Marketing and Promoting Your Cooperative Through Social Media

*How social media can be a success for your housing cooperative*
The History of Social Media
First email sent


First virtual message (BBS) sent

1971

First chat messages

1988

AIM/SixDegrees.com/Napster/Blogger/Live Journal/Google created

1994

Geocities, first social network founded

1997-1999

First blog created

2000

Myspace/Facebook/LinkedIn/YouTube created

2002

Friendster

2003-2005

2004-???

Twitter/Google+/Instagram/Snapchat/Pinterest/Tumblr …???
By 2015, nearly 2.2 billion people worldwide will be actively using social networks. By 2017, that number will jump to more than 1/3 of the people on the planet.

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.
1.5 billion total users worldwide

923 Million users access Facebook from mobile devices

34% 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.

275 billion photos are uploaded every day

Local businesses’ Facebook pages can average 645 million views per week.
315 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.
272 million total users worldwide

There are 3.2 million LinkedIn company pages and 2 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
1.3 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?

1. Define your goals
2. Identify your core audience & their values
3. 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
- Look at this picture of my 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
Robert Grady - Exhibition of Paintings
Tomorrow at 5:00pm
Hosted by Fenway Studios

Fenway Studios will be part of this amazing event!

Join us in the Fenway Cultural District, Mon. Oct. 13 -- 65 cultural experiences in 17 venues -- all free!

A DAY OF FREE CULTURAL EXPERIENCES
In the heart of Fenway, the best of Boston's cultural scene takes place. Whether it's art, music, theater, or dance, there's something for everyone.

OPENING OUR DOORS
THE FENWAY CULTURAL DISTRICT
November 23, 2014
11am - 4pm

https://www.facebook.com/FenwayCultureBoston/photos/a.411128173338.188131.166480743338/10152366593593339/?type=1&relevant_count=1
Welcome to Co-op Month!
Help us celebrate this Sunday at the Arboretum store when we invite Boston area Co-op's to join us at the 4th Annual Boston Area Co-op Fair from 10am to 3 pm.
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We are cooperatively owned. We are your food co-op!

Food co-ops and co-ops around the world are guided by the same 7 basic principles. We follow these principles to provide value to our owners, our community and to help make the world a better place. We're proud to be a co-op!

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training and information
6. Cooperation among co-operatives
7. Concern for community
ACBA is teaming up with Wheatsville to host the Austin Co-op Fair on October 12th at Fiesta Gardens from 1-5pm. The Fair will coincide with the Wheatsville Fall Owner Gathering. It is FREE and will feature food, music, and fun for the whole family. All local cooperatives are invited to have a table at the event. This will be a great opportunity for your co-op to showcase the work you do and network with other cooperators in the area.

Wheatsville Fall Owner Gathering 1-2pm
• 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.
People

Photos

Who to follow · Refresh · View all

Nissan  @NissanUSA

Promoted

Green Energy News  @GreenEne...

Promoted

Alliance CU  @AllianceCU

Promoted

Popular accounts · Find friends

Trends · Change

#americanblackout  Promoted
#StoryOfMyLife
#sundayfunday
#WhoDat
#truth
#MIAsNE
Thad Lewis
Aguero

Park Slope Food Coop  @goodfoodcheap
Please follow @foodcoop Park Slope Food Coop, Brooklyn NY. Good food, cheap, since 1973!

Community Food Co-op
@BozemanFoodCoop
We are a cooperatively-owned grocery specializing in organic foods and Montana-produced meat and vegetables. We respect the food, the people and the community.

Food Front Co-op  @FoodFrontCoop
We treasure our relationship with local farmers and food producers who provide us with the freshest and finest.

Olympia Food Co-op  @OlympiaFoodCoop
Consensus-based, not-for-profit, member-run/owned, collectively managed. Working for social justice and affordable, sustainably grown healthy food.

