Fast forward: co-op communications in 2015

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NAHC Conference October X 2015 – Hilton Head, South Carolina
Fast Forward: Co-op Communications in 2015
Why do we need to communicate?

• Co-op business
• Individual member business
• Social events
• Member involvement
• Association news
• Neighbourly news
• Anything else?
Why do *you* need to communicate?

Pick one communications challenge/opportunity for your co-op communications plan. Think about others with group.

Answer why this challenge/opportunity is important (and as we go, you'll answer the what, who, where, when and how).
Results of better communication?

• Better attendance at meetings and member events
• More involvement in co-op governance
• Happier place to live?
• Change the world?
Real member involvement

“... we think that the **most important contribution** members can make to their co-op is their role in the co-op’s good governance, which includes **building a strong community.**”

From CHF Canada’s publication *Beyond Participation: Building a foundation for real member involvement*
What communication tools does your co-op use?

What’s the number one best way your co-op communicates with its members about co-op events?

• Phoning members
• Direct emails to members
• Notices posted on bulletin boards
• Letters or notices in mailboxes or under doors
• Newsletter – print or online
• Word of mouth
• Facebook group
• Email list-serve
What communication tools does your co-op use?

**Pine Ridge Co-op** – a message board in a prominent place (and “tell the right people”!)

**Athletes Village Co-op** – private Facebook group (and a large centralized lobby where people bump into each other and share information)

**Twin Rainbows Co-op** – posted notices and a printed phone book

**Paloma Co-op** – e-mail list-serve
Who do you need to reach?

Who is your target market?

Identify your target internal audience:

• Members you already reach easily
• Members may be difficult to reach
• Characteristics of each group – where do they get information, what do they like?
• Challenges and solutions
Who is communicating?

- Co-op point person?
- A co-op committee?
- Who do members contact with responses or questions?
- Informal member-to-member communications
How do you say it?
You’re talking but is anyone listening?

• Be unapologetically enthusiastic
• Use active not passive voice
• KISS principle (keep it simple...)
• Include information needed for members to take action:
  • Who, what, when, where, how (and why)
• Visual appeal
• Proofread
• Consistency between various media
What do you need to say?

Co-op business – “Don’t miss the co-op meeting on May 19. We want your input on a new policy!”

Individual member business – “Your unit is due for its annual inspection: we’ll be visiting (or “a professional contractor will be visiting) your suite on Thursday, June 12 between 12 and 3 pm.”

Social events – “It’s a barbecue party: come and join us to celebrate Victoria Day in the courtyard on May 18 from 4-7 – bring something to grill!”
What do you need to say?

**Member involvement** – “Do you like gardening? Or using a power hose? Come to the spring work party on Saturday May 23. We’ll serve pizza!”

**Neighbourly news** – “Jane had her baby and it’s a girl!” or “I have an extra wheelbarrow full of manure for the first person who wants it.”

**Federation news** – “CHF BC and CHF Canada are holding a member forum in Vancouver on May 11 – all members welcome.”
Where and when do you say it?

• Offline and online
  • Consider the variety of “places” you communicate
• A communications’ schedule
  • Do you have a way to track when to post messages?
Online Communications

• Website
• List serve
• Document sharing and storage
  - Google Drive, Dropbox
• Chat and video calls
  - Google Hangouts, Skype
• Calendar sharing
Why a website?

• Confirm existence
• Contact details
• Information for applicants
• What else?
Co-op website: a leading example
Why social media?

• Go where your members are
• Another place to create community
• Connect with wider community and co-op sector
• Social media is like a co-op: it’s democratic.
Social media basics

• Facebook
• Twitter
• YouTube
• LinkedIn
• Instagram
• Google+
• Pinterest
• ....
How is Social Media like a Co-op

