

Social Media

For busy housing counselors



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AGENDA

PART I – Why this matters

PART II – Best Practices

PART III – Advertising 101

PART IV – Taking Action



Housing Action Illinois

Sept. 2017 - Present

SmithBucklin

Dec. 2015 – May 2017

Peoria Housing Authority

Aug. 2014 – Dec. 2015

S&S Property Management

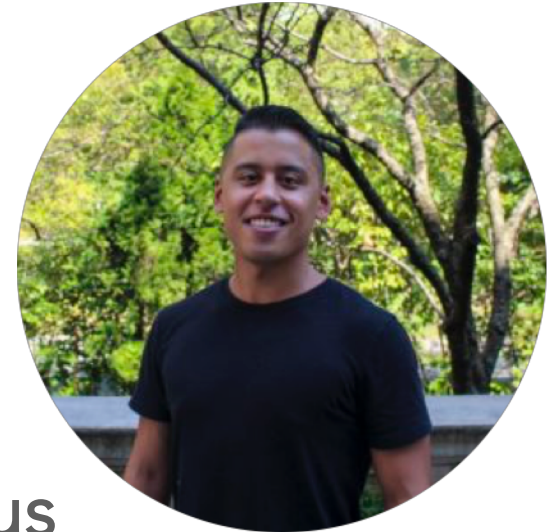
Mar. 2013 – Mar. 2014

Timm Krueger

– University of
Iowa alumnus

– Former gymnast, including two
years at Iowa

– Pursuing my master's in Strategic
Communication



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Housing Action Illinois

Sept. 2017 - Present

SmithBucklin

Dec. 2015 – May 2017

Peoria Housing Authority

Aug. 2014 – Dec. 2015

S&S Property Management

Mar. 2013 – Mar. 2014

Five years experience in marketing and communications

- Public image campaign for the Peoria Housing Authority
- Executed marketing plans for 13 in-person events, ranging in size from 250 to 8,000+ attendees
- Email marketing, social media management, content creation



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About Communications 101

- New initiative to help build capacity with Housing Action Illinois member organizations that have received the FPP-G grant
- Webinars hosted every six weeks on topics relevant to housing counselors and their agencies
- Coaching opportunities will accompany each webinar



Upcoming Webinars

- June – Email
- July – Storytelling
- Aug. – Print Materials

**Webinar dates and topics subject to change.*



Upcoming Webinars



JUNE 12, 2018 | 11:00 A.M. - 12:00 P.M.

YOU'VE GOT MAIL

EMAIL MARKETING FOR HOUSING COUNSELING PROFESSIONALS



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Take 10 seconds and think of a
professional athlete



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What do social media and golf have in common?

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Social media matters – a lot

- In 2005, just 5% of adults used social media
- Today, 69% of U.S. adults use at least one social media site
- !!!: 74% of Facebook users are on it daily



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Change how you think about social

- Social media more than a leisure activity
- Social media is a tool for you to connect with your audience in authentic ways, in real time



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Why should HC's care about social?

