



Final Transcript

**HUD-US DEPARTMENT OF HOUSING & URBAN DEVELOPMENT:
Advancing Content Strategy**

May 11, 2018/12:00 p.m. EDT

SPEAKERS

Jane Charida
Judy Ayers Britton
Kevin Michaels

PRESENTATION

Moderator Ladies and gentlemen, thank you for standing by. Welcome to Advancing Your Social Media Content Strategy Conference Call. At this time all participants are in a listen-only mode. Later we will conduct a question and answer session. [Operator instructions]. As a reminder this conference is being recorded.

I would now like to turn the conference over to your host Jane Charida [ph]. Please go ahead.

HUD-US DEPARTMENT OF HOUSING & URBAN DEVELOPMENT

Host: Kristen Villalvazo

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Jane

Thank you so much and welcome, everyone. I'm so glad you could join us for today's webinar on Advancing Your Social Media Content Strategy.

Before I turn it over to today's speaker, I would like to go over a few logistics with you. As the operator mentioned the audio is being recorded. We will share that along with a transcript and a copy of the slide deck. That will be posted on our archive on HUD Exchange. You will get a Listserv message in about seven to ten days with the link to the archive. So please feel free to download the information and share it with your colleagues.

There will be polling questions, so please be sure to respond to them. We will also have a Q&A at the end of the presentation. You can also send any questions you have to us by using the question box in the panel to the right of your screen. Also, if there's something you think of after the webinar or something that is more detailed, please feel free to send that to our housing.counseling@hud.gov web box. You can just put in the name of the webinar in the title and we'll get back with you.

Once the operator opens up the lines, please be sure to put your phone on mute unless you are speaking. We will also have a brief survey at the end

of the webinar. It's really helpful if you can complete that survey. It helps us to refine on our training and to provide new training as well. You also will get a certificate of training. It's going to be an e-mail that says this is your certificate of training. There's no attachment so please be sure to print it out and save it for your records or download it.

You can also get credit for taking this webinar by going to the archive and clicking on the link for the—you can search it by date or by topic. And then, hit the get credit button, if you want to do that, and it will be kept on a transcript. And all that is housed on HUD Exchange.

It's now my pleasure to turn over today's webinar to Judy Ayers Britton, and she will provide our welcome. Thank you, Judy.

Judy

Thank you, Jane. Good afternoon East Coast and good morning everybody else. I am Judy Ayers Britton and I am with the Office of Housing Counseling, and I am pleased to welcome you to our fourth social media training in this series. I hope that you guys have enjoyed the first three. I know I have. I sat in and listened, learned a few tips and tricks myself. It makes me want to go and open a Twitter account. I also hope

that you were able to use some of what you've learned to advance your marketing and to get the word out about housing counseling.

Today's training is of course on advancing your social media content, and hopefully this will help us to make the public more aware of housing counseling and the great services that you guys offer.

So with that, I'm going to turn it over to Kevin Michaels from Creative Marketing Resources.

Kevin

Thanks so much, Judy. We'll go ahead and get started here. First, I thought I'd take a quick look at our agenda for today's webinar. As always we just did a nice little introduction. We'll do a brief review which a lot of you will remember from the last webinar. Then we'll dive into creating video for social media. Then we'll talk about paid social or promoted social. And then last we'll open up the floor to you all for questions and a little Q&A period.

As a review, our goals for the social media webinar series are to establish and strengthen a digital and social media presence for HCAs. We want to broaden our conversation to reach all consumer stakeholders that we

provide services to. We also want to arm you all with the tools needed to win on social media. By the end of the series, we hope that you'll be able to increase consumer engagement and awareness of housing counseling services, also to increase consumer buy-in and trust for your agency.

Ultimately, we want to increase the number of consumers who use HUD Housing Counseling Agencies.

Who will we be talking to on social media? You guessed it, of course, consumers. But specifically, we'll be speaking to renters, first time home buyers, home owners in default or facing foreclosure, reverse mortgager's and also existing homeowners.

Now let's review why social media will be an effective communication tool for your agency. First, social media allows you to meet the consumers where they are. We know that almost all of consumers engage on social media in some way, shape or form, especially those younger consumers that are currently renting or looking to buy their first home.

