



Final Transcript

HUD – US DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT: Fun Tips and Tools

May 4, 2018/12:00 p.m. EDT

SPEAKERS

Virginia Holman – Housing Specialist

Judy Ayers Britton – Manager and Program Analyst

Kevin Michaels – Account Manager, Creative Marketing Resources

PRESENTATION

Moderator Ladies and gentlemen, thank you for standing by. Welcome to the Fun Tips and Tools Conference Call [sic]. At this time, all participants are in a listen-only mode. Later, you will have an opportunity to ask questions. Instructions will be given at that time. [Operator instructions]. As a reminder, this conference is being recorded.

I would now like to turn the conference over to our host, Virginia Holman. Please go ahead.

Virginia

All right, thank you very much. Welcome to today's continuing webinars on how you use social media for your agency. Today is Fun Tips and Tricks, and we'll get some very useful information. But before I turn it over to our presenters, I would like to go over some logistics slides.

As the operator said, the audio is being recorded. We will be providing a playback number along with the PowerPoint and a transcript in about five or six days, and it will be posted on our archive section on HUD Exchange. We'll send out a list or notice when we have posted it. All your lines are muted.

I did send out the PowerPoint this morning as a handout, but they're also available for download in the control panel on the right-hand side of your screen. So you can just click on the document name, and it will just magically download.

There are going to be a couple of polling questions, so please take a moment to respond to them. And then as the operator said, there will be questions and answers period at the end of the session. You'll get the instructions on how to ask your questions over the phone at that point.

We also have other ways for you to ask questions. Again, on that control panel on the right-hand side of your screen, there is a box labeled questions. If you just type your question in there, we have staff that will be watching those and responding.

You can also, after the webinar is over or anytime in the future, send your questions and comments to housing.com/hud.gov and be sure and put the webinar topic in the subject line. And if you've got questions or comments on some other topic, put that in the subject line as well.

I don't think at this point we will be opening all the lines for discussion but if we do, please mute your lines at that point. At the end, there will be a brief survey, so please go ahead and fill that out. We really look at your responses very carefully, so that we can always improve our webinars.

If you have logged into the webinar, you're going to receive a thank you email from GoToWebinar probably within 24 to 48 hours. The email is going to say, this is your certificate of training. Please be aware that there is no attachment. Your certificate is just that email, so print it out and save it for your records.

You can also get credit for viewing the archives of this webinar. As I told you, we will be posting them on HUD Exchange, and when you open up the webinar that you want to take, there's a little button that says, get credit for this training, so just click that and all of the instructions. That's also good for your staff.

Now at this point, I'd like to turn it over to Judy Ayers Britton with OHC for her welcome. Judy?

Judy

Thank you, Ginger. Good afternoon, East Coast, and good morning everybody else. I'm Judy Ayers Britton. I'm with the Office of Housing Counseling, and I'm very pleased to welcome you to our third Social Media Training in the series. I hope you guys have enjoyed the first two, and I hope you were able to use some of the information that you learned.

Today's training is going to be Fun Tips and Tricks and Tools for your social media. With that, I'm just going to turn it over to Kevin Michaels from Creative Marketing Resources. Take it away, Kevin.

Kevin

Thanks so much, Judy. Thank you everyone for signing up today. We'll go ahead and jump right in. So let's get started by taking a quick overview of today's agenda.

First, we'll review our goals and desired outcomes for the social media webinar series. Then, we'll quickly review the rationale for using social media as a Housing Counseling Agency. Next, we'll go over a few of my favorite tips, tricks, and helpful tools that help any social media manager to remain efficient. Last, we'll open up the floor to any questions you may have.

So the quick review, our goals for the social media webinar series are to establish and strengthen a digital and social media presence for all Housing Counseling Agencies. We also would like to broaden our conversation to reach all consumer stakeholders that we provide services to. Last, we want to arm you with the tools to win on social media.

By the end of the series, we want to help you increase consumer engagement and awareness of housing counseling services. We also want to increase consumer buy-in and trust for Housing Counseling Agencies.

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

So who will you be talking to on social media? You guessed it, consumers, but specifically, we'll be speaking to renters, first-time homebuyers, homeowners in default, or homeowners facing foreclosure. We'll also be talking to reverse mortgagers, and also existing homeowners.

So now let's do a quick review of 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 most, if not all consumers, engage on social media in some way, shape, or form. Especially those younger consumers that are currently renting, are 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 you to build relationships and trust with consumers. When you have more opportunities to connect and converse with consumers, trust in relationships are built and strengthened between consumer and HCA.

Next, social media also increases awareness of HUD-approved title and counseling. This will make your agency more accessible to consumers, and this awareness will also help to make your agency more familiar to existing clients.

As you may know, social media is a super cost effective way to disseminate information. Social media is 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.

With social media, you're also able to share information a lot more quickly than traditional forms of advertising. Last and probably most important, 80% of all homebuyers are searching online.

Now, let's undercover the hidden levers of social media management.

With these slides, we'll dive into all the tricks and tools that help any social media manager remain efficient.