<table>
<thead>
<tr>
<th>Co-operative Community</th>
<th>Social Media Community</th>
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<tbody>
<tr>
<td>Treat your fellow members with respect.</td>
<td>Post online in a respectful manner.</td>
</tr>
<tr>
<td>A co-operative community is made up of a diverse group of</td>
<td>A social media community is made up of a diverse group of</td>
</tr>
<tr>
<td>individuals who work together for common goals.</td>
<td>individuals who share information for common goals.</td>
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<tr>
<td>Always display a positive attitude towards your fellow</td>
<td>Keep your posts positive. People enjoy engaging others</td>
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<tr>
<td>members and receive the same in return.</td>
<td>positive people online.</td>
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<tr>
<td>Help out your fellow members when they need it. Build</td>
<td>Share helpful information and dialogue. Build friendships</td>
</tr>
<tr>
<td>friends and relationships.</td>
<td>and establish online relationships.</td>
</tr>
<tr>
<td>Never be negative or call out a fellow member. Never</td>
<td>Never post in a negative manner and never respond to</td>
</tr>
<tr>
<td>respond to negativity in kind.</td>
<td>negative comments.</td>
</tr>
<tr>
<td>Respect every members privacy</td>
<td>Never post anything of a personal nature online. Remember,</td>
</tr>
<tr>
<td></td>
<td>everyone can see it.</td>
</tr>
<tr>
<td>In a co-op community, it’s all about sharing</td>
<td>In social media, it’s all about sharing.</td>
</tr>
</tbody>
</table>
| In a co-op community, you get out of it what you put in.    | In a social media community, you get out of it what you put in.
Facebook – what can you do?

• Like content
• Share content
• Create an event
• Add someone as a friend*
Twitter

• Follow others
• Others follow you
• Hashtags #
• Mentions @
CHF BC is the voice of housing co-ops in British Columbia. We represent 243 housing co-ops with over 13,000 co-op homes.

Vancouver

chf.bc.ca

Joined May 2010

CHF BC @chfbc • Mar 28
Calling all co-ops - Have your members answered the aging in place survey yet? ow.ly/KUdmV ow.ly/ri/a86wu

CHF BC @chfbc • Mar 27
Did you see our e-newsletter yesterday? Read
Social Media Do’s and Don’ts

DO
• Be Yourself
• Be Transparent
• Be Respectful
• Play By the Rules
• Listen Frequently
• Engage
DON’T
• Worry about the frequency of your posts
  - Less is often more
• Say anything you wouldn’t say to your grandmother
• Let a negative conversation escalate
Next Steps

• Create a social media policy
• Identify your account admins/managers
• Keep it simple and have fun
• Try new things - learn by doing!
Hootsuite Dashboard

Home

noraahern
3:50pm via Twitter for iPhone
We can have it all just not all at once *@FreeEnterprise: “I don’t think women can have it all”: Do you agree with this?

grousemountain
3:49pm via Sprout Social
Ever had your morning coffee next to a grizzly bear? Breakfast with the Bears is back! Book now: bit.ly/1ykbxj #vancouver #weekend

My Tweets

MiriamTrot
Mar 27, 5:12pm via Hootsuite
10 of the Best Social Media Slideshares From 2015 (so far) - Slideshare is like the middle child of social media i... ow.ly/2WA0kO

MiriamTrot
Mar 26, 5:13pm via Hootsuite
Start With A Fresh Page, Not A Blank One: The Ultimate Facebook Page Template ow.ly/2Wx1CK

MiriamTrot
Mar 25, 5:04pm via Hootsuite
7 Neglected Ways To Promote Your Content on Social Media - Whether you’ve written a blog post, built an infographi... ow.ly/2WtPox

Mentions

Artang
Mar 09, 2:56pm via Hootsuite
@MiriamTrot Thank you! So far everyone and everything is AWESOME!

HootsuiteLife
Feb 24, 1:22pm via Hootsuite
Tx to the volunteer owls that made the #hootgiving event last night! Such a success @ColtrntP @MiriamTrot & @hootpartner’s skyer thompson

MTBCypress
Feb 24, 9:36am via Twitter for iPhone
@MiriamTrot thanks for your help yesterday! Signed up Pro acct for getting my Hoot on!

zheyme03
Feb 23, 7:21pm via Twitter Web Client
Create your plan

• All the parts (a review)
• How will you measure effectiveness?
Thank you!

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