Second, unlike other forms of advertising, there are no barriers to entry with social media. It's one of the easiest communication channels to launch from scratch. Social media also helps to build relationships and

trust with consumers. When you have more of those opportunities to connect and converse with consumers on a deeper level, trust and relationships are strengthened between the consumer and your agency. Social media also increases awareness of HUD approved housing counseling. This will make your agency more accessible to consumers. This awareness will also help make your agency more familiar to existing clients.

As you may know social media is a super cost-effective way to disseminate information. It's cheaper than any form of advertising today. It's one of the only channels that allows an organization to reach over 1,000 people for less than \$3. It's also a great way to share information more quickly than any other traditional form of advertising.

Then last, and probably most important, 80% of all home buyers are searching online. So social would be a great way to reach those home buyers.

We also want to work on content that will resonate with each of the housing consumer groups from home owners to renters. Be sure to give enough information to peak the consumers' interest, then encourage them

to contact your agency to learn more. Some ideas to get the conversation started could be showing consumers how to navigate the home buying process. Sharing this type of content will help to solidify your agency as a trusted resource for home buying decisions.

You can also help consumers understand their rights as renters. You can reinforce the Fair Housing Act, you can help tenants understand their rights in your community. You can also help tenants understand things that go along with renting like a security deposit.

You can also help consumers to better understand the reverse mortgage process and when to consider a reverse mortgage. What types of questions should they ask themselves? What will they need in place to begin this process?

You can also share solid practices that will help consumers avoid default or even worse, foreclosure. Encourage consumers to contact your agency before it's too late.

Last, you can also post fun and informative money management tips and tricks. You can outline everyday ways consumers can help improve their credit score rating for example.

Last, be sure to share any information about any upcoming workshops or events your agency is hosting or involved with. Additionally, you can share information from partnering lenders or real estate professionals. You can share about what's happening in your community to show that you're engaged and that the market is valuable. You can post things about new parks, awards for the school system, possibly emerging transportation options, and new employers opening doors. It can also help to keep the community abreast of current or seasonal events such as, for example, around the New Year when consumers are making resolutions, you can create a lot of social media content about budgeting. Or around spring, you can post about cleaning and general upkeep. Also, creating and sharing user testimonials, this is a big one. Consumers are more engaged in stories that are relatable to their own lives.

So now let's walk through one of the most important aspects of social media in my eyes, creating video content. Video is vital to social media marketing success. Social media video content generates more share than

retweets on average than any other type of content. More than half of consumers watch videos thoroughly, meaning the information they see will stick with them more than any other type of content.

What's more, 90% of consumers say video can help them make buying decisions. Social media video is also a great way to connect with consumers on a deeper level. Through video you can show consumers what they can expect if they work with your agency for housing decisions. So make sure to use videos as an opportunity to show some personality and your agency's flavor.

Now let's look at all the things you'll need to plan to for to create a killer social media video. We'll talk about how to select the subject matter, we'll talk about preparation and planning as well as how to optimize your video for success on social media.

But first, let's take a quick poll. So, our first polling question, "Statistically what video duration performs better on social media?" Okay, it looks like we have a few answers with the shorter length being the highest, and that's good. In general, it is great to have a shorter video but we'll find out a little bit more about that on the next slide here.

As you can imagine, the subject matter is extremely important when planning a social media video. One of the biggest places I see social media marketers fail is creating a video on a subject or topic that's not video worthy. I would consider something such as an explainer video of the service you offer as a worthy subject matter. Some other great subjects to capture via video would be like an open house, maybe some short employee profiles, milestone celebrations and more of the like. Video recording of your marketing materials, not so much.

So now that we've covered how to select your video's subject matter, we'll go over a few tips to keep in mind while producing your videos. First, if you or anyone on your team is planning on appearing in the video, it's important to always be as inviting as possible. We recommend featuring a very excitable individual at your agency with an inviting tone and body language.