First and probably my favorite is what I'd like to call, fishing for likes on Facebook. To do this, you simply visit any post on your Facebook page that has engagement, such as likes, comments, or shared. Then click the list of names who liked your post, and then you'll see it on the screen here, you're able to click invite next to any users that don't already like your page. The user will then get a notification that they've been invited to like your agency's page. As it notes, we find that we convert about 25% of users we invite to like the pages we manage. So this hack is a great way to boost your follower base with little to no money stuff.

That brings us to our first polling question. On average, how many hours per week should an organization devote to social media management? So it looks like we're kind of all over the board here. What we actually recommend and where we see the most results per time of investment is that three- to four-hour range per week.

Moving right along. The next tool we'll discuss is the social media content calendar. These are absolutely vital; thus, success on social media. We've included a template like you see here within the social media 101 tool kit, which should be housed on HUD Exchange here within the next week or so. Included within the template are columns for the social media channel, date of posting, time of posting, day of week, content type, topics, the actual post copy itself, as well as if it's based on, include a link or a visual.

As I see it, some of the main benefits with using a content calendar are that it will save any social media manager time. Instead of creating content on a daily basis, you can knock it out in easy manageable pieces. Content calendars also prevent playing favorites, meaning you'll be able to see how you're posting frequency between Facebook and Twitter stack up.

The content calendar also ensures you'll never miss important dates or social media worthy holidays. Check the toolkit as well for a great resource to find relevant social media hot days that you can promote from your agencies. Last, a content calendar helps you balance a good variety of topics to keep things fun and engaging for consumers.

Now that you've organized all your planned content into a handy social media content calendar, it's time to schedule your post ahead of time. Facebook allows you to schedule contents for free right through their website. Simply visit your Facebook page, and fill in your contents, upload any images or links attached to your post, then instead of hitting post as you'll see here, press the dropdown arrow and click schedule. From here, you'll be able to pick a date and time, and schedule the content for later.

Another great way to effectively manage multiple social media channels is through a content management system, such as let's say, a HootSuite or Sprout Social. While there are some costs involved with content management systems, these tools pay for themselves by allowing you to simply plan, create, schedule, manage, and analyze all social media content in one place.

So now let's discuss some of the major benefits of the social media management tool. These tools are simply the easiest way to manage multiple social pages. About 50% of consumers, if not more, use social media for customer service. Social media's management tools allow you

to stay on top of engagement messages from consumers very quickly, wherever you are.

Also, management tools allow for better team collaboration by implementing workflows, approvals, and more all on a single platform. Last, these tools really, really help with reporting. Whereas Facebook and Twitter's analytics portals can be clunky, content management tools for the most part, are very user friendly.

Our next polling question, and it's a polling question of all polls. True or false, you can poll social media users. All right, great. Looks like 92% of you said true, and you are absolutely right. Let's go ahead and take a look at how we can do this.

Here, you'll see an example of a poll on Twitter. You can easily set your answer options, how long your poll will run, and also, you can include a message that entices users to take the poll. But why are you on a poll, you ask? There are a couple of reasons. My favorite is social listening. Social media polls can be great way to gather information on public opinion in your area at a particular moment.

I think polls also help a lot with content planning. You can ask your followers what they'd like to know more about, say in a home buying process, and create content that cures their curiosity.

You should also be using tools, such as hashtagify.me, to search for relevant hashtags within the housing industry. There are also tools, such as Trendsmap to find the most used hashtag in your city. You can use what you learn on Trendsmap to join the relevant conversations happening on Twitter in your city.

As a side note and a brief reminder, we find that hashtags do not really affect engagement on Facebook in any way. But that's not to say you shouldn't use them on Facebook as well. Just be more concerned about including them in any tweets that you use.

As we discussed in last social media webinar, GIFs are a really fun way to engage consumers and make your contents stand out in overcrowded newsfeeds. So now let's discuss an easy way to make GIFs of your own.

There are plenty of websites you can use to do this. We recommend checking out a site, such as gifs.com. Here, you can either paste in the

URL of one of your YouTube or social media videos, or upload a video straight from your computer. From there, you'll be able to convert segments of your video into a fully functioning GIF. Once you're finished, you'll then be able to download the GIF or copy and paste the link right into your social media channels.

But please note that if you do use the copy and paste the link to a GIF into Facebook, it must be the first link in your post. Once the GIF appears below the text box, you can then delete the link to the GIF out of your post, and write the message for your Facebook post.

As I shared with you all many times, you absolutely should always include some sort of graphic with your social media post. A really simple way to do just that is with free online design tools, such as Canva. With these tools, you can change up your Facebook cover photo and Twitter header image easily by using Canva's properly sized and optimized templates for inspiration.

Another one of my favorites with Canva is the ability to spice up text when you don't have an image to accompany a post. You can use Canva to find a nice background design, and insert your post text as overlay over

that design. This will then help you convey your message with a little more flavor than a traditional text post.

You can also use Canva for a lot of great nonsocial media application, such as creating event flyers, designing a letterhead, and much more. Once you've gotten the hang of Canva, you may still be wanting some additional functionality that, say a program, like Photoshop would offer.

