guests (20+ new)

Maybe (34)

Invited (248)

Join us to celebrate the unique benefits that cooperatives bring to their members and communities!

In honor of Co-op Month, we are hosting a cooperative fair at 5604 Manor Rd. Meet members from local cooperatives, become a member of a local cooperative, break bread, listen to some music, drink beer from local co-ops, and bid on our silent auction filled with cooperatively-made goodies from around the US.

Admission is free and kids are welcome. See y'all at the fair!... See More

Cooperation Texas
5604 Manor Rd, Austin, Texas 78723
View Map · Get Directions
We are so excited for y'all to join us! The silent auction good are rolling in and they are awesome!
• With only 140 characters to use for posts, Twitter is a great place for brief updates, breaking news, links and photos.

• Consumers widely use Twitter to talk about the things that they are doing at the present, using “#hashtags” to tag tweets.

• Twitter can also be a great place to find out what colleagues are up to and to network and support them through retweeting.

• There is a boom in organizations using Twitter as a customer service platform.
NCP is dedicated to strengthening communities nationwide through the delivery of banking and financial services, complemented by a special focus on cooperative expansion and economic development.

Primary markets we serve include the basic ingredients of vibrant communities: housing, education, healthcare, cultural centers, local businesses and social services.

Since being chartered by Congress in 1978, NCP has answered the financial needs of America's cooperatives and like-minded organizations for more than 25 years. NCP is distinctly qualified to understand first-hand the challenges facing...
• LinkedIn is a place for businesses and professionals to network and showcase their strengths

• LinkedIn has an audience that takes time to read posts, is interactive and supportive

• LinkedIn is rich with written content that leverages the experiences and expertise of the professionals and organizations that use it
Recent Updates

National Cooperative Bank Each year, the NCB Co-op 100 announces the top 100 cooperatives in America, highlighting the business activity and economic power of these member-owned, member-controlled businesses. The only annual report of its kind, the NCB Co-op 100 is an... more
• Because YouTube only hosts videos, its audience is interested in visually stimulating and informative video content

• YouTube watchers spend long lengths of time watching videos and search frequently for the content that best fits their needs

• YouTube videos are often accesses from posts on other social media channels because they can be embedded into social media posts
Neighbors, a Cooperative Experience - the 85th Anniversary of Amalgamated Housing
by jogeparin • 10 months ago • 1,579 views
A video that celebrates the 85th anniversary of Amalgamated Housing, Bronx, NY. Steeped in cooperative tradition and values, ...

IMG_0666 Amalgamated Housing Coop October 18, meeting
by Rafael Martinez Alequin • 1 year ago • 76 views
Amalgamated Cooperator Jay Hauben Speak to Coopers at a meeting at Vladeck Hall about the impending increases charges.

The Life of a Cooperative Community - Part 1 of 3
by visualray • 5 years ago • 3,648 views
The story of Amalgamated Houses, the oldest limited equity housing cooperative in the United States.

IMG_0665 Amalgamate Housing Coop Chairman Ed Yager
by Rafael Martinez Alequin • 1 year ago • 40 views
Ed Yager, Chairman of the Amalgamated Housing Coop in The Bronx speaking to Cooperators at a meeting on Octobe 18, 2012.
What is a social media policy?

Social Media Policy: A corporate code of conduct that provides guidelines for those responsible for posting content on social media channels on behalf of an organization.
Why is a social media policy important?

Provide guidelines for communicating in the social media world; clearly articulating your co-op’s expectations on what is permissible to say or do online.

- Provide clarity around your co-op’s values and culture for residents, employees and the general public

Reduce risk and legal exposure for your co-op
What should be included in my social media policy?

- Introduce the purpose of social media for your co-op
- Prohibit the sharing of confidential information
- Inform about copyright laws
- Ensure social media users know to identify themselves as representatives of your co-op
- Remind social media users to avoid engaging in arguments, debates or any other behavior deemed inappropriate or offensive
- Refer back to your co-op’s code of conduct and ethics policy if you have one
- Offer social media users assistance and training
Think ➤ Pair ➤ Share

What are the top 5 items to ensure a successful social media plan?
Setting Up A Facebook Page
Personal Page

- Used to connect with people you know in real life.
- For individual, non-commercial use
- Can connect with other people, join groups or play social games

VS

Business Page

- Used to manage Pages and ad campaigns
- Can’t send or receive friend requests
- Can see public information about people on Facebook but can’t interact with those people except on the actual Page
1. Choose a classification for your Page

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community
More about Page categories...