Next as we asked during the last polling question, let's take a look at the optimal video length for social media. We recommend in general that you keep your videos as short as possible and under one minute length. Now that's not to say that you have to stay under one minute, just be sure every

second counts towards something impactful. We recommend capturing at least five to ten minutes worth of video to have a solid minute's worth of content.

Last, preparation is always key with any video production so let's take a deeper look on how you can prepare. Preparing for video isn't as time intensive as you may think. Here we'll go over a few easy steps you can take that will surely yield great results. So whenever asking someone to speak on camera, it's important to know what you want out of that person you're interviewing. It's best to develop a list of interview-style questions ahead of time to ensure the person appearing on video is led to talk about the right things.

Next, we strongly recommend that you develop a shot list for every video you create. A shot list is essentially a checklist filled with details that will give your film a sense of direction and efficiency. Be sure to outline the different things you would like to capture and prioritize and attach a shot idea to each thing.

Lighting and sound quality, also, are a huge component to consider when creating video. If shooting indoors, especially, or ensure you're in a

naturally well lit room if possible. Fluorescent lights are not your friend when it comes to video. So if you must make due with artificial light, attempt to cover the lighting with a thin sheet or film to dull down the light a little bit.

Sound can also be a bit tricky to master. Ensure the room you're shooting in doesn't sound too echoy, and it doesn't let in a lot of ambient noise from the outside.

There are also a few tools you can use to take your video to the next level. We first, we recommend using a simple video editing software. If you have an iPhone, for example, you can use iMovie to easily trim, cut and merge clips together. You can also check the social media 101 tool kit for some other examples of simple video editing software.

Second, you should also consider investing in affordable video equipment. For under about \$150, you can get a good lapel mic and video lights on Amazon or eBay. This one-time small investment will surely help your video quality.

So now that you have this fabulous video planned and produced, it's time to optimize it for social media. The main reason we need to take these extra steps to optimize videos for social media is that there is just a lot of competition out there. Video continues to prove to be successful on social media; more and more marketers will be implementing video creation into their overall marketing strategy. Therefore, the more visually appealing and enticing your video is, the better the chance you have of cutting through that noise.

Another often forgotten part of video optimization comes down to how you host the video itself. Most social media managers will upload a video to YouTube or Vimeo, then link to that video on their various social medial channels. While this is surely the most simple method, statistics show that uploading your videos straight to Facebook or Twitter will increase your video views and engagement overall. Uploading your videos straight to social media channels is known as native video.

Another interesting stat about video on social media is that a whopping 85% of video views are watched on mute. Therefore, it's imperative that you tell your story visually rather than audibly. We've included an

example of this, a video that does this well in the social media 101 tool kit which is now live on HUD Exchange.

Next, more than 80% of time spent on social media happens on mobile.

So let's talk about how we can optimize videos for viewing on mobile.

First, the majority of mobile viewers today want to view content vertically so they don't have to rotate their device. So if you're filming a video with a phone, consider doing so vertically rather than horizontally.

Also, as we've discussed previously, you'll want to add some text overlay to your videos so the story isn't lost when on mute. When doing so, make sure your text is large enough to be legible on all screen sizes.

Last, always, always upload that video at the highest quality possible. As phone screens get more and more advanced, a lower quality video will look really distorted leading to a less than stellar viewing experience.

The next polling question. "Has your agency ever paid for an advertisement on social media?" It looks like we're a little more than half have and a little less than half haven't. This should be a good review for half of you and a good lesson coming up here for the other half of you.

So let's talk about it. Let's talk about promoting content on social media or what is commonly referred to as paid social. But first, one more polling question. "Without any user engagement, in the form of a like, a comment, a share, what percentage of your Facebook followers will see your latest post?" It looks like we have a pretty big split all over the board. Stay tuned, we'll cover the correct answer here in the next slide.

Talking about paid social, with total activity on smart phones and tablets accounting for 60% of digital media time spent in the US, there's no denying that reaching users while on mobile devices is the next big wave in advertising. In social media, advertising is the best native option. Mobile users are already checking Facebook, Twitter, LinkedIn, Pinterest, and Instagram multiple times a day, so advertising to them while they're within those apps is the best way to reach them without being disruptive.