While Photoshop can be hugely effective, it can also be hugely pricey. A great online alternative is a program called Pixlr. With Pixlr, you can do a lot of full stack graphic design, such as removing backgrounds from images and applying gradients. However, this tool can be a little bit intimidating, so we recommend you master Canva or a program like Canva first.

Another thing you should absolutely be aware of in managing social media or any digital presence at all, is the concept of social proof. Social proof is based on the idea of normative social influence, which describes the psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior for a given situation.

So as this phenomenon relates to social media, you can share praise you've received from current customers in the form of tweets or Facebook comments, or sharing milestones reached such as 1,000 followers. This will then show other users on social media that many people trust your social media content.

You could also mention the size of your customer base in your social media bios to further solidify your agency's credibility. This could show skeptical consumers that like-minded individuals have seen the values from HUD Housing Counseling through your agency.

What's next? Join us next Friday, May 11th at 12:00 p.m. Eastern for the next webinar on the social media series. The next and final webinar on this series, Advancing Your Content Strategy, will take us a step further on the path to becoming social media superstars.

We'll discuss the types of content that take your social media presence to the next level. We'll also discuss a really big one, which is how to set up, run, and optimize paid social media advertisements via Facebook and Twitter. We'll also dive into some more interesting contents.

So with that, we'd like to open it up to all of you. If you have any questions about anything that I've presented today, we'd be more than happy to answer to the best of our abilities here. So operator, if you want to go ahead and open up the lines for questions.

Moderator Thank you. [Operator instructions].

Virginia We do have one written-in question. It says, is the content management you reviewed part of Facebook or a separate application?

Kevin That's a great question. Content management systems are separate applications that you usually have to pay a small monthly fee for. So Facebook, the first thing I reviewed, and we can actually run back to it really quickly here.

So this, what you see right here, gives you a very limited functionality of a content management system, which is scheduling contents ahead of time. Facebook actually allows you to do that right through facebook.com, but Twitter does not allow you to do that as of now. So if let's say, in a content calendar, you develop a bunch of tweets for the month, you'll have to remember to go in and post them manually.

Having a content management system, like what you see here is HootSuite, which is a complete separate entity. We've included examples of about three or four different content management systems in the toolkit. But if you go to a content management system, you'll be able to schedule content ahead of time on all of your channels, whether that be Facebook, Twitter, Instagram, LinkedIn, or anything of the like.

You'll also be able to interact with people via, like Messenger. So let's say, someone comments on a Facebook post. Without actually going to Facebook, you'll be able to see that comment through this content management tool, and then reply to that comment without ever having to leave it. The same goes with a comment on a tweet, a retweet, or private messages.

It just makes it a lot easier to manage multiple platform channels in one easy-to-use platform. So yes, to answer your question a long way, it's a separate tool, a third-party tool outside of Facebook and Twitter.

Virginia

Okay. We've got another question. What would you consider the best step if you do not have your social media started?

Kevin Did you say the best steps if you do not have your social media started?

Virginia Right. I guess the first step that they need to take.

Kevin Okay, sure. Well actually, I would say the best thing you can do, first step would be to go to HUD Exchange, and check out our webinar archive. This is actually the third webinar in the social media series.

In the first webinar, we started the complete ground level, and help you understand what you'll need to get started on Facebook and Twitter and the links that you can follow to actually do that. So I would say the best thing you could do is go back and review that first webinar in the series, where we take a deep dive into establishing your social media channels.

Virginia Okay. Then we've got one. We are a division of senior services for a public agency in New Jersey. We started a Facebook page for senior community, so I'm having difficulty getting followers, since our market is not exactly tech savvy. Any suggestions?

Kevin Sure. Don't be discouraged by the markets. Facebook's median or average age right now, I believe, is approaching 50 years old. The average

user's age is getting older and older on Facebook, so I think that's a great place to start if you're attempting to reach senior citizens.

In terms of gaining followers without investing any money on say, paid ads, that's the best way to gain followers and start to build a channel. We'll discuss that in the next webinar next Friday.

But to do it without investing any money, I would say some of the best things you could do is possibly find other organizations that are complementary and also have this similar audience, see if you can reach out to them on Facebook, and see if you can establish kind of a post swapping kind of agreement, which we've done with a lot of different social media managers.

Let's say, if you can reach them with a certain type of content that would provide additional value to another agency or organization, you could then share their page, provide content that you're a subject matter expert to their followers, and then they could do the same vice versa.

But it's really a tough game to get a lot followers right off the bat. You just have to keep posting. Keep commenting on other kind of forums

happening in your area, and just try and keep chipping away at it. It's going to be a long process, but as soon as the word start to get out, it'll really start to pick up.

Virginia Caroline, do we have anybody holding on line?

Moderator There are no questions in the phone queue at this time.

Virginia Okay. Kevin, that's the extent of the questions we've got written in at this point.

Kevin Okay. Everyone, I know I covered a lot here, and these are all really important tools and tricks that I use every day. So if you have any questions, now's the time. I'd be happy to expand on anything I talked about.

Moderator [Operator instructions]

Virