



OFFICE OF
HOUSING COUNSELING
LET'S MAKE HOME HAPPEN

Establishing Your Social Media Channels

Audio is only available by
conference call

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

Participant Access Code: **446885**

to join the conference call portion of the webinar

Friday, April 13th 2018

Webinar Logistics



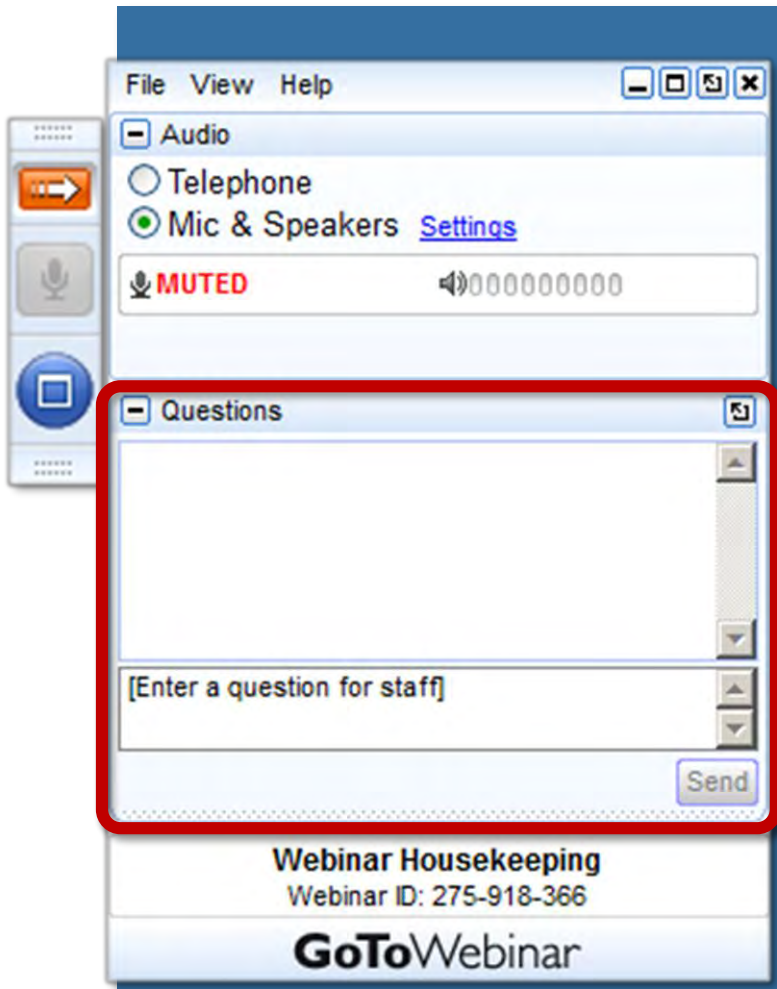
- Audio is being recorded. The playback number along with the PowerPoint and a transcript will be available on the HUD Exchange at www.hudexchange.info/programs/housing-counseling/webinars/
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- Attendee lines will muted during presentation.
- Handouts were sent out prior to webinar. They are also available in the Control Panel. Just click on document name to download.

Questions & Comments



- There may be Polling Questions. Please respond to them.
- There may be Q&A periods, 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.
- The email will say “**This is your CERTIFICATE OF TRAINING**”. There is no attachment.
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Thank you for attending our XX hour Webinar on XX. We hope you enjoyed our event. This is your CERTIFICATE OF TRAINING. Please print out and save this email for your records. Please send your questions, comments and feedback to: housing.counseling@hud.gov.

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Kevin Michaels

Digital Manager with Creative Marketing Resources

Today's Agenda

- Goals and Desired Outcomes
- Why Social Media?
- Creating Social Media Accounts
 - How to
 - Selecting the right platform
 - When to post
- 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

Why Facebook and Twitter?

- Largest, trusted, and most-used social media platforms
- Easy to use and easy to communicate
- 81% of Millennials check Twitter at least once per day
- Internet users on Facebook
 - 75% of all males
 - 83% of all females
- 214 million Facebook users in the US





Frequently Asked Questions

Social Media Marketing – FAQs

1. Do I really need social media?
2. How much time will I need to invest?
3. How often should I post to social media?
4. What time of day should I post?
5. How do I handle negative comments?
6. Where will I find content?



**POLL: Does your agency
currently use social media?**



Starting your Accounts

Starting Your Accounts



Creating a Facebook page:

<https://www.facebook.com/business/learn/set-up-facebook-page>

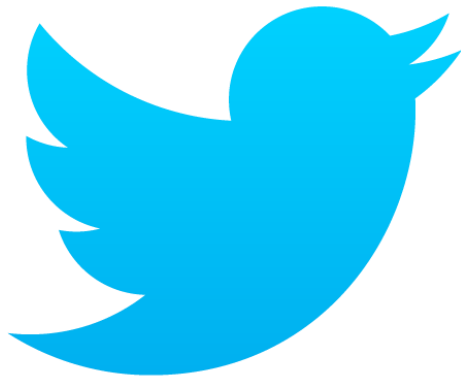
Creating Your Facebook Page



What you'll need:

- Name for your page
- Profile photo and cover photo
- Call to action
- “About” section

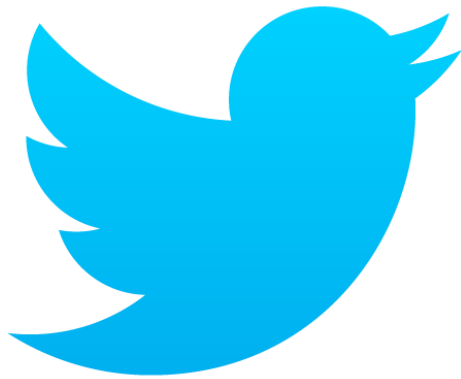
Starting Your Accounts



Creating a Twitter account:

<https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>

Starting Your Accounts



What you'll need:

- Twitter @name
- Profile photo and header image
- Your agency profile



Getting the Conversation Started

POLL: Do you currently have an employee(s) in charge of social media management?

Forms of Content

- Text
- Videos
- Infographics and photos
- Gifs
- Original content
 - Blogs
- Content Curation
- Keep in mind “Let’s Make Home Happen”

Traditional Posts (Text)

- Easily communicate a message



U.S. Department of Housing and Urban Development

October 13, 2016 · 🌐

Today at 2:30 pm ET, join us on Facebook Live as we discuss the intersection of Fair Housing and HIV/AIDS as the nation prepares to mark National Latino AIDS/HIV Awareness Day on October 15.



U.S. Department of Housing and Urban Development

March 2 · 🌐

The U.S. Senate confirms Dr. Ben Carson as HUD's 17th Secretary.

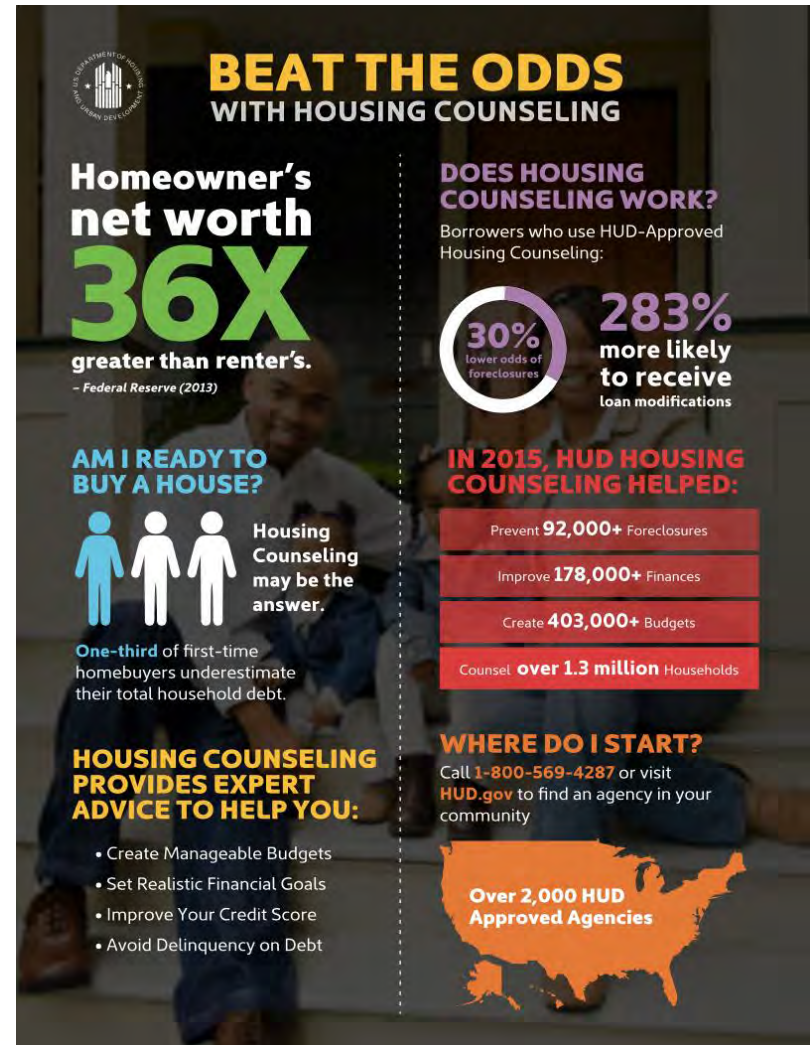
Videos

- Video generates 1200% more shares



Infographics

- Infographics are a very popular and highly effective way to communicate information.
- Infographics are “liked” and shared 3X more than any other type of content.



Photos and Graphics

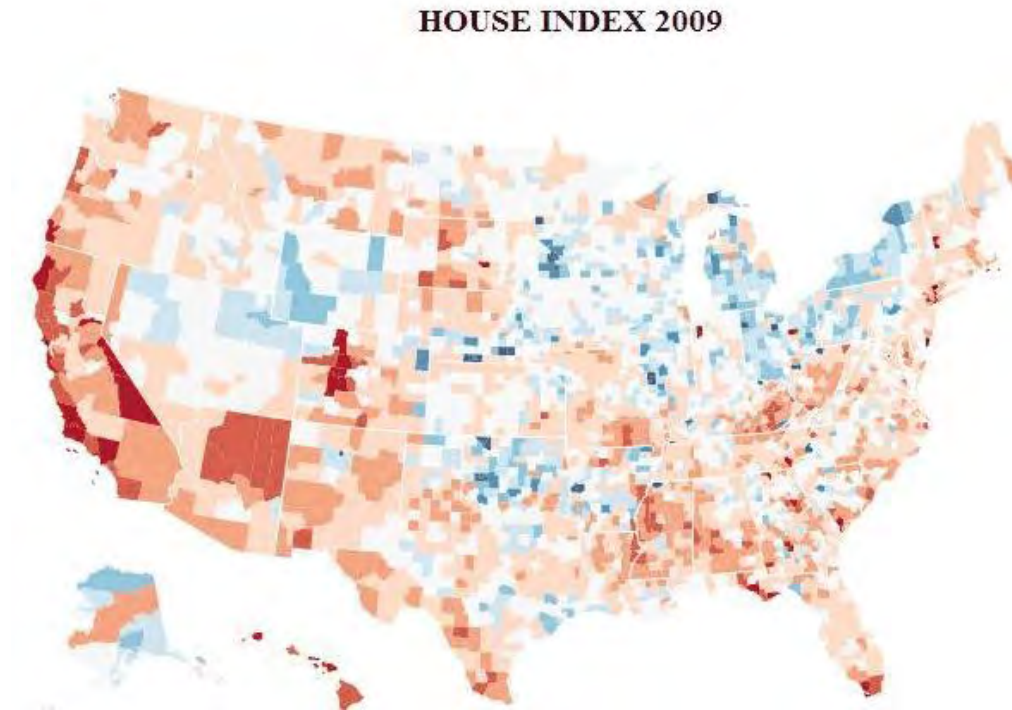
- It is always recommended to include a visual element with posts
- Great photos = great engagement
- Utilize imagery from OHC Style Guide
- Find free-to-use stock photos online



**POLL: Is the word “Gif”
pronounced “Gif” or “Jif?”**

GIFs

- GIFs are rotating images usually set on a loop
- Giphy.com



Blogs and Articles

- Share online content that reinforces “Let’s Make Home Happen”
- 94% of people share blog content because they think it might be useful to other people



U.S. Department of Housing and Urban Development

April 14 at 9:46am · 🌐

Read our latest HUDDle blog! Partnering with Faith-Based Organizations to Strengthen Communities and Families Through Fair Housing:
http://blog.hud.gov/.../partnering-with-faith-based-organiza...
#FairHousingMonth



Partnering with Faith-Based Organizations to Strengthen Communities and Families Through Fair Housing

BLOG.HUD.GOV

Internal and Original Content

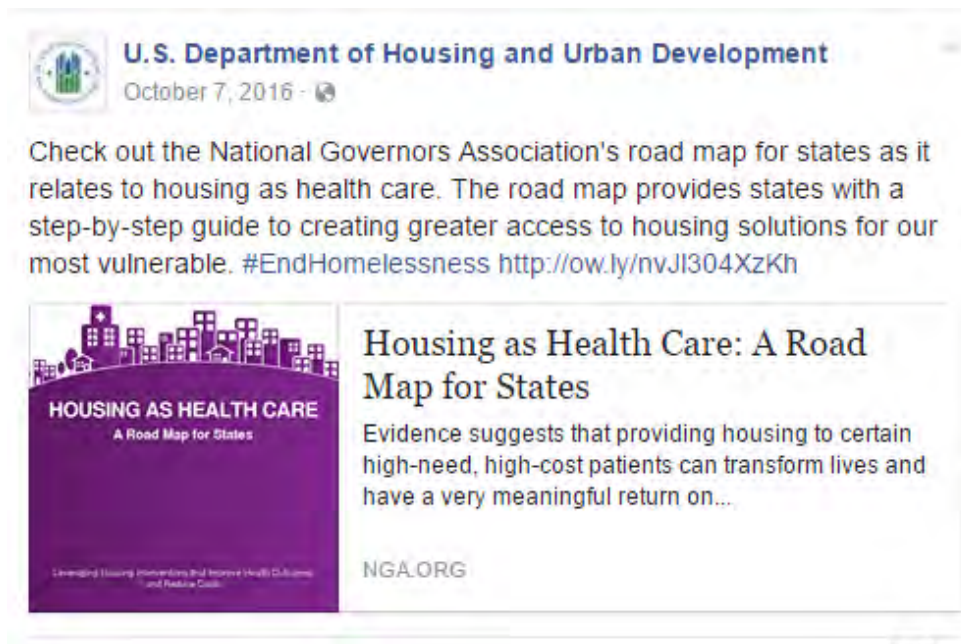
- Build trust with your audience by sharing photos and videos of your staff
- Give a glimpse inside HUD's culture



1.7K Views

Curated Content

- Similar to sharing articles and blogs, you can also share other people's and other organization's posts.



Where to Find Content

- Search online for content
- Follow complementary social media accounts
- Make your own!



When Do I Start?

- Now!
- Post often
 - 2-4 times per week, once per day if possible
- Use a conversational and friendly tone

Always keep in mind “Let’s Make Home Happen”



What's Next?

- Join us Friday, April 20th for the next social media webinar
- “Maintaining Your Social Media”
 - Maintain an ongoing social media presence
 - Establishing a voice
 - Understanding social media analytics
 - And more!





QUESTIONS?