As you can see here, the organic reach—so the answer of the last polling question is only 4% of your audience will, on average, see a post if there's no engagement, or paid promotion behind it. So, if you want to beat that dwindling organic post reach on social media and serve your content to

more than 4% of your audience, then you'll have to consider what is known as paid social, or paid advertisements using a social media channel. Paid social is also a great way to expand your community. With paid social, you can serve content to social media users that would otherwise never see it. Paid social also allows for enhanced targeting options so you can narrowly reach the consumers that make the most sense to your agency.

With paid socials, you can reach consumers based on certain demographics, location, the consumers' interests, as well as their behaviors. So now let's take a deeper look at the way each of these categories can work as it relates to say a first-time home buyer for example.

With demographic and location targeting, you can reach consumers between the ages of 25 and 34 that are currently married and within a 5-mile radius of your agency. With interest targeting, for example, you can reach consumers that have shown a tendency to follow pages related to interior design, their home decorations.

With behavioral targeting, let's say you created a flawless video optimized from mobile then you can serve your ad only to those that access the social media channel predominantly by mobile device.

Last but not least, paid social allows you to create stronger content meaning you can create content that is geared specifically towards a segment of consumers. It wouldn't be smart to help a consumer that is facing foreclosure calculate how much money they need for a down payment. You definitely wouldn't give a reverse mortgage brochure to a consumer that is renting. With paid social you can create content specifically for a certain consumer segment and then target only that specific consumer segment.

So now that we have a solid foundation and understanding, let's go over how we actually begin using paid social. We'll start out with Facebook. So, the most common way most social media managers get started with paid social is through boosted posts on Facebook. Boosting posts is a really easy way to get started. You can take any posts currently on your page and quickly boost it with basic targeting options such as user location, age and basic interests. If you've never ran an ad of Facebook, we recommend you start by boosting a post on your page. For example,

let's say you could create a post explaining an often misunderstood part of the home buying process and target it to Millennials within a ten-mile radius of your agency that are interested in zillow.com or trulia.com.

While the boosted posts are the easiest types of paid social to manage, they don't allow for that enhanced targeting of creating a Facebook ad through the Facebook ad manager. Once you've mastered boosted posts, it's time to graduate to full-blown Facebook advertising. To get started creating an ad on Facebook, simply log on to Facebook, click the dropdown as you see here on the right-hand side of the screen, that dropdown arrow will be in the right top hand corner of the screen while on Facebook.com, and then you can just select create ads from the dropdown.

From there you will be asked to choose your marketing objective for the ad. Within marketing objective, there are three main categories. There's awareness, there's consideration and then there's conversion. Awareness objectives are mainly intended to drive traffic to your Facebook page, in general, helping you gain more followers and sheer numbers of eyeballs on your content.

Consideration objectives are a great way to drive traffic to your website, get a lot of engagement on a video you've created or encourage users to fill out a form with their contact information.

Conversion objections are mainly for consumer products but they can be useful to drive foot traffic to your agency. Let's say for example we're running an ad or want to create an ad with the goal of generating traffic on your agency's website. So, we would choose traffic under the consideration category.

Then you'll be prompted to create what's called an ad set. This is where you create your audience profile, define your budget and set a schedule for the ad itself. When you create your audience, remember what we discussed in the previous slides, you'll need to set the location, demographics, interest and behaviors targeting.

Next you'll need to define a budget. You can either choose the lifetime budget or the total amount you're willing to spend for the duration of the ad campaign, or you can choose to set a daily budget. We recommend using daily budgets if you're looking to test an audio profile for a few days.

Last, you can set the schedule for your ad campaign. Keep in mind that your ad will probably not begin to deliver until a few hours after your launch, so be sure to plan ahead.

So now that our ad set is created, it's time to create at the ad level or create what the end user will actually see in their news feed. At the ad level you'll be able to choose the format, write the ad copy, include any links and define your call to action. There's a button that will be placed on your ad such as a like page button.

When choosing your format, you can choose the carousel or a series of images set on a sliding carousel. You can choose to feature a single image, you can choose to feature a single video, or you can choose to set-up a slideshow made up of multiple images.

