



OFFICE OF
HOUSING COUNSELING
LET'S MAKE HOME HAPPEN

Advancing Your Social Media Content Strategy

**Audio is only available by
conference call**

Please call: **800-260-0702**

Participant Access Code: **446888**

to join the conference call portion of the webinar

Friday, May 11th 2018

Webinar Logistics



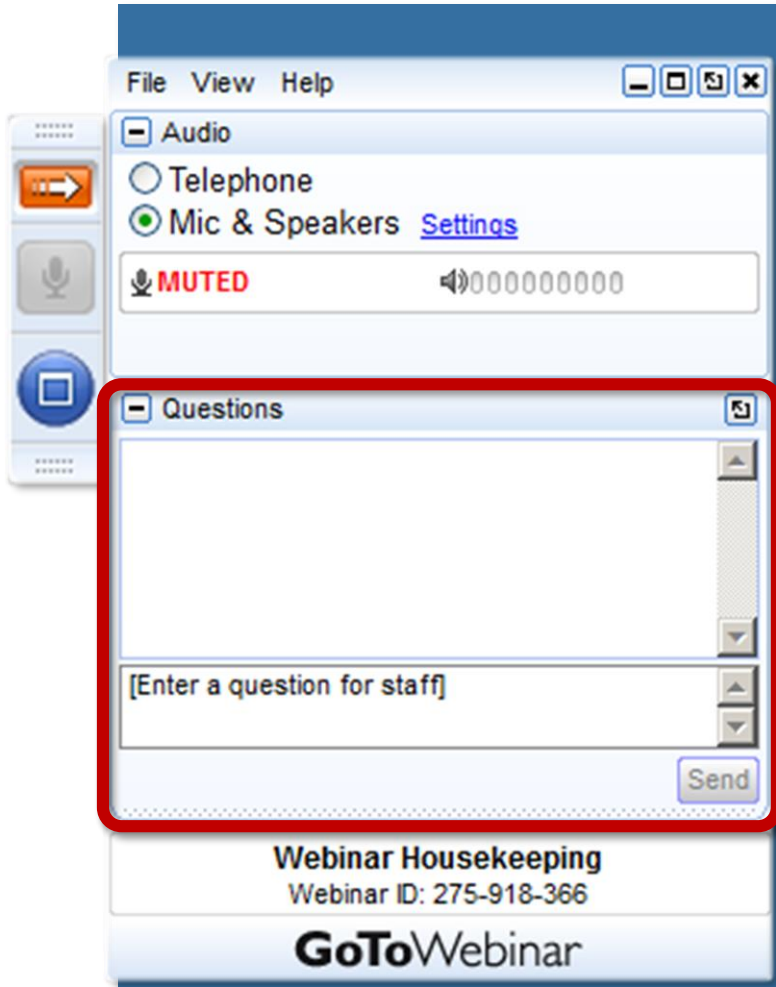
- Audio is being recorded. The playback number along with the PowerPoint and a transcript will be available on the HUD Exchange at www.hudexchange.info/programs/housing-counseling/webinars/
- An OHC LISTSERV will be sent out when the Archives are posted. Posting will usually be within 7-10 days.
- Attendee lines will muted during presentation.

Questions & Comments



- There will be Polling Questions. Please respond to them.
- There will be a Q&A period, as well as discussions opportunities.
 - If so, The operator will give you instructions on how to ask questions or make your comments.
 - If unmuted during Q&A, please do not use a speaker phone

Other Ways to Ask Questions



- Please submit your text questions and comments using the Questions Panel. We will answer some of them during the webinar.
- You can also send questions and comments to *housing.counseling@hud.gov* with the webinar topic in the subject line.

Please Mute Your Phones During Discussions



- During the discussions, all the phones may be unmuted by the operator.
- It is critical that you mute your phone during these discussions.
 - Most phones have a mute function.
 - *6 Will also mute and unmute your phone.