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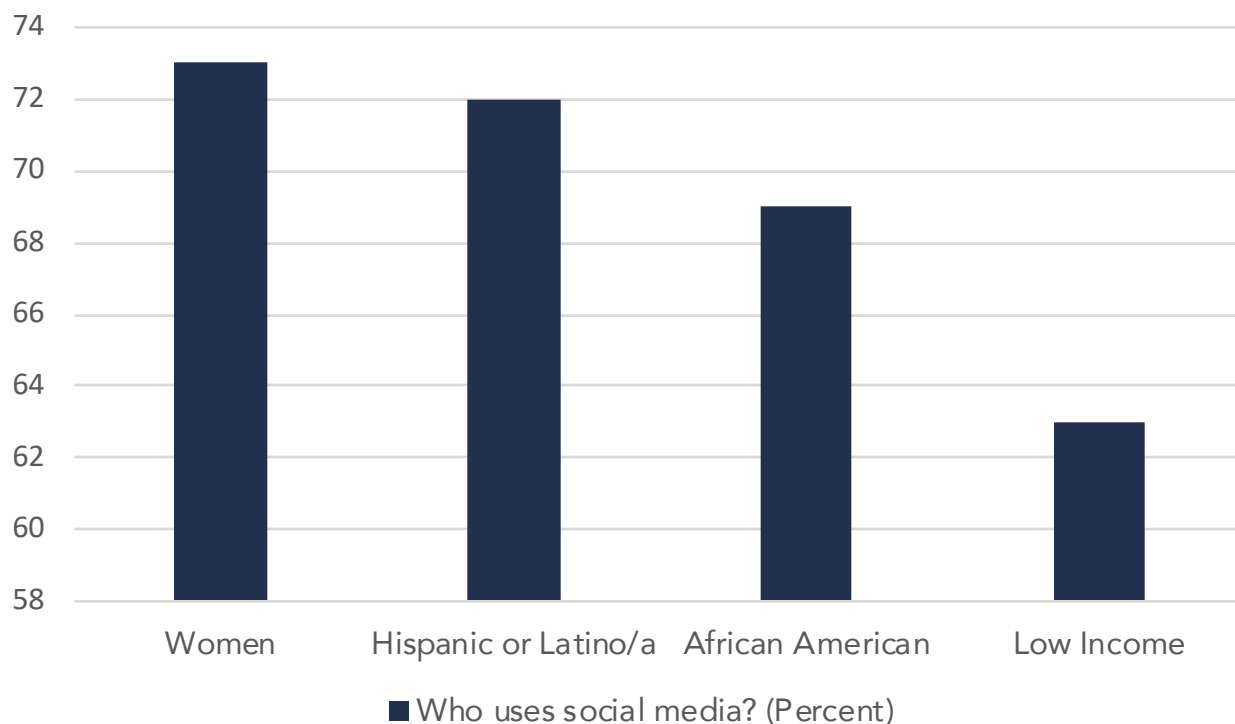
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Social Media Use by Demographic



Source: [Pew Research Center](#), 2018



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Why should HC's care about social?

- According to [NeighborWorks](#):
 - Pre-purchase counseling clients are more likely to be African American, Hispanic or Latino/a, low-income, or female
- There's a good chance your target audience uses social media



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Key players

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Here's how you use social media

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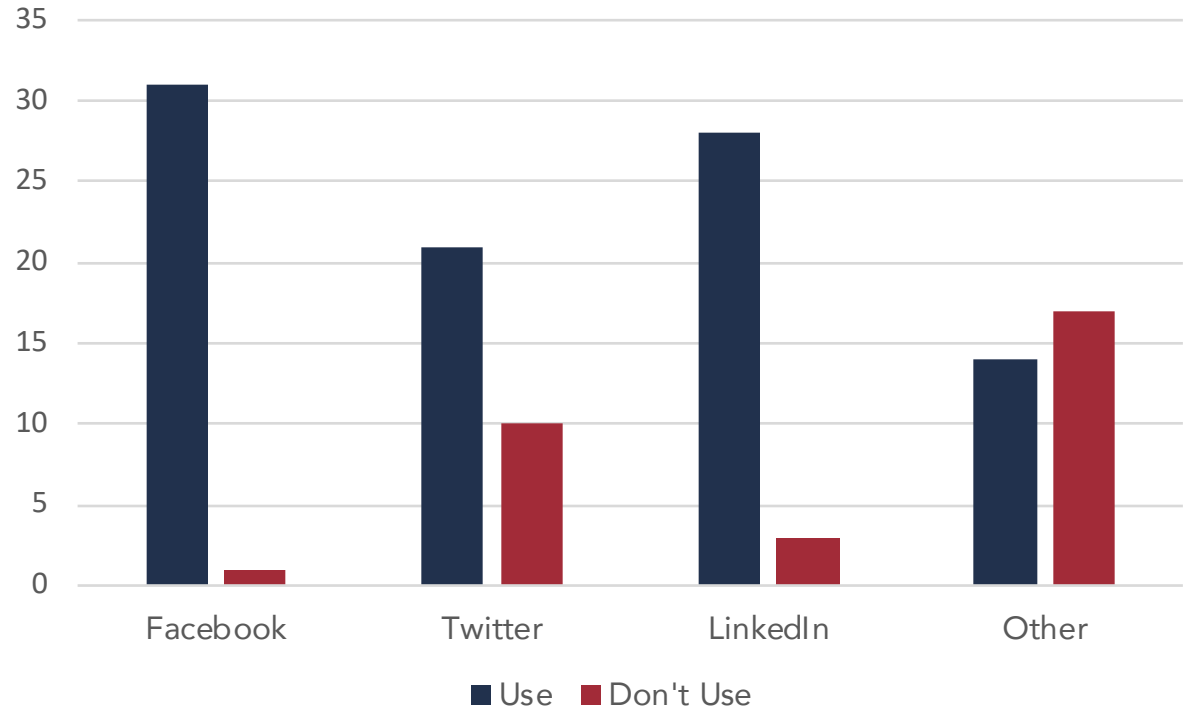
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FPP-G Agency Social Media Profiles