After you choose your format, you'll need to actually write the ad copy or the text that accompanies the advertisement. With a copy it's important to lead folks into the ad content without giving too much away. We recommend using emoji's to help grab attention.

Last, you'll need to define a call to action. What do you want folks to do when they see the ad? Some options include buttons like learn more, which can link to your website, a contact us button, which can link to your phone number, or a sign-up button, which can prompt users to enter their contact information so you can follow up with them at a later time.

So then you would click publish at the bottom of the page to launch. But please note that when you actually click publish on a Facebook ad, it will then be placed under review by Facebook to ensure it's in compliance with their advertising guidelines. If it's approved it will begin running automatically. To learn more about Facebook's ad guidelines, just simply Google Facebook advertising guidelines and you'll see a great resource put out by Facebook that explains everything that's allowed and not allowed in Facebook advertising.

We'll talk about Twitter now. A lot of Twitter ad set-up is pretty similar to Facebook's so we'll take a quick overview of Twitter advertising. In general, though, we see a much higher return on investment with Facebook, but that doesn't mean you should ignore Twitter advertising altogether as Twitter is a great channel to reach millennials.

When creating a Twitter ad, you'll choose an objective, define a budget and select your creative. Some of the objectives you can set include gaining followers, boosting awareness, or driving website clicks or conversions. You obviously also need to define a budget. Just as with Facebook, you can choose a daily spend or a lifetime spend. You also need to choose a schedule for your ad to run or set it to run continuously until your budget is reached.

One difference from Facebook advertising comes down to choosing your creative. With Twitter, you must choose a Tweet that is already published on your page. If you want to create an ad on Twitter, make sure you actually publish that Tweet and make it live before you go into the Twitter advertising portal.

Next, you'll define your audience based on a lot of the same parameters as Facebook. You can select demographic info such as location, age, income, etc. You can also select specific accounts, key words and interests to target.

Now that we've taken a deep look at all the fundamentals throughout this entire social media webinar series, let's go ahead and examine some

examples of effective communication on Facebook and Twitter. What counts as an effective communication on social media? Let's start on what makes post copy, the text accompanying your post, effective.

First let's ensure the way you write in consistent from post to post.

Second, we always want to have a clear single purpose of each post. No one likes vague social media content leaking to multiple unrelated things.

Also, when writing your content, ensure you do so in an active voice.

Readers prefers active voice sentences where the voice clearly identifies the action and who is performing the action.

Lastly, always write your copy in a way that speaks directly to your audience. Consider using works like you and yours rather than we and ours. No one likes talking to that guy at a party that goes on about him and herself all night long. It shouldn't be any different with social media.

As I said many times, visuals are huge when it comes to social media content. Always include some sort of strong graphical element with each post where possible. If you choose to include an image for example, ensure that it's not too busy, but rather has one strong focal point. Last,

with what you've learned earlier in this webinar, use video as your visual whenever possible.

Now let's take a look at a few real world Tweets and Facebook posts that I consider to be effective. Here we see an example of a recent Facebook post from a major HUD Housing Counseling Agency. All in all, this is a great Facebook post example, I think. It combines all the winning formulas such as a great mixture of emoji's throughout the post text, keeping things friendly and uplifting. This agency made a great selection on photography. There is one clear defined focal point capturing the user's eye. Last, they made great use of this simple punchy call to action with an emoji finger pointing toward the link. This makes it incredibly simple for the end viewer to understand what the call to action is or where they should be going from this post.

So next we see an example of a recent Tweet by Fannie Mae. I believe this to be an effective example of communication on Twitter for a number of reasons. I think the copy or the text accompanying the post is a very clear audience they're trying to speak to. You can tell by reading this post, the text, that they're obviously speaking to employers about employees that don't have affordable housing and what that can do to their

productivity. Second, the imagery is simple and direct, and leads the user's eye nicely down to the organization's logo. It was also well received with more than a 120 retweets and 28 users weighing-in with comments.

Here we see another Tweet from Fannie Mae. I like that Fannie Mae used their visual as strong as a video clip to tease an imminent live announcement happening at a later date. The video surely helped keep users engaged as the Tweet earned 23 comments and more than 60 retweets.