Brief Survey



- Please complete the brief survey at the end of this session.
- Your responses will help OHC better plan and present our webinars.

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- If you logged into the webinar, you will receive a “thank you for attending” email from GoToWebinar within 48 hours.
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Get Credit



OFFICE OF
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LET'S MAKE HOME HAPPEN

Judith Ayers Britton

Management Analyst
HUD Office of Housing Counseling

Today's Agenda

- Introduction
- A Brief Review
- Creating Video for Social Media
- Paid Social
- Questions



OHC Webinar Goals

- Establish and strengthen a digital and social media presence for HUD-approved HCAs
- Broaden our conversation to reach all consumer stakeholders
- Arm HUD-approved HCAs with the knowledge and tools to maintain a social media presence



Desired Outcomes

What we hope you gain with a presence on social media:

- Increased consumer engagement and awareness of HCA services
- Increased consumer buy-in and trust for HCAs
- More consumers using HUD-approved HCAs



Consumer Stakeholders

To whom are we talking?

- Renters
- First-time homebuyers
- Homeowners in default or foreclosure
- Reverse mortgagors
- Existing homeowners



Why Social Media?

- Meet consumers where they are
- No barriers to entry
- Build relationships and trust
- Increase awareness of HUD-approved housing counseling
- Cost-effective way to disseminate information
- 80% of all homebuyers are searching online

Ideas to Get Conversations Started

- How to navigate the homebuying process
- My rights as a renter
- How and when to use a reverse mortgage
- Best ways to avoid default or foreclosure
- Money management tips and tricks
- Upcoming workshops and events

Think About Your Community

Additional ideas to build on:

- Information from partnering lenders or real estate professionals
- What's happening in your community
- Current or seasonal events
 - National Homeownership Month
 - HUD's 50th Anniversary
- User testimonials





Creating Video for Social Media

Why Utilize Video?

- Social media video generates 1200% more shares than text and images combined
- 55% of people consume videos thoroughly
- Connect with your audience on a deeper level
- Show some personality



Ways to Share Your Ideas – Video

- Creating video content
 - Selecting the subject matter
 - Preparation and planning
 - Optimizing video for social media



POLL: Statistically, what video duration performs better on social media?

Video Subject Matter

- Determine if subject is engaging enough for a video
- Utilize inviting body language
- Keep it short and simple
 - Under one minute if possible
- Preparation is key!



Preparation & Video Tool

- Create interview-style questions
- Develop a shot list
- Ensure optimal lighting and sound environment
- Simple video editing
 - iMovie, FilmoraGo (iOS), VirtualDub (Windows)
- Consider investing in equipment
 - Microphones and lights



Optimizing Video for Social Media

- Lots of competition
- Utilize native video when possible
- 85% of Facebook videos are watched without sound
 - Tell story visually, not audibly
- Optimize for mobile
 - Ditch horizontal
 - Readable text
 - HD video



**POLL: Has your agency ever paid
for an advertisement on social
media?**



Promoting Content

POLL: Without any user engagement, what percentage of your Facebook followers will see your latest post?

Paid Social

Why promote (paid content)?

- Reach mobile users
- Dwindling organic reach
 - < 4% of follower base on average (Facebook)
- Expand your community
- Increased targeting options
- Ability to create stronger content

