Building a Community and Marketing In a Mobile World

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Senior Vice President
In 2016, there were approximately 209 million social network users in the U.S., the equivalent of about 81% of the country's population.
Leading social media sites in 2017 based on usage

- Facebook: 78%
- YouTube: 48%
- Twitter: 34%
- Instagram: 29%
- Pinterest: 27%
- Google+: 20%
- LinkedIn: 19%
- Snapchat: 18%
- Tumblr: 8%
- Reddit: 6%
Time Spent On Social Media Per Day

- YouTube: 40 minutes
- Facebook: 35 minutes
- Snapchat: 25 minutes
- Instagram: 15 minutes
- Twitter: 1 minute
Social Network Users By Age Group

<table>
<thead>
<tr>
<th>Platform</th>
<th>Age 18–29</th>
<th>Age 30–59</th>
<th>Age 60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>86%</td>
<td>67%</td>
<td>81%</td>
</tr>
<tr>
<td>Google+</td>
<td>26%</td>
<td>9%</td>
<td></td>
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<tr>
<td>Instagram</td>
<td>31%</td>
<td>58%</td>
<td></td>
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<tr>
<td>LinkedIn</td>
<td>21%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>28%</td>
<td>37%</td>
<td></td>
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<tr>
<td>Reddit</td>
<td>20%</td>
<td>15%</td>
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<tr>
<td>Snapchat</td>
<td>16%</td>
<td>45%</td>
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<td>Tumblr</td>
<td>7%</td>
<td>21%</td>
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<tr>
<td>Twitter</td>
<td>39%</td>
<td>47%</td>
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<tr>
<td>YouTube</td>
<td>52%</td>
<td>71%</td>
<td></td>
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<tr>
<td>Other</td>
<td>25%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>I don't use social media</td>
<td>27%</td>
<td>9%</td>
<td>9%</td>
</tr>
</tbody>
</table>
We Are Constantly Connected
We Hold Our World In Our Hands
We Share Everything
Digital and Social Behavior

• Mobile Internet usage has surpassed desktop usage
• The average consumer checks their smartphone 150+times per day
• Social media is the number 1 activity on the web
• Interesting content is a top 3 reason people follow brands on social media
• Over 15 million online consumers say they research via social media before making a purchase
HOW TO START IN SOCIAL
Social Media Is..

A form of interactive online communication in which users can generate and share content through text, images, audio and/or video.
WHAT'S THE BIG CAMPAIGN IDEA?

WE'RE GOING DIGITAL

FACEBOOK

YOUTUBE

A MOBILE APP

PINTEREST

WHAT ARE WE GOING TO DO IN ALL THOSE CHANNELS?

I DUNNO, WE'LL FIGURE IT OUT LATER

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What Are Your Objectives?
Designing Your Social Media Plan

• Who
• What
• Why
• When
Define Your Policy

- Create an Acceptable Use Policy (AUP) for members who want to post as well as a similarly structured social media policy (SMP) identifying the Association’s social media page(s) as the official page(s) for resident use.
Acceptable Use Policy Includes:

• The posting of harassing, discriminatory or otherwise threatening comments and/or material is prohibited;
• The posting of pornographic, obscene, hateful, incendiary, violent, unlawful or otherwise illegal comments and/or material is prohibited;
• The uploading of copyrighted material or images is prohibited;
• The posting of defamatory comments of any kind is prohibited;
• The posting of personal views as representing those of the Association is prohibited;
• The posting of “junk” messages, advertisements or other solicitations, not related to the Association in any way, is prohibited;
• The Association reserves the right to remove offending post(s) without any prior notice and/or reserves the right to terminate access to any person who does not abide by the posting policy.
RESOLUTION OF THE
OWNERS ASSOCIATION OF
MASTER HOMEOWNERS ASSOCIATION FOR GREEN VALLEY RANCH
ADOPTING SOCIAL MEDIA POLICY

SUBJECT: Adoption of a social media policy.

PURPOSE: To establish a policy to be followed setting behavioral standards, expectations, and guidelines with respect to use of Association sponsored social media.

AUTHORITY: The Declaration, Bylaws, and Articles of Incorporation of the Association and Colorado Law.

EFFECTIVE DATE: March 28, 2012

WHEREAS, the Board of Directors for the Association has determined the Association may benefit by utilizing social media such as Facebook, Twitter, LinkedIn, and other similar media for the purpose of providing information concerning community events, governance, meetings, discussion forums, community advertisement, and other similar information;

WHEREAS, social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques;

WHEREAS, social media is a powerful communications tool that may have a significant impact on the Green Valley Ranch community, both positive and negative if not properly utilized;

WHEREAS, the Board of Directors has determined it is in the best interests of the Association to adopt guidelines, expectations, and rules for using any social media sponsored by the Association in order to protect the Association’s and individual owners’ reputations;

NOW, THEREFORE, The Board of Directors adopts the following Social Media Policy:

Central Responsibility

1. The Social Media Committee, consisting of three owners within the community, is appointed by the Board of Directors and is responsible for monitoring all posts and social media content. Committee members will

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view all posts at least once each weekday and periodically check weekends.