Last, we see another example of a Facebook post from a major HUD Housing Counseling Agency. I also like this post for a number of reasons. They created a very strong post copy along with this post. Right away with the first sentence, they are peaking the interest of home owning consumers by asking, how are housing and health connected. Then they go on to pay off the question without giving away all the details.

Next, I also like that they used a positive form of quick bait. Most people think of quick bait as a negative because it usually refers to a headline that draws consumers to click through to an article that usually doesn't pay off

that headline. Here that headline grabs attention, but the article being shared actually proves the voracity of the claim in the headline. And then last but definitely not least, the post is clearly effective because it generated 28 shares without any paid promotion.

What's next? Now that this social media webinar series has come to an end, it's time to go to HUD Exchange and download the social media 101 tool kit on the Housing Counseling Outreach page. The tool kit will serve as an actionable lead behind for you all, including the links to the tools I have referenced throughout this series, as well as a month's worth of social media content that you can simply copy and paste right into your social media channels today.

If you'd like to continue to learn innovative ways in which you can reach consumers, join my colleague Andrew for the media relations webinar series. The first webinar in that series, titled Capturing Media Attention, will go over the ways in which you can identify the right media and how you can actually create a list with contact information so you can reach out to that media.

Next operator, we'll open up the lines for Q&A.

Moderator [Operator instructions].

Judy While we're waiting for questions, we do have one that was written in. The question in, "How are you ensured that the statistics given by Facebook of viewers of your video is accurate?"

Kevin That's a good question. They stand by their analytics. I guess there's no really way to ensure, but that kind of goes with most forms of advertising today. What you kind of have to go by what their platform is saying and if you don't believe it there's unfortunately not a whole lot you can do, but there's a lot of things they keep in place to make sure that they're analyzing videos right. Their whole business model is built on advertising, so the last thing they would want to do is upset any of their advertising base with inflated numbers.

Moderator And at this time there are no questions from the phone lines.

Judy Kevin, there is another question in the question box asking, "How do you find those resources again?"

Kevin How do you find those resources? I'm going to assume they mean the resources and the tools I've been covering throughout the webinar.

Judy She is saying on the HUD Exchange.

Kevin Oh I got you. So what you do is you go to HUD Exchange, you can actually Google Housing Counseling and it will take you to the HUD Exchange page, and then if you go to the Housing Counseling Outreach page, under the Housing Counseling section in the HUD Exchange, you will see a nice photo of the tool kit itself, and it will be titled, Social Media 101 Tool Kit.

Judy Kevin, there is another question in the question box. "Can we use information from websites to support our message?"

Kevin Absolutely, absolutely. That's a great thing to do for sure because consumers can be somewhat hesitant to trust things they learn on social media. If you ever find, let's say you quote a stat, or you have a way to show your source for a claim you're making on social median, that always goes over well. So I would in fact encourage it.

Judy That's all we have right now in the questions box.

Moderator And no questions from the phone lines.

Kevin Maybe give it another 30 seconds here. If you have any questions whatsoever, now is the time.

Judy Another question here. "How do we enroll for the next webinar?" I can answer that. You should have received a Listserv or an e-mail from Jerry Mayer that has all of the media training listed in it, and then you click on that and follow the instructions to enroll. If you don't have one of the old e-mails from him, he'll be sending out a new one with the new training that's coming up next week. I hope that answers your question.

Lauren If there are no more questions, Judy, on the screen, I have a question that others might be thinking about. The content examples that were provided from Freddie and Fannie were really good, I'm just wondering are there ways that Housing Counseling Agencies can use that data in their social content.

Kevin Absolutely, that's a great, Lauren. I appreciate that. We always encourage sharing anything from like-minded organizations. We all know how it goes and you have a busy week and you're having a hard time creating your own content. I think Fannie Mae, Freddie Mac and HUD itself are some great places to look for content that you can easily share and retweet on your own channels. That way it helps keep things current and serving that content to consumers when you would otherwise may go dark for a week on social media.

Judy Great, there is another question here, too. It says, "Please explain again how to advertise in mute, the importance of visual advertisement."