Peoples Food Co-op  @PeoplesFoodCoop
We're Ann Arbor's original natural-foods grocery. Offering a full array of organic, fair-trade, local, and green products. Non-members welcome!
Tweet 1:

ShareATX @shareATX
Noon today: Austin Co-op Fair! 5604 Manor.
@RedRabbitBakery @4t hap @blackstarcoop @wheatsville
@CollegeHouses on fb.me/15RIUM

Retweeted by Red Rabbit Bakery

Tweet 2:

@thisoneisbroken
#best #vegan #doughnut ever from @redrabbitbakery #austin
texas instagram.com/p/f8j4F7laib9/

Retweeted by Red Rabbit Bakery

Tweet 3:

Red Rabbit Bakery @RedRabbitBakery
Starting this Monday 10/28 our trailer hours will be 8am - 1pm
Monday through Saturday! And Sunday you can find us at the
@MuellerFM 10-2!

Tweet 4:

ShareATX @shareATX
Austin Co-op Fair tomorrow @ noon @ 5604 Manor. Come and
see @RedRabbitBakery @4t hap @blackstarcoop @wheatsville
@CollegeHouses

Retweeted by Red Rabbit Bakery
• 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 accessed 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 • 1 year ago • 1,901 views
A video that celebrates the 85th anniversary of Amalgamated Housing, Bronx, NY.
Steeped in cooperative tradition and values, ...

A Greater Good: Amalgamated Housing Cooperative
by NationalCoopBank • 5 months ago • 523 views
See how the oldest limited equity housing cooperative in the country serves the greater good. More than a place to live- it is where ....

Politics at the Amalgamated Housing Cooperative
by Yiddish Book Center • 4 months ago • 18 views
Marvin Zuckerman, retired English and Yiddish professor, describes the political environment of the Amalgamated Housing ...

IMG_0666 Amalgamated Housing Coop October 18, meeting
by Rafael Martinez Alequin • 1 year ago • 110 views
Amalgamated Cooperators Jay Hauben Speak to Cooperators at a meeting at Vladeck Hall about the impending increases charges.

IMG_0665 Amalgamate Housing Coop Chairman Ed Yager
Setting Up A Twitter Page
1 Sign up for an account on Twitter.com
Name of Admin for account

Email of Admin for the account

Choose a password that will be easy to remember, hard to guess

- Should be less than 15 characters
- Simple enough that your audience will remember it
- As close to your co-op’s name as possible; or representative of your co-op’s brand
2 Confirm your new Twitter account

• You will receive an email at the address you provided that will ask you to confirm your account.
• Click on the link or button in the email to activate your account
• Voila! You’re (almost) ready to tweet!
Start making connections

- Twitter has a built-in tool that can help you start by suggesting people to follow; including the most popular accounts
- You can also browse popular accounts by interest (i.e., co-op housing)

**Tip:** Follow relevant accounts that provide value to your co-op
Tip: Follow organizations and people that you know. For example: Housing co-ops, co-op organizations, local colleges, politicians and community activists, etc.
Add clear, distinguishable profile and header photos that represent your housing co-op (logo/resident shot/photo of co-op)

Add a short bio plus your co-op’s location and website

**Tip:** Keep your bio as succinct as possible, trying to steer clear of buzzwords and hashtags to make it clean and accessible
Send your first Tweet

Tip: You only get 140 characters to get your message across so remember to be smart (and witty – but not too witty) with your words, without being too casual or using shorthand.
What is a #?

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

~ twitter
The pound (#) sign, or hash, turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords.

The following is an example of a tweet using hashtags:

October is #CoopMonth and NCB is almost ready to launch our annual #Coop100. Stay tuned and #GoCoop
Setting Up A Facebook Page
<table>
<thead>
<tr>
<th>Personal Page</th>
<th>Business Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Used to connect with people you know in real life.</td>
<td>• Used to manage Pages and ad campaigns</td>
</tr>
<tr>
<td>• For individual, non-commercial use</td>
<td>Can’t send or receive friend requests</td>
</tr>
<tr>
<td>• Can connect with other people, join groups or play social games</td>
<td>• Can see public information about people on Facebook but can’t interact with those people except on the actual Page</td>
</tr>
</tbody>
</table>
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’ place 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
2. Choose a business category

Choose a category:
- Bank/Financial Services
- 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.
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**.
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
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
Like ► Share ► Comment

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
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 poster's concerns as soon as possible and assure them that you will work diligently to reconcile the issue.
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: facebook.com/CooperativeHousing
• Like and share events and pictures
Contact Me!

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