Questions?



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Part II – Best Practices



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In this section...

- We're going to go over
 - Social media do's and don'ts
 - What types of content you should post, and how often you should post it



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Social media do's and don'ts


DO

Keep it short and sweet!

DON'T

Write a novel

Here's what you need to know:



The ideal Facebook post is **40 characters** or fewer.

Facebook posts with 40 characters earn 86% more engagement than longer posts.

According to Facebook best practices, the second-best length of a Facebook post is 80 characters or fewer. These posts receive **66%** more engagement than longer posts.



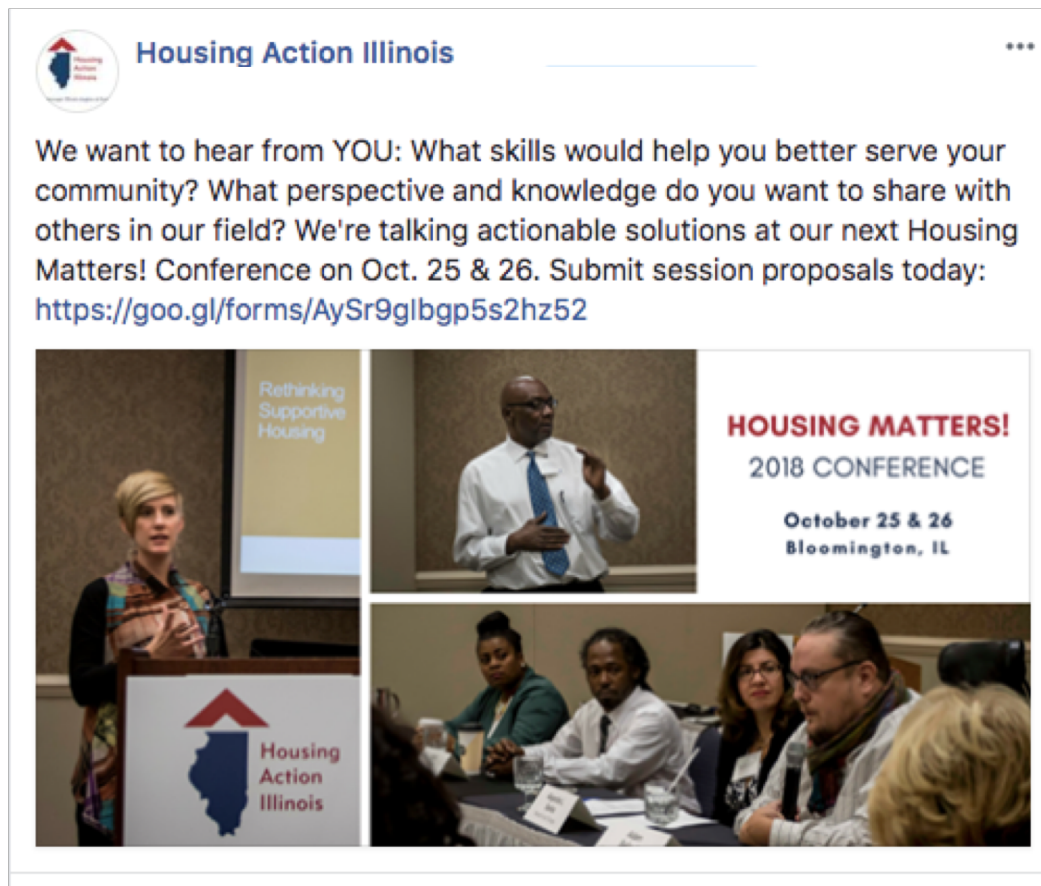
Social media do's and don'ts

DO

Send them to your website!