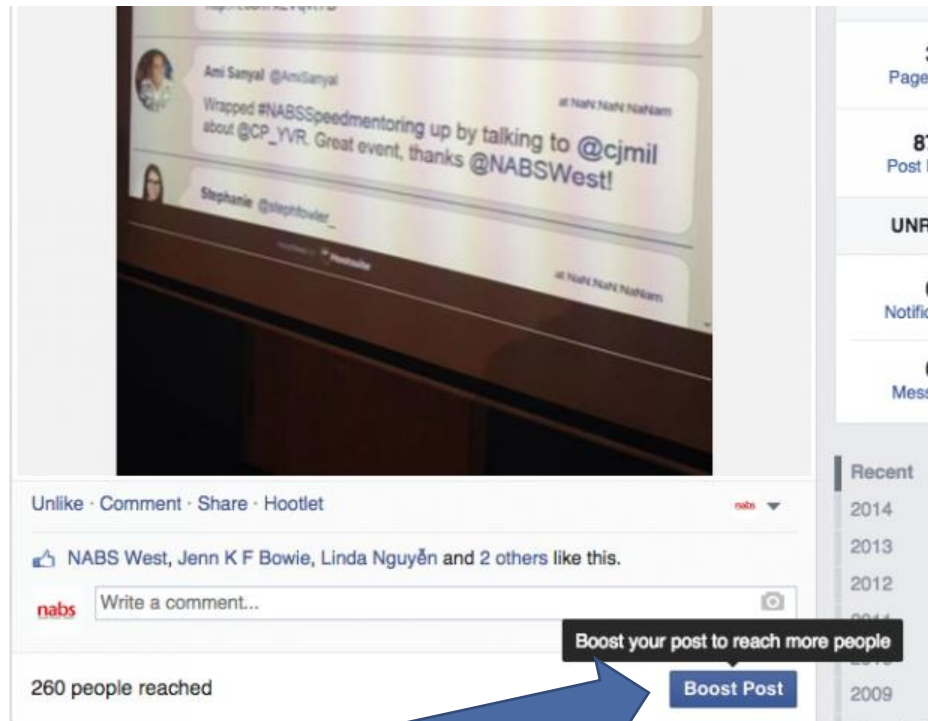


How to Promote



Facebook

- Boosting a post



people saw this post Boost Post

Reach more people by boosting your post
[Learn More](#)

Audience ☐ People who like your Page and their friends [?]
☒ People you choose through targeting [?]

Location Countries
United States United Kingdom

Age 30 - 55

Gender All Men Women

Interests
Small business
Small Business Saturday
Small Business Administration
+ Cyber Monday + Black Friday (shopping)
+ Electronic business + Home business
+ Business networking

Maximum Budget \$1,000

Est. People Reached 37,000 - 98,000 of 2,100,000
Your budget and targeting determine how many people your post will reach.

[More Options](#)

? Cancel Boost Post

By clicking "Boost Post," I agree to Facebook's [Terms and Advertising Guidelines](#).

Creating an Advertisement

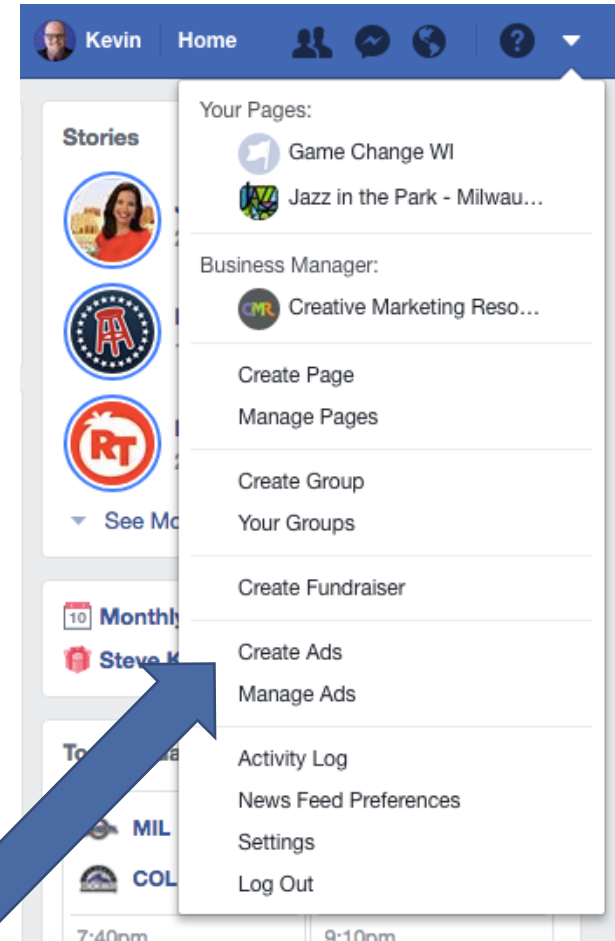


Facebook

- Creating an ad
 - Getting started
 - Choosing an objective

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	



Creating an Advertisement



Facebook

- Creating an ad
 - Create an audience
 - Define a budget

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ **Lifetime Budget** ⇅ **\$350.00**
\$350.00 USD