2. All Board and Committee members will be trained in the use of social media tools to ensure consistency in the treatment of posts.

3. The Social Media Committee and Board members shall be the only authorized parties to create new pages, feeds, groups, etc. on Association social networks.

4. Social Media Committee members shall report to the Board at least once every month concerning status of social media and coordinate with the Board as to postings and information to be broadcast via the Association’s social media.

Use of Social Media by Owners

1. Association sponsored social media may only be accessed and used by owners within the community who will receive passwords and login information to access Association sponsored social media. The login information may not be shared with any non-owner and if disseminated, will be deemed a violation of this Policy.

2. Owners may post comments and information in relation to the pages, feeds, groups, and other information created by Committee or Board members.
Choosing the Right Channel(s)
Facebook

A social networking website that makes it easy for you to connect and share with friends and family online. Owns Instagram, WhatsApp and Messenger

- 2.0 billion monthly active users
- 53% female, 47% male
- Average time spent per day on Facebook is 35 minutes
- 82% of 18 to 29-year-olds online in the U.S. use Facebook.
- 79% of 30 to 49-year-olds online in the U.S. use Facebook.
- 56% of U.S. online users ages 65 and up use Facebook.
• Good for all communities
• Everyone uses it!
• Great platform for posting messages, pictures and other information.
Why Facebook For Your Community?

- Communicate
- Connect
- Promote
- Share
Communicate and Connect Within your Community

• Create a Facebook Group
  – A place for group communication and for people to share their common interests and express their opinion.
  – Can be open or private
Facebook Groups

• Any Facebook user can make a Group
• When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only.
• Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.
Setting up your Facebook Group
Examples of Community Groups

Parkfairfax Parents Group

Elizabeth Simmons Wills
September 4

Fun things happening at Shirlington Library this month. I'm excited about the new under two's Storytime! Let me know if you want to join me in walking over 😊

September Events

READ BETWEEN THE LINES BOOK CLUB
THE MARRIAGE, LIFE OF HELEN NAHIE
A/live by Rebecca Stead
Tuesday, Sept. 5, 7:00 p.m.

GHOSTS: THE IMPACT OF OUR FOOD CHOICES
The best-selling author and co-founder of Farm Sanctuary discusses living in alignment with our values and principles.
Wednesday, Sept. 6, 7:00 p.m.

12 WEEK ENGLISH LANGUAGE COURSE
Register for our fall 12-week English language course on Tuesdays, Sept. 19 - Dec. 12. Registration: Tuesday, Sept. 12, 6:00 pm - 8:00 pm.

ENGLISH CONVERSATION GROUP
Mondays, 5:00 p.m.

ADOPT AN ANIMAL FROM THE AREA
Meet and adopt adorable pets from the Animal Welfare League of Arlington. Wednesday, Sept. 27, 7:00 pm - 2:00 pm.

CRAFT-TEA
Create a craft and we'll supply the tea. Thursday, Sept. 21, 2:00 pm.

POETRY WORKSHOP
Write and read original poetry in an informal group. Monday, Sept. 18, 7:00 pm.

STORYTIME:
Introducing children to listening skills, picture books, the love of reading.

TWO AND OVER STORYTIME
AGES 2 - 3 YEARS
Mon., Tues., Wed., Thurs., Fri., and Sat., 10:30 am - 11:30 am.

UNDER TWO'S STORYTIME
AGES 0 - 23 MONTHS
Mon., Tues., Wed., Thurs., Fri., and Sat., 10:30 am - 11:30 am.

BABY LAY TIME
AGES 0 - 23 MONTHS
Friday, Sept. 15, 10:30 am

STOP IN FOR STORIES
AGES 0 - 5 YEARS
Saturday, Sept. 30, 10:30 am.

AFRICAN GAMES
AGES 4 - 5 YEARS
Saturday, Oct. 7, 10:30 am.

ADAMS STEAM: LETTER B
AGES 3 - 6 YEARS
Six STEAM activities focusing on the letter B. Wednesday, Sept. 27, 10:30 am.

Parkfairfax Parents Group

Calendrier

Samedi
2 PM
Trunk and Treat!

Mardi
2 PM
Preschool Fair

Mercredi
2 PM
Pre-Trick or Treat Party

Vendredi
8 PM
Wine & Cheese Social

nationale Cooperative Bank
Facebook Group vs Facebook Page

• Facebook Pages enable businesses, organizations and other entities to create an authentic and public presence on Facebook.

• Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.
Setting Up a Facebook Page

Create a Page
Connect with your fans on Facebook.

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community
Page Categories Description

- **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
What You Need To Set Up a Facebook Page

• Personal Profile (you will then be the admin of the business page)
• Unique username for URL
• Cover Image
  – 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.
• Profile Image
  – 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.
• “About Us” description
• Photos
Add a Profile Picture

Add a Profile picture to Hunter Manor HOA, which will show up next to posts and comments from your Page. A logo will work well here.

↓ Upload Photo  ▶ Choose from Album

Add a Cover Photo

Add a wide, high-quality image for your cover photo. People will see this when they visit Hunter Manor HOA. Update it as often as you like to keep your Page fresh or emphasize something new.