DON'T

Set it and forget it



Social media do's and don'ts

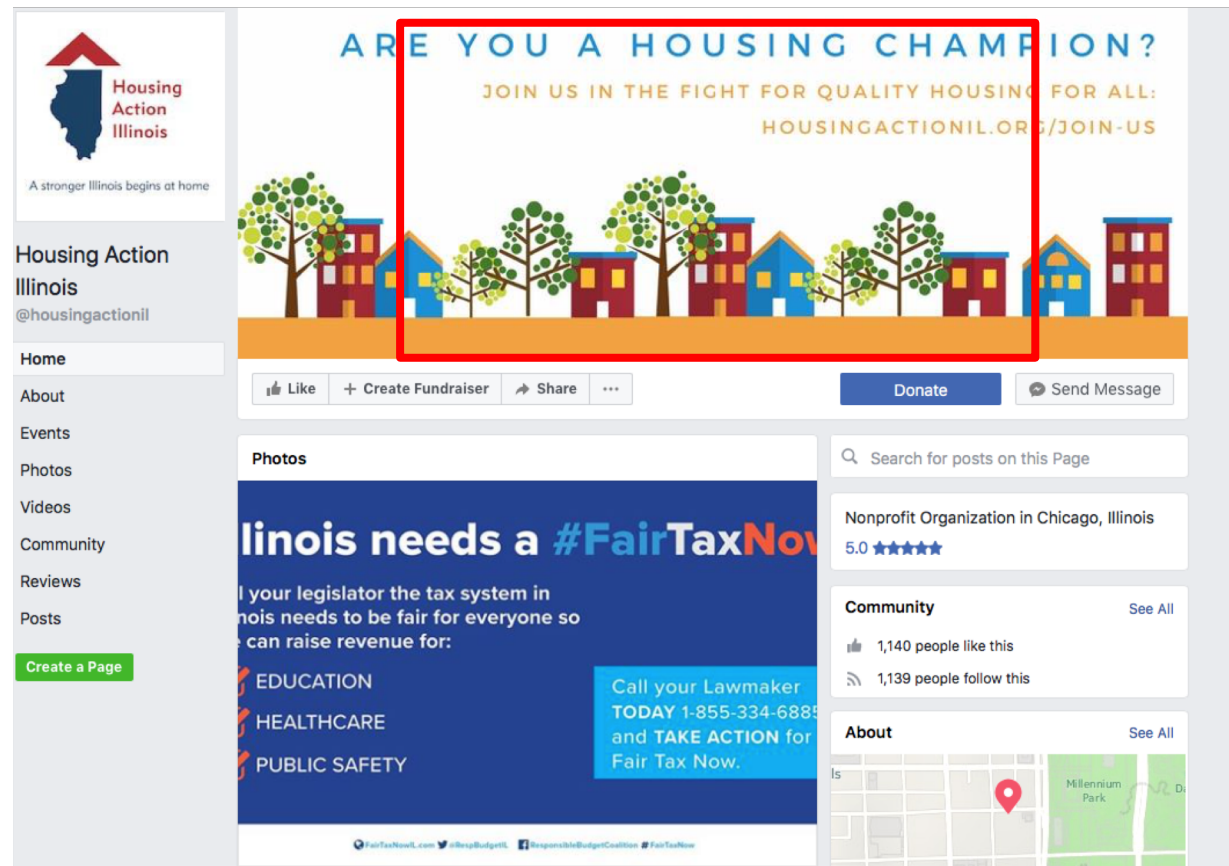
DO

Be mobile-friendly!



