



OFFICE OF
HOUSING COUNSELING
LET'S MAKE HOME HAPPEN

Fun Tips & Tricks for Social Media

**Audio is only available by
conference call**

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

Participant Access Code: **446887**

to join the conference call portion of the webinar

Friday, May 4th 2018

Webinar Logistics



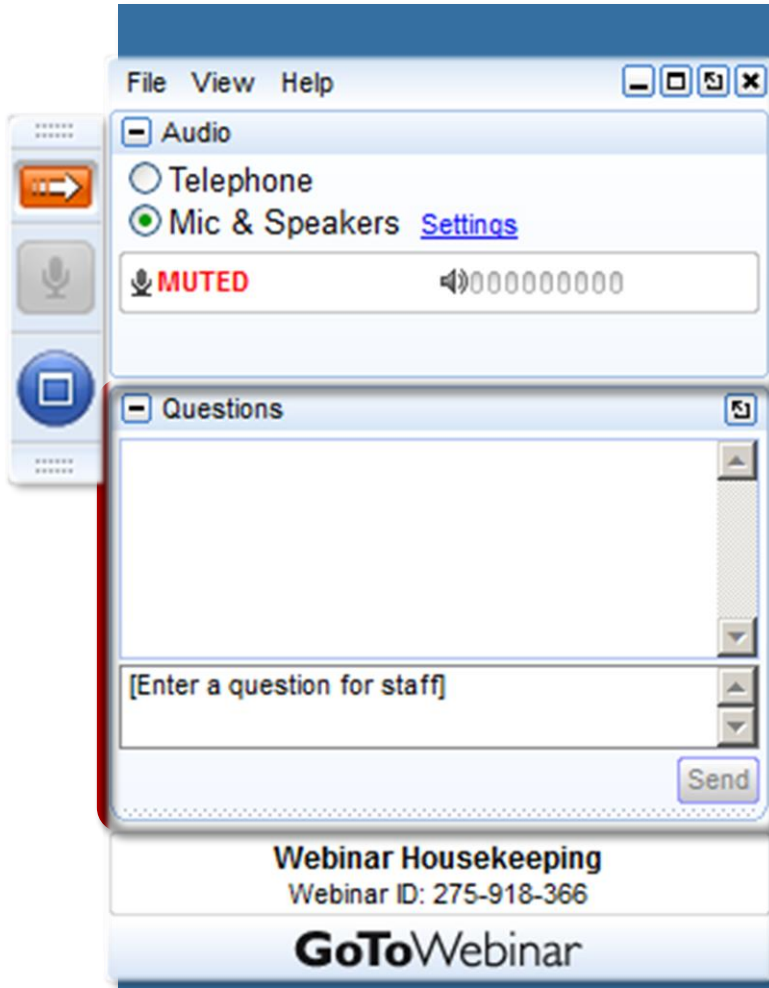
- Audio is being recorded. The playback number along with the PowerPoint and a transcript will be available on the HUD Exchange at www.hudexchange.info/programs/housing-counseling/webinars/
- An OHC LISTSERV will be sent out when the Archives are posted. Posting will usually be within 7-10 days.
- Attendee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

Certificate of Training



- 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.
- Print out and save that email for your records.

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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OFFICE OF
HOUSING COUNSELING
LET'S MAKE HOME HAPPEN

Jerrold H. Mayer

Director
Office of Outreach and Capacity Building
HUD Office of Housing Counseling

Today's Agenda

- Introduction
- Goals and Desired Outcomes
- Fun Tips and Tricks
- Helpful Tools
- 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