Schedule ⓘ

Start	Jul 27, 2017	8:25 AM
End	Aug 27, 2017 (Central Time)	8:25 AM

Your ad will run until **Sunday, August 27, 2017.**

You'll spend up to **\$350.00** total.

The image shows the Facebook Ad Audience Creation interface. It includes sections for Locations (set to Milwaukee, Wisconsin), Age (18-65+), Gender (All), Languages, and Targeting (INCLUDE people who match at least ONE of the following). The Audience Size section shows a Potential Reach of 1,200,000 people and Estimated Daily Results Reach of 1,400 - 8,200 (of 920,000). A map shows the location of Milwaukee, Wisconsin.

Locations ⓘ Everyone in this location ▾

United States
Milwaukee, Wisconsin + 25mi ▾

Include ▾ | Type to add more locations | Browse

Your audience location has been changed from United States to Milwaukee. Undo Change

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Targeted Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Interests ⓘ

- Business and in... ☐
- Entertainment ☐
- Family and relati... ☐

Audience Size

Your audience is defined.

Potential Reach: 1,200,000 people

Estimated Daily Results

Reach
1,400 - 8,200 (of 920,000) ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

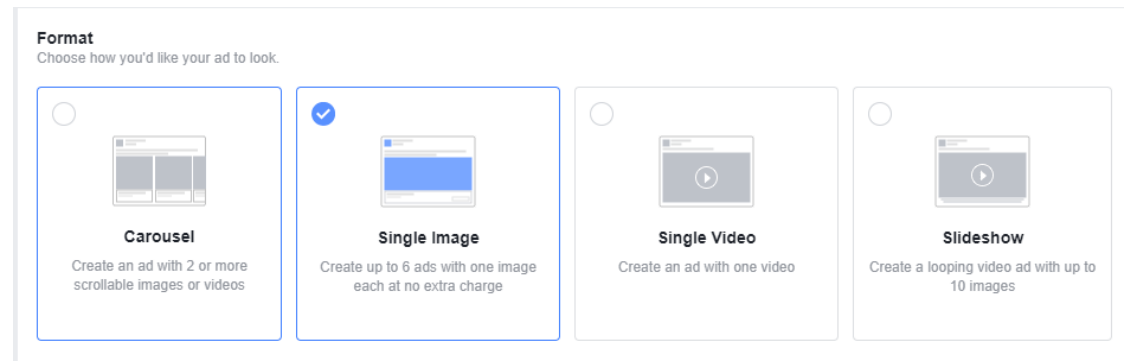
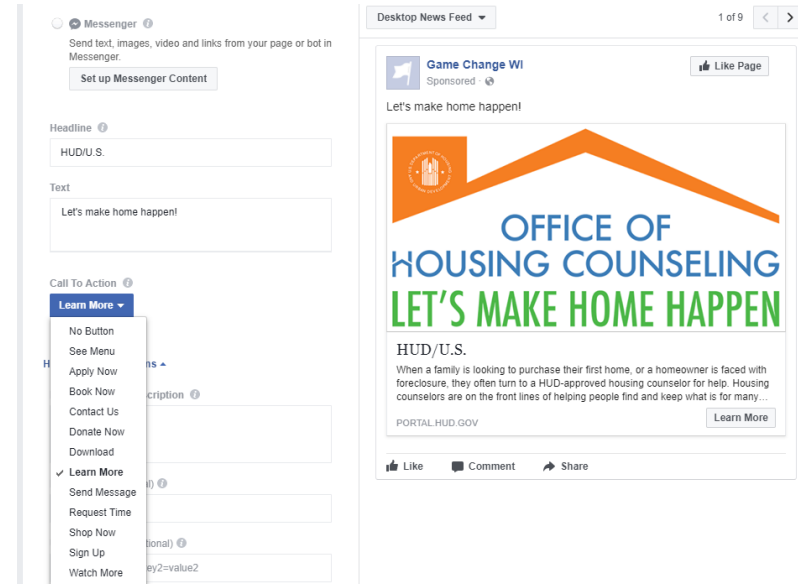
Were these estimates helpful?