Kevin When you're creating a video and it's not necessarily just with ads, it's really with anything, many people, 85%, in fact on Facebook, don't watch the video with sound. So if you go and look in the tool kit, I actually included a link to a video that does it really well. I guess I can refer it almost like if you all look at Facebook yourselves, some of like the cooking videos where there's no sound needed, they have text that comes over the video screen so you can kind of read the message as you're watching the video rather than needing to turn up the volume to listen to say a narrator.

If you're looking for examples of that, I believe I included two of them in the tool kit. If you go ahead and download that and go to the section on videos you'll be able to see an example of exactly what I mean. There are also plenty of tools you can use such as iMovie if you do use Apple products like an iPhone. iMovie, I believe, allows you to actually add the text overlay right in on the video. By text overlay, I mean kind of subtitles but dressed up a little bit basically.

Judy

We have a few more questions in the questions box. "If we use other agencies' content, it is wise to link to their website or does that tend to steer clients away from our social media account?"

Kevin

That's a good question. Let's say that another agency or another organization has a post that links to their website, it would be poor form or bad practice to just copy their post text and then link to your own website. But, what you could do is you could share that post and then add your own text on top of that where you could say something like, we help consumers do this in our area. Say you live in St. Louis, say we help many consumers do this every day in the St. Louis area. Give us a call at our number to learn how we can help you today.

So you can use another organization's post as a way to just add commentary and how it relates to your own agency if that makes sense.

Judy And there's a comment that says, "Thank you this is very interesting." So that's good. And the question is, "Are there tools out there that will help add captions to videos?"

Kevin There are some. It really depends. A lot of the editing—so if you go on the tool kit, I included some links to editing tools. A lot of them do basic captioning themselves through the editing tool. I would say your best bet would be to go look at some of those tools that I've outlined on there and included links for and really just try it and play around with it.

In terms of once you get into—if you really want to start investing some money in social media, there are some higher level tools you can use. For right now, I would say check the editing software that I included in the editing tool kit. I think that you'll find some really simple ways to get captions on your videos through that software itself.

Judy Thanks, Kevin. So there are a couple more questions here. One of them I am going to let Jane answer and that's, "How do you access the training to

share with others?" I don't know where exactly to go other than HUD Exchange. So I'll let Jane respond to that one.

Jane Thanks, Judy and that's exactly right. All of our training is housed on the HUD Exchange under the Training Digest [ph] tab. You can get online training, a schedule of upcoming webinars as well as archived webinars. In about seven or so days, hopefully less than that, a link will be sent that has the access to today's webinar and you'll be able to look at the slide deck, the transcript and also have the audio reply number if you would like to listen to the presentation again. You can obviously share that link with your colleagues as well. Thank you.

Judy Thanks, Jane and thanks, Kevin for showing that on the site. A couple of more questions here. "Are there any other social media you can use to advertise your Housing Counseling Agency with videos that is well viewed like Facebook and Twitter?"

Kevin Absolutely, there are a number of ways you can. I'd say unless you're a little more established in the digital advertising, I think Facebook and Twitter are the really easiest and most cost effective ways to start. If you really want to learn how to advertise in more places, you could look into a

certification called Google AdWords certification, but that's pretty advanced. But if you did that you would be able to start to do ads on say YouTube or within Google Search results. I'd steer clear of that unless you're very comfortable running ads on social media. Basically I would say, the best place to start would be to start to try running a Facebook ad using a video. Facebook is very cost-effective; we see good return on investment and it's just a really easy place to start.

Judy Awesome, thanks, Kevin. One commenter said, "Great presentation, great training, great speaker, very informative." Thank you for that.

Kevin Thank you so much. I'm blushing through the webinar right now. Thank you so much.

Judy That's all we have over here. Do we have any questions waiting on the line?

Moderator No questions from the phone lines.

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Judy Thank you, everyone. Again, if you think of anything later, please feel free to submit to our box at housing.counseling@hud.gov, and we'll be sure to get back with you. Goodbye.

Moderator Ladies and gentlemen that does conclude your conference for the day. Thank you for your participation and for using AT&T Executive TeleConference. You may now disconnect.