- **Local Business or Place** = ‘Bricks and mortar’ store that people can visit

- **Company Organization or Institution** = business without foot traffic or a business with multiple locations

- **Brand or Product** = Businesses with products sold through multiple websites or stocked by multiple resellers/retailers

- **Artist, Band or Public Figure** = Pages that are focused on and/or promoting an individual, artist or band

- **Entertainment** = Entertainment based businesses such as TV shows, movies, books, radio stations and magazines

- **Cause or Community** = Not-for-profits or charity organizations
Choose a business category

- Company, Organization or Institution
- Brand or Product
- Entertainment
- Cause or Community
3. Type in co-op name, agree to Page terms and click “get started”

**Tip:** In the ‘about’ section, type an overview of your co-op, link to your web page, links to other social media site or any other pertinent information you’d like to include.

**Tip:** Facebook allows you to choose a unique URL to make getting to your site easy for your followers. Choose a URL that clearly associates with your co-op. Typically, it is best to use your co-op’s name (example: facebook.com/capitalmanorcoop)
4 Upload your profile picture

💡 Tip: Your profile picture is the visual representation of your co-op that will appear when people search for you. Be certain that your photo represents your co-op properly. Common business photos feature the business logo or façade.
Upload a Cover Photo

Tip: Your cover photo is what viewers will first see when they click on your Page. Include your logo, something related to your co-op, an upcoming event/celebration or a holiday. Most importantly, your cover photo should be visually appealing.
Facebook gives you the option to add tabs. Some examples of tags you might use include:

- Photo album
- Twitter feed
- Newsletter sign-up
- Videos
- Event registration
7 Build your audience

- Email your members and partners
- Tell your personal Facebook friends
- Put a link to your page on your website
- Announce the page in your newsletter
- Support other co-ops in your community and beyond on their Facebook pages
- List your Facebook URL in all communication pieces
Create your first post!

Tip: Your posts end up on your followers’ Facebook news feed, which is where people spend 40% or their time on Facebook. To ensure that your posts are successful they should be:

- **Short**: Posts between 100-250 characters get about 60% more likes, comments and shares

- **Visual**: Photo albums, pictures and videos get 180%, 120% and 100% more engagement respectively
Social media engagement has three important actions that spark and ignite conversations within your follower community:

**Like:** The most simple of all levels of engagement, ‘liking’ a post simply entails clicking the ‘like’ link on LinkedIn, Facebook and YouTube; or the star icon on Twitter marked ‘favorite’

**Share:** By clicking on the ‘share’ link on LinkedIn, Facebook and YouTube; or the ‘retweet’ link on Twitter, followers can share your post with all of their followers and friends

**Comment:** The “solid gold” of social media not only because they are the conversation, but also because they are more heavily weighted on algorithms that give posts more viewing potential on some social media sites
The power of Like ▶ Comment ▶ Share

Each like, comment, share, tweet, retweet, etc. on social media channels spreads the overall social media reach of your co-op throughout your followers’ social media network as well.

Your co-op’s followers = 300

Your followers’ friends = 200

Overall social media reach for your co-op = 60,000!!!!
Dealing With Negative Comments

- NEVER delete a negative comment unless it is considered defamatory, obscene, pornographic or similarly inappropriate.

- Attempt to understand the root of the issue in order to properly resolve it.

- Address the posters concerns as soon as possible and assure them that you will work diligently to reconcile the issue.
Snowball Activity!

In what ways do you think you can help NAHC by using social media?
Help NAHC Promote Housing Co-ops

Tell us!
• Send events/ milestones
• Send pictures/ videos
• Interesting facts about your co-op

Join in!
• Join in the conversation on NAHC’s Facebook page
• Like and share events and pictures
Contact Us!

Mary Alex Blanton
mblanton@ncb.coop

Aja Lawson
alawson@ncb.coop