DON'T

Think about desktops only



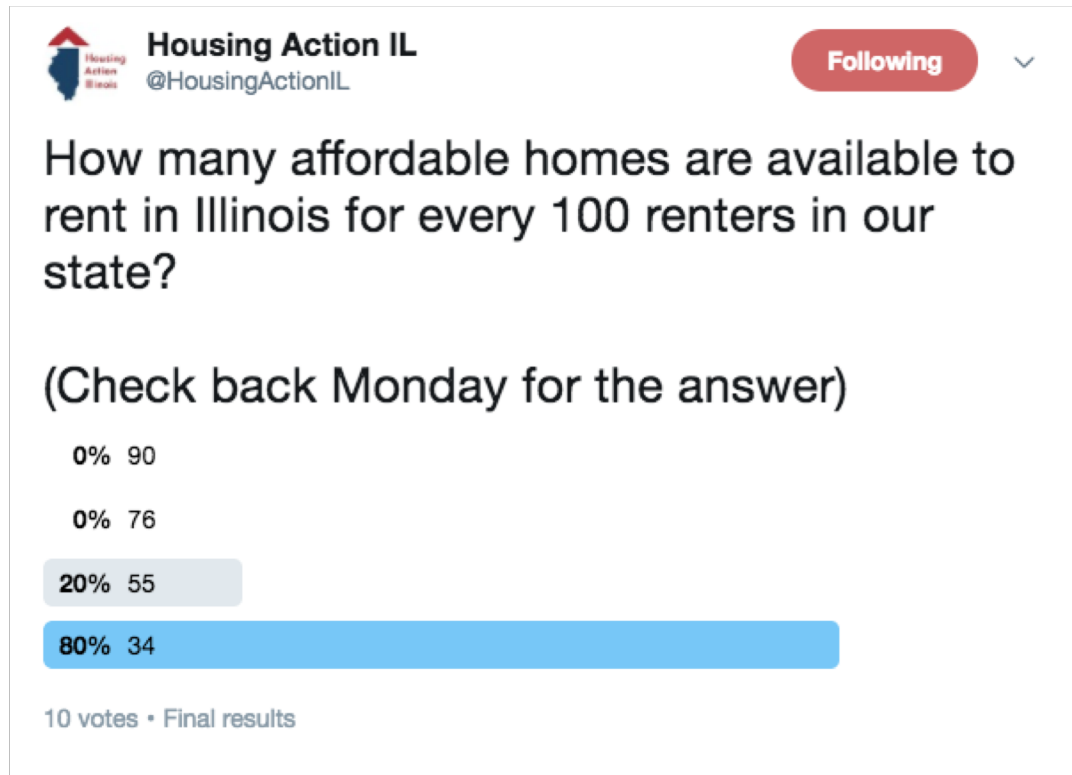
Social media do's and don'ts

DO

Be engaging!

DON'T

Let them scroll past you



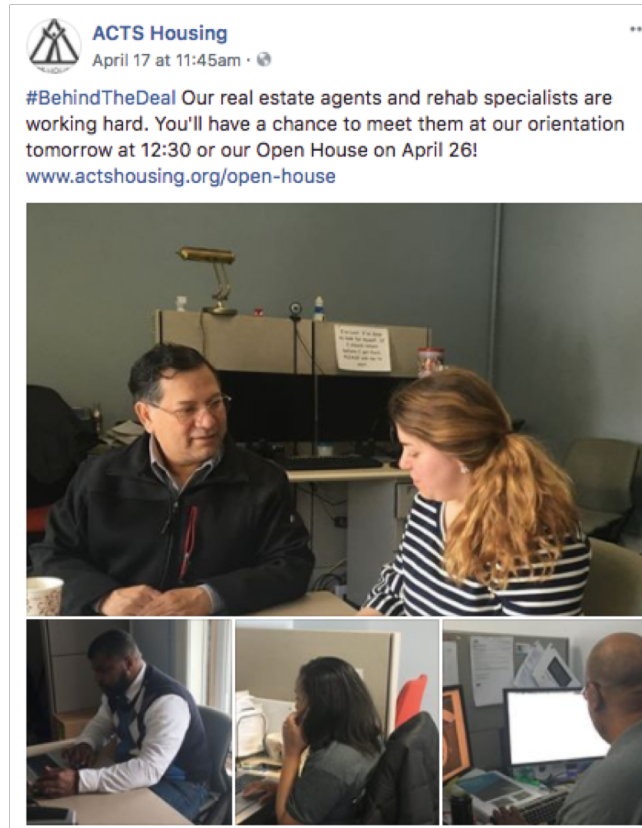
Social media do's and don'ts

DO

Be engaging!

DON'T

Let them scroll past you



Social media do's and don'ts

DO

Be engaging!

DON'T

Let them scroll past you



The screenshot shows a Facebook post from 'Neighborhood Housing Services of New Orleans' dated April 11 at 1:05am. The post text reads: 'What is financial Capability? It's the ability to navigate life's events. It's more than just setting financial goals...it's actually building toward them. Watch here: <http://ow.ly/u5ju30jo7xO>'. Below the text is a video player thumbnail with a red person icon and the text 'WHAT'S FINANCIAL CAPABILITY'. The video title is 'What is Financial Capability?' and the description says: 'Whether you are planning to purchase a home, save for educational expenses, or start a small business — good money management is an important first...'. The video player also shows 'YOUTUBE.COM' and a play button icon.



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How many times should post a week?

- Depends on who you ask!
 - [M+R's](#) research says nonprofits post to Facebook 1.4 times/day and tweet 3.7 times a day
 - Another rule of thumb: no less than one, no more than two
 - Your target: **3 original posts per week**



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What should you post?

- Two things to consider:
 - What is your main objective?
 - Who is your audience?
- Review your business page
 - ...or have me do it for you!



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When should you post?