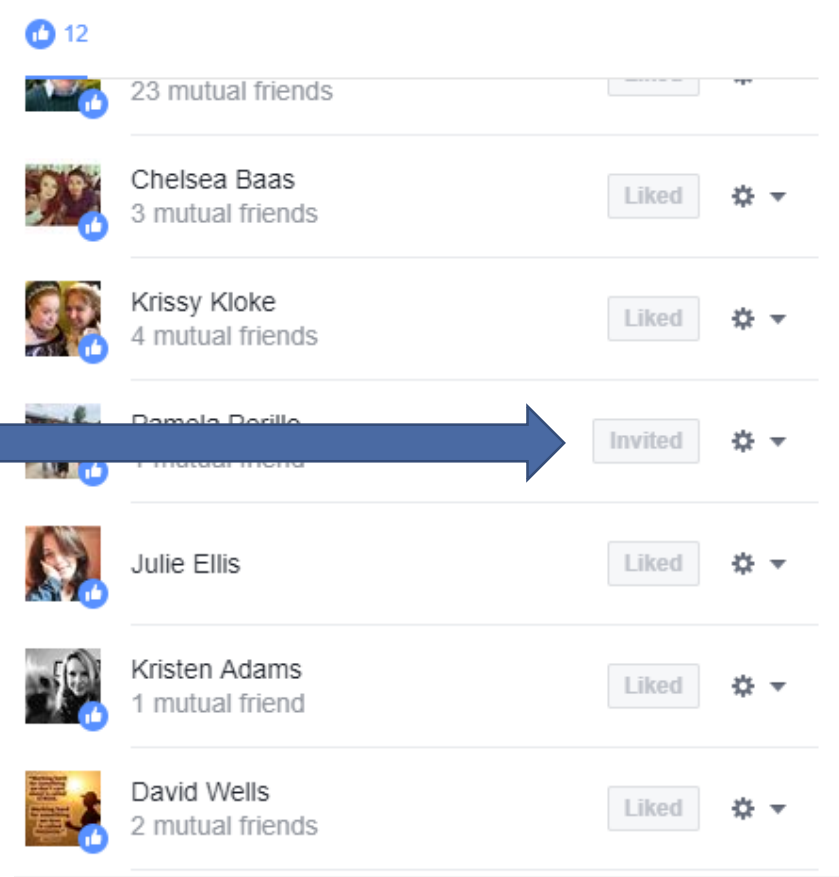


Fun Tips, Tricks & Tools

Fishing for “Likes”



- HINT: Invite users that “like” your content to “like” your page



On average, how many hours per week should an organization devote to social media management?

Content Calendar

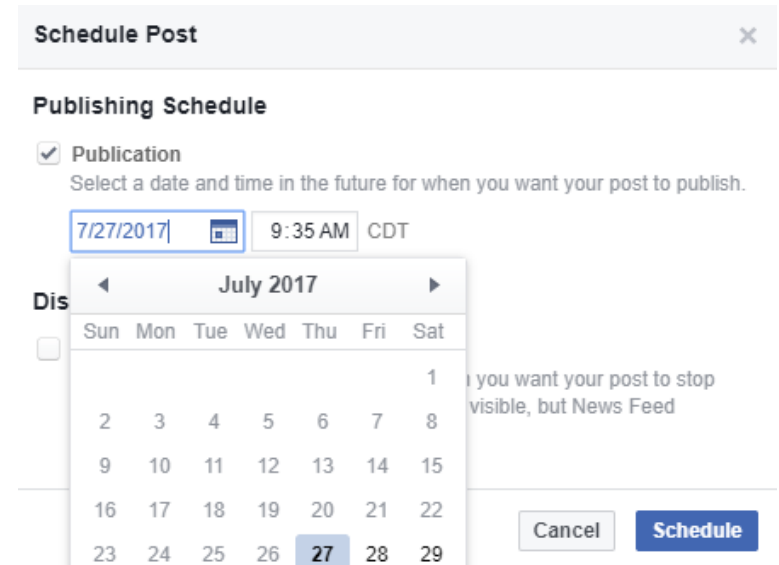
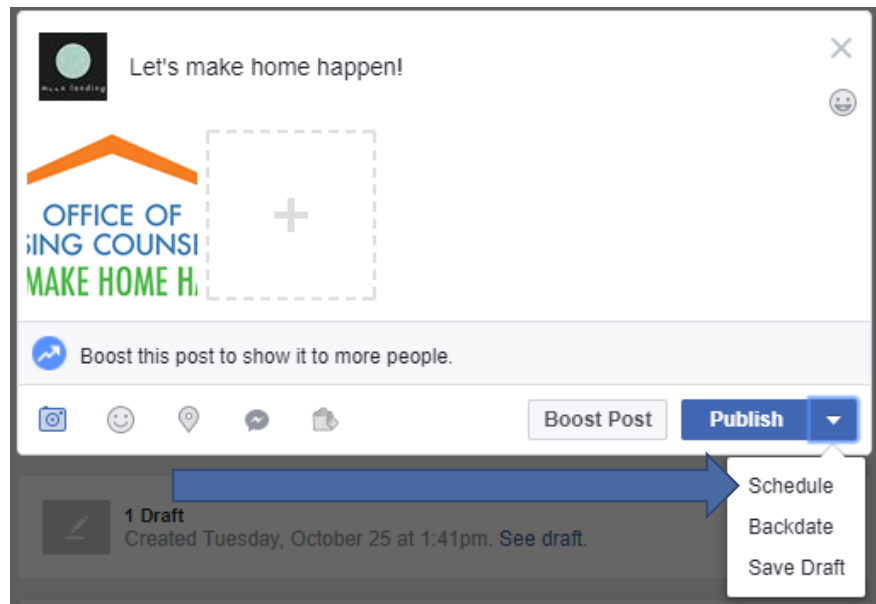
- Great for organization and planning
- Included in webinar series toolkit