Creating an Advertisement



Facebook

- Creating an ad
 - Choose the format
 - Upload imagery or video
 - Write the copy
 - Define a call to action











Twitter

- Creating an ad
 - Choose your objective
 - Define a budget
 - Select your creative

Welcome to Twitter Ads

Twitter Ads objective based campaigns are designed to help you achieve results that drive action and add value to your business. Create campaigns tailored for a variety of business goals, from driving website traffic to increasing brand awareness. [Learn more](#)

Select the objective for your campaign

 Followers You want to build an engaged audience to amplify your message, on and off Twitter.	 Awareness You want as many people as possible to see your Tweet.	 Website clicks or conversions You want people to visit and take an action on your website (e.g. download a paper or make a purchase).
 Tweet engagements You want to maximize engagement of your Tweets and get more people talking about your business.	 Promoted video views You want more people to see your GIFs, Vines, or videos.	 Want more? Click to see a complete list of campaign objectives.

Creating an Advertisement



Twitter

- Creating an ad
 - Define your audience
 - Review and publish

Find your audience

Demographics

Search for your demographics using gender, age, and locations

Milwaukee

Select gender

Any gender Male Female

Location

United States X Milwaukee WI X

Audience features

Search for your audience using interests, keywords, and similar to followers of @usernames.

first time home buyers

[Import multiple criteria](#)

Keyword

Home buyers X

Audience summary



Defining your own audience is optional. In many cases, providing fewer targeting parameters may improve your results. Either way, Twitter will continually optimize your campaign for high performance in the marketplace.

[Return to original campaign form](#)

Review your campaign

You are almost there! Please review your choices for creative, audience, and pricing below. You can jump back to any section and make corrections before launching.

📄 CAMPAIGN DETAILS

Campaign name

Website clicks or conversions campaign

Campaign start date

July 27, 2017

Campaign daily budget

100.00 USD



Your ad group is ready to go

Congratulations, you've created an ad group, and your campaign is ready to launch. You can use ad groups to organize different targeting, creative, or bidding strategies.

[Clone this ad group](#)

[Return to original campaign form](#)



Examples of Effective Communication on Social Media

How to be effective?

- Copy
 - Consistency
 - A clear purpose
 - Active vs. passive voice
 - Audience comes first
- Visuals
 - Strong graphic element
 - Single focal point
 - Video Utilization



Did you know?

💡 Did you know that preschools reduce the need for a child to be placed in special education?

👉 Plus, those who attend preschool are 25% less likely to drop out.

Finding a fitting, affordable preschool is a challenge for many. We're here to help. Learn more + find resources 📄: <http://bit.ly/2BRxWt9>.

#NatUrbanLeague



👍 Like

💬 Comment

➦ Share



👍❤️ 17

13 Shares

Show, don't tell
with Emojis!