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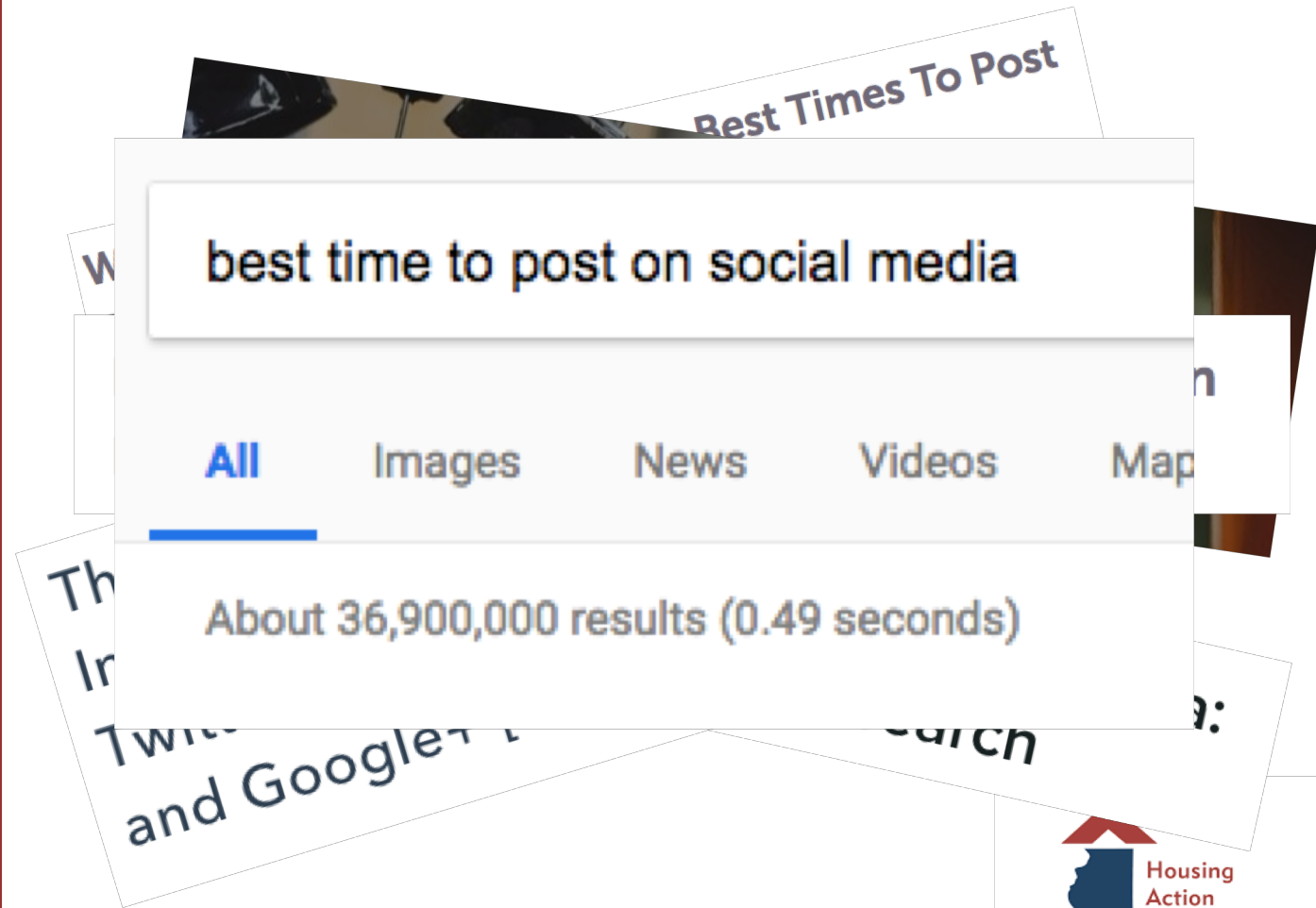
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Part III – Advertising 101



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The importance of ads

- Just **7%** of your fans will see your posts* ([M+R Benchmarks 2017](#))
 - *This does not include views from shares/retweets ([which is good news](#))
 - **38%** of Facebook users who saw a given post were *not* already following the nonprofit (M+R Benchmarks 2018)



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Eyes on the prize

- Always have your goal in mind
- Three types of campaigns:

What's your marketing objective?		
1. Awareness	2. Consideration	3. Conversion
 <u>Boost your posts</u>	 <u>Send people to your website</u>	 Increase conversions on your website
 <u>Promote your Page</u>	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 <u>Raise attendance at your event</u>	 Get people to claim your offer
 <u>Increase brand awareness</u>	 Get video views	 Promote a product catalog
	 Collect leads for your business	 Get people to visit your stores



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Types of campaigns

- Awareness
 - Boosted posts
 - Promote your page
 - Increase organization awareness
- Consideration
 - Send people to your website
 - Event registration



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Why advertising makes sense for *you*

- It's inexpensive
- It's targeted
- It's effective
- It's a great way to mindlessly spend down your FPP-G dollars



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Part IV – Taking Action



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Here's what you can do right away

- Download
 - Social Media Calendar
 - Social Media Planner
 - Social Media Review Checklist
 - Sample Social Posts
 - Email me!



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