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Network	Date	Time	Day	Content Type	Topic	Copy					Link / Visual	Notes									
FACEBOOK	8/1/2017	10:00 AM	Tues	Perception	Introduction/Ad #1	WEEK 1 Welcome to Game Change MKE - Milwaukee's number one free resource for FoodShare Employment & Training (FSET) brought to you by ResCare Workforce Services. Smash that "like" button and let's get to work!					Campaign Asset (Outdoor, print, etc)										
	8/1/2017	10:00 AM	Tues	Perception	Introduction/Ad #2	Attention FoodShare participants: As you likely know, you're required to work at least 80 hours per month in order to remain eligible for FoodShare. With Game Change MKE, a free initiative sponsored by ResCare Workforce Services, you can find a long-term career through comprehensive FoodShare Employment & Training (FSET). "Like" our page to learn more!					Campaign Asset (Outdoor, print, etc)										
	8/3/2017	2:00 PM	Thurs	Perception	#dyk - training	Team FoodShare: #dyk FSET can train you up for your dream job without any risk of losing FoodShare benefits? Find out how.					gamechangemke.org/about										
	8/5/2017	12:00 PM	Sat	Perception	Transportation	Looking for a job but need transportation? FSET can help. Claim your ride here:					https://www.pexels.com/photo/people-feet-train-travelling-5117/										
	8/7/2017	3:30 PM	Mon	Behavior	#mondaymotivation	A little #mondaymotivation to start your week off right 🙌 #changeyourgame					Image with quote "Dreams don't work unless you do"	(insert flexing arm emoji)									
	8/9/2017	11:30 AM	Wed	Behavior	Nominate / web traffic	Your resume is the first place employers get an idea of what you can offer. Make sure you make the best impression with FREE resume workshops through FSET.					gamechangemke.com										
	8/11/2017	10:30 AM	Fri	Perception	#dyk -	#dyk time spent working with FSET counts towards your monthly FoodShare work requirements? Let's get to work. #changeyourgame					https://www.pexels.com/photo/analogue-classic-clock-clock-face-280264/	(insert nerdy, glasses wearing emoji)									
	8/13/2017	11:45 AM	Sun	Behavior	Nominate / web traffic	Job Alert: These positions need to be filled in Milwaukee NOW. Know the perfect candidate? Nominate them here:					gamechangemke.com/nominate	Attach image of jobs in demand									
	8/15/2017	1:30 PM	Tues	Perception	Job Assistance	#dyk FSET keeps on giving after you've been hired? From assistance with child care to bus passes, we've got your back. #changeyourgame					gamechangemke.com/about										
	8/17/2017	4:15 PM	Thurs	Behavior	ResCare locations	Finding a job can be hard. Not sure where to start? Find your closest neighborhood FSET agency here:					gamechangemke.com/locations										
	8/19/2017	12:00 PM	Sat	Perception	TDS	#dyk our dedicated team of talent development specialists create a plan just for YOU based on the skills YOU will need for the job YOU want. Learn how FSET works for YOU.					https://www.pexels.com/photo/adult-blur-carpenter-carpentry-345135/										
							#changeyourgame														
	8/21/2017	10:15 AM	Mon	Behavior	#mondaymotivation	🙌 #mondaymotivation #changeyourgame					Malcom X image with quote: "The future belongs to those who prepare for it today." - Malcom X	(insert 100 emoji)									
	8/23/2017	1:30 PM	Wed	Perception	Criminal record cleanup	82% of employers conduct criminal background checks before hiring. Don't let the past stand in the way of the future. Contact us today to learn more about our FREE criminal record clean up service.					https://www.shutterstock.com/image-photo/criminal-records-insurance-form-graphic-concept										
	8/25/2017	11:30 AM	Fri	Perception	Friday Funny	Looking for a new bae? More than 41% of workers have dated a coworker. ☺ Increase your odds, start with free FoodShare Employment and Training today.					gamechangemke.com	(insert wink/smirk emoji)									
	8/27/2017	11:30 AM	Sun	Perception	FSET - Jobs Filled	#dyk Since 2015, ResCare's FSET helped fulfill nearly 13,000 jobs right here in Southeastern Wisconsin with an average wage of \$13/hr? #changeyourgame today.					Create infographic										
	8/29/2017	2:30 PM	Tues	Perception	LinkedIn Vetting	Job interview tip of the week: Don't be late. Arrive on time, relaxed and prepared.					https://www.pexels.com/photo/late-running-work-job-24068/										
												https://www.pexels.com/photo/colored	(insert woman with hand								