Informative and
Educational

Single focal
point

A Clear Audience

Specific
audience



Fannie Mae ✓
@FannieMae

Follow

You can't have productive employees if your employees don't have affordable housing. That's what the Sustainable Communities Innovation Challenge is tackling.

bit.ly/2qhb2VF

Affordable housing means
More productivity
More happiness
More security
More health
More **everything.**



Fannie Mae

1:17 PM - 10 Apr 2018

120 Retweets 238 Likes



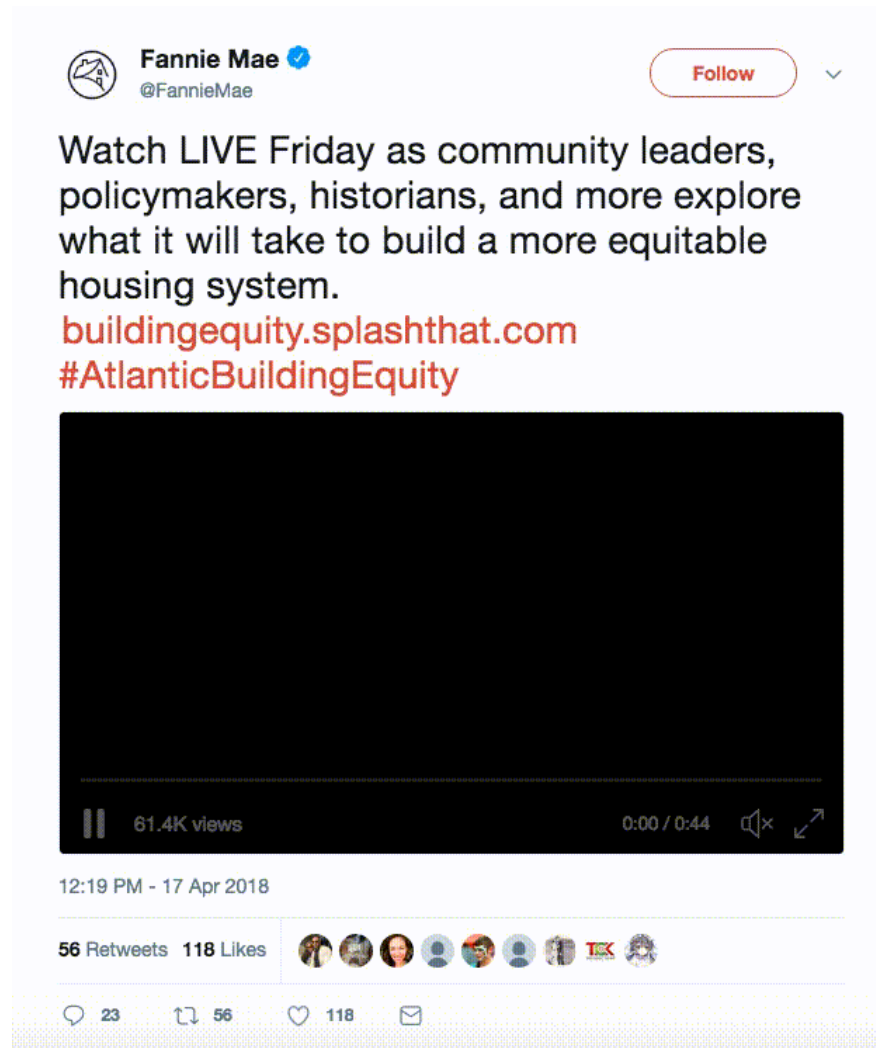
28 120 238

Captivating
Imagery



Exciting Announcement

“Going live”
announcement



Video keeps
users engaged!



Positive “Clickbait”

Strong
headline

How are housing and health connected? More and more research is documenting the harmful effects on adults and children who don't have safe, stable and affordable homes.



Unstable, Unsafe Housing Harms Children's Brain Development

Research is documenting the harmful effects on children when families must keep moving to find a safe, affordable home.

MEDIUM.COM



Like



Comment



Share



34

28 Shares

Good
“Clickbait”

Shares!

What's Next?

- Download the Social Media 101 Toolkit
 - HUD Exchange --> “Housing Counseling Outreach”
 - Utilize sample social media posts provided
- Join us Friday May 18 @ 12pm EST for the first media relations webinar
 - “Capturing Media Attention”
 - Identifying the right media
 - Create a media contact list





QUESTIONS?