↓ Upload Photo  ▶ Choose from Album
Create Page Username

It’s easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

Hunters Manor HOA
@username

Username
@username

Need help? Get tips on choosing a username.

Create Username

Describe Your Page

Add 1-2 sentences to describe Hunters Manor HOA to help people understand what you offer.

Short Description

Short Description for your Page

Cancel  Save
Settings

- General
  - Messaging
  - Edit Page
  - Post Attribution
  - Notifications
  - Messenger Platform
  - Page Roles
  - People and Other Pages
  - Preferred Page Audience
  - Partner Apps and Services
  - Branded Content
  - Instagram Ads
  - Featured

- Shortcuts
  - Page is not pinned to shortcuts

- Page Visibility
  - Page published

- Page Verification
  - Page is not verified

- Visitor Posts
  - Allow visitors to the Page to publish posts
  - Allow photo and video posts
  - Review posts by other people before they are published to the Page
  - Disable posts by other people on the Page

- Audience Optimization for Posts
  - The ability to select a preferred audience and restrict the audience for your posts is turned off

- Messages
  - People can contact my Page privately.

- Tagging Ability
  - Only people who help manage my Page can tag photos posted on it.

- Others Tagging this Page
  - People and other Pages can tag my Page.

- Page Location for Frames
  - Other people can use your Page’s location for photo and video frames
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
Housing Co-op on Facebook
Unofficial vs Official Facebook Pages
Housing Co-op on Facebook
ADDITIONAL CONTACT INFO

http://www.fenwaystudios.org/

MORE INFO

Company Overview

Member Artists
Laura Allis-Richardson
Alexander Gassel: www.alexandergassel.com/... See More

General Information

The Fenway Studios are artists' studios located at 30 Ipswich Street, Boston, Massachusetts, now listed as a National Historic Landmark.

The studios were built... See More

STORY

By 1974 ownership shares had passed to heirs, the studios were not being maintained, and they owed nearly $200,000 in back taxes. The "Artists for the Preservation of the Fenway Studios" was formed to save the studios, and in 1981 a mortgage paid for back taxes and building improvements. In 1982, after renovations were completed, the studios were converted into an early limited-equity cooperative. In 1998 façade structural issues were discovered, requiring emergency repairs costing $1.6 million, which required additional fund raising through the Friends of Fenway Studios. As of 2007, the studios are currently home to 25 artists working in a wide range of media. Today there are 46 artists living and/or working in the building.
NAHC Facebook Page
A social network that enables users to send and read short 140-character messages called “tweets”

- 328 million monthly active users – 68 million in US
- Average age of a Twitter user is 37.3
- 500 million Tweets are sent per day
- 80% of Twitter users are on mobile
GHI Management
@GHImgmt
Housing Cooperative of 1600 members located near Washington, DC
Greenbelt, Maryland
ghi.coop
Joined October 2010

TWEETS FOLLOWING FOLLOWERS LIKES
564 74 138 4

Tweets Tweets & replies Media

GHI Management @GHImgmt · Oct 18
Companion Animal Cmte meets tonight 7:30 pm at the Admin bldg

GHI Management @GHImgmt · Oct 17
GHI & City of Greenbelt host the annual Health Fair at the Community Center, Tues, 10/18 from 10-2

GHI Management @GHImgmt · Oct 17
Have a friend looking for a new home? Send them to GHI's PrePurchase Orientation, tonight, 7pm at the Admin Bldg, board room.
What You Need To Set Up a Twitter Profile

• @ Handle
• Background Image
• Profile Image
• Profile Description
• Include the hyperlinked icon on your website
Twitter for your Community?

• Maybe...
  – Best for sending short messages or spreading messages quickly.
  – The shorter format isn’t as conducive to Associations social media communications

Good For: Large communities with lots going on!
Notable Features: Fast, quick updates.
An online mobile photo-sharing, video sharing and social network.

- 700 million monthly active users (400 million daily)
- 51% male, 49% female
- Over 90% of people on Instagram are under the age of 35
National Cooperative Bank NCB is a socially responsible, cooperatively owned financial institution with a focus on serving America’s cooperatives and their members.

www.ncb.coop
What You Need to Set Up Instagram

• Unique/recognizable username
• Profile image
• Profile description with link to website
• Include hyperlinked icon on website

While you can set up an Instagram on a desktop. All posts must be done on a mobile device.
Instagram for your Community?

• Known for pictures
  – if you have nice photos of your community or members who take pictures of community events it can work for you.

Good For: Communities with good scenery/ photos of community events.

Notable Features: The go-to site for photography
Conclusion

• There are numerous ways to promote your community on social media
• Key is picking the right platform(s) that work for you
• Constant, fresh content is the biggest requirement for successful engagement
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

**Share:** By clicking on the ‘share’ link or retweet 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
Track Engagement

- Social Media Platforms will show you the statistics on audience engagement

- Free online platforms: Hootsuite
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 and Twitter page
• Like and share events and pictures
QUESTIONS