Scheduling Content

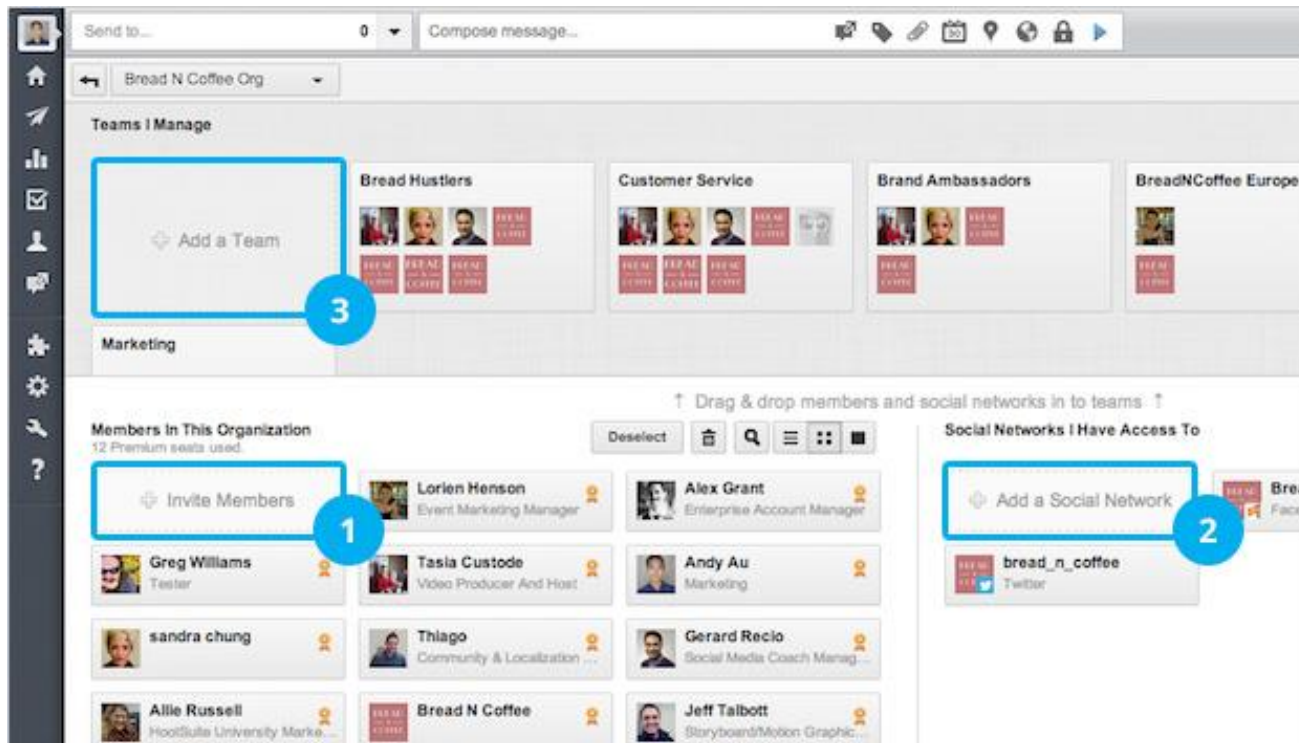


- HINT: Schedule content ahead of time on Facebook



Content Management

- Simple content scheduling and management
- Additional examples in toolkit

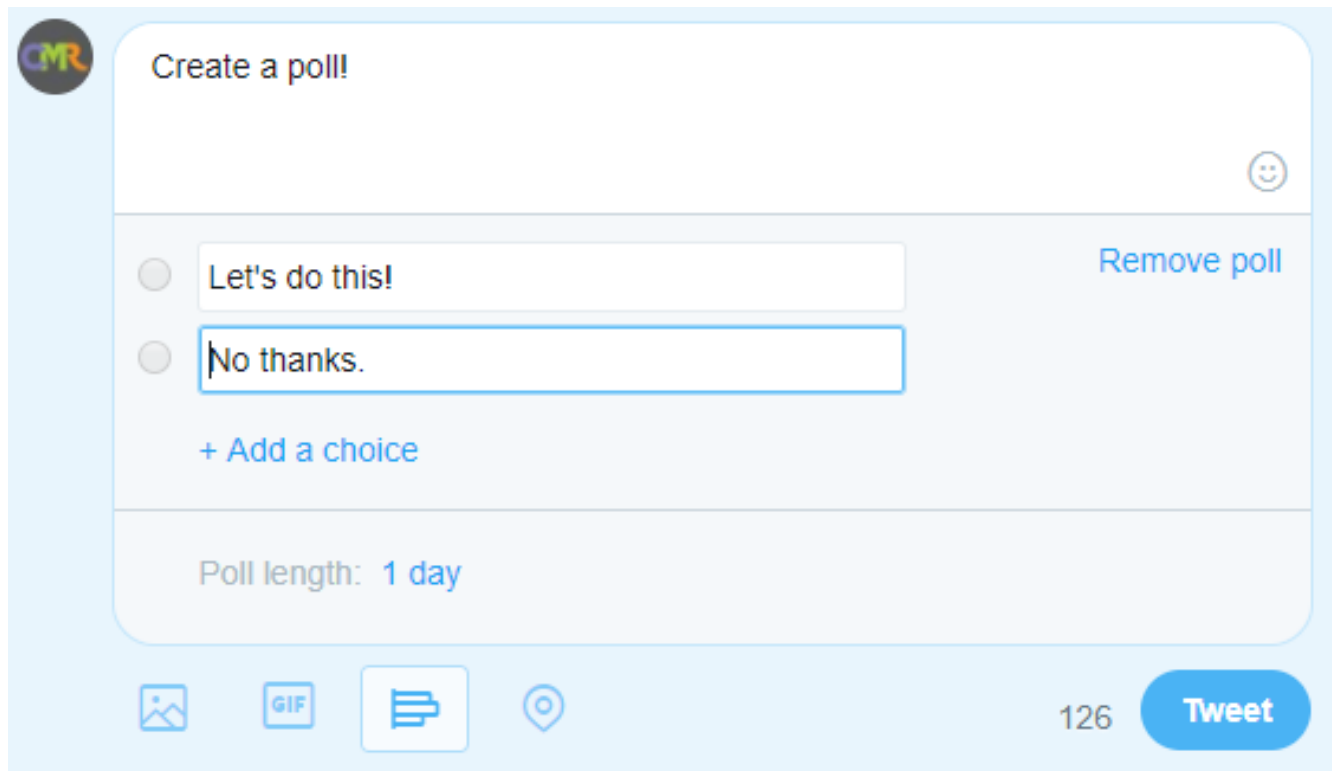


True or False: You can poll social media users.

Create a Poll



- HINT: Engage with your audience on social media. Create a poll!



The screenshot shows the Twitter 'Create a poll!' interface. At the top left is a profile picture with the initials 'CMR'. The main heading is 'Create a poll!'. Below this is a text input field containing 'Let's do this!'. To the right of this field is a 'Remove poll' link. Below the first field is a second text input field containing 'No thanks.'. Below the second field is a '+ Add a choice' link. At the bottom of the poll creation area, it says 'Poll length: 1 day'. At the very bottom of the interface are icons for adding a photo, a GIF, a video, and a location. On the right side of the bottom bar, there is a character count '126' and a blue 'Tweet' button.

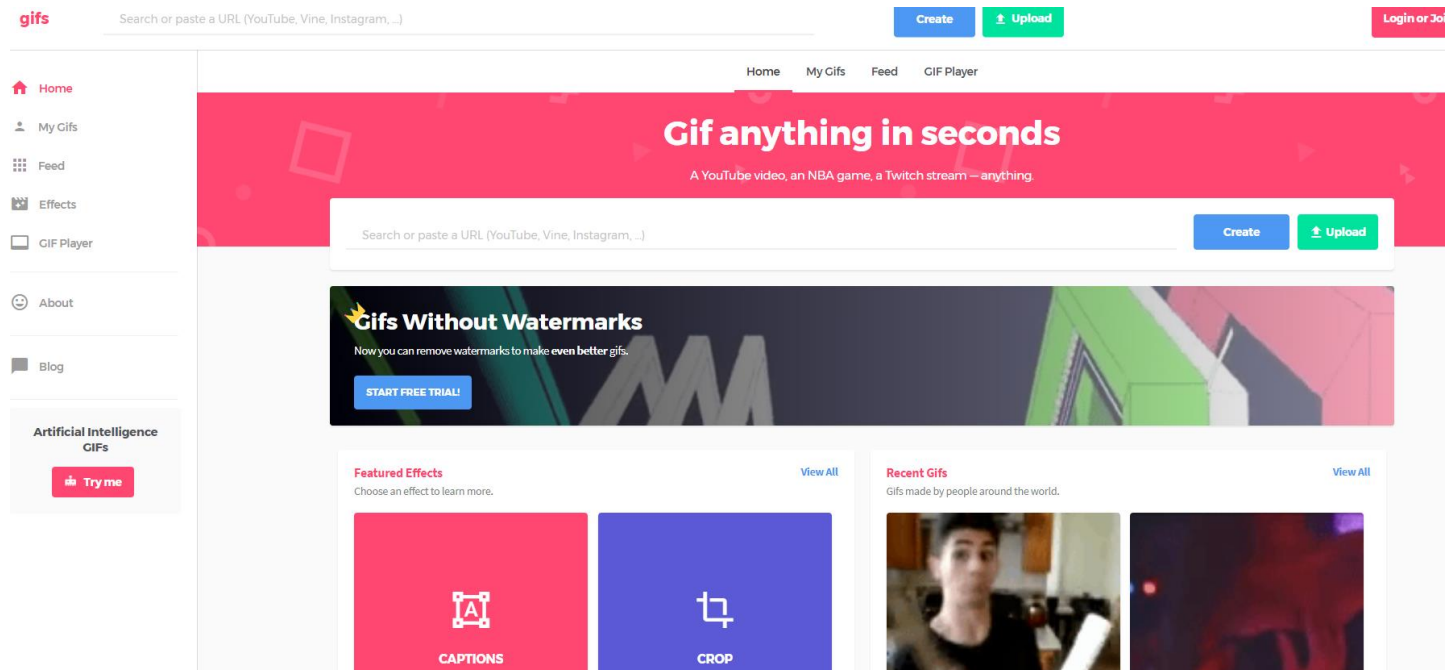
Hashtag Hitchhike

- Find hashtags related to housing!

The screenshot displays the Hashtagify interface for the hashtag #homeownership. The top navigation bar includes the Hashtagify logo and menu items: Hashtags, Influencers & Competitors, All Accounts, University, and About. The main header shows the current hashtag, its popularity score (41.9), and a search bar containing #homeownership. Below the header are tabs for 'Related Hashtags', 'Top Influencers', 'Usage Patterns', 'Wall', and 'Instagram Tracking'. The main content area is split into two sections: 'All-time Top 10 Hashtags related to #homeownership' and 'Top Recent Media'. The network diagram on the left shows #homeownership at the center, connected to related terms: WallStreet, realestate, investment, remodeling, housing, Millennials, tips, remodel, and home. The 'Top Recent Media' section on the right features three tweets from @loanDepot_OK and @Benworthcapital, all discussing home ownership options and related topics.

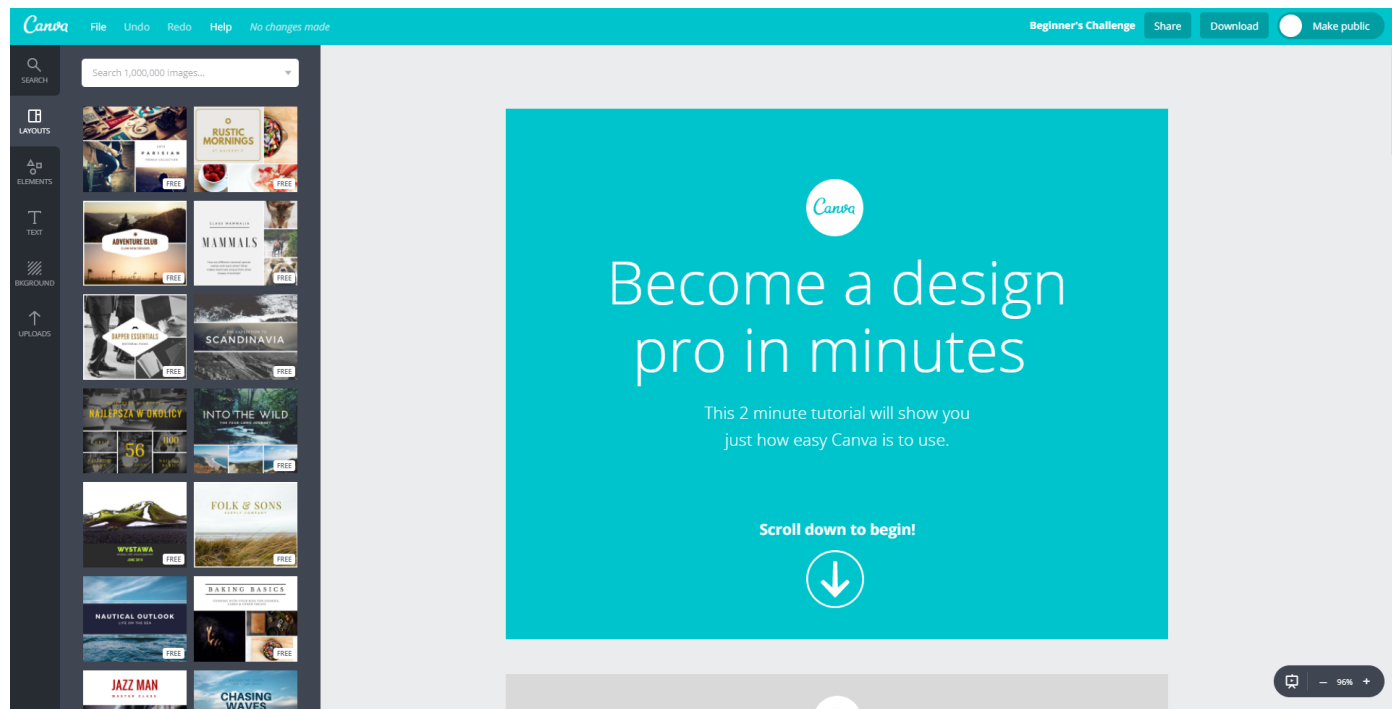
GIF.com

- Gifs— easily create Gifs from video files
<https://gifs.com/>
- Additional examples in Toolkit



Online Design Tools

- Simple graphic design – Canva.com
- Additional examples in Toolkit



Advanced Photo Editing

- Advanced photo editing – Pixlr.com
- Additional examples in Toolkit



Social Proof

- *Social Proof* – Harness it!
 - What is it?
 - How can it be reinforced?
 - Why endorse social proof?



What's Next?

- Join us Friday, May 11th for the next social media webinar
- “Advancing Your Content Strategy”
 - Take your social media to the next level!
 - Advanced look at content
 - Paid / promoted social media
 - And more!





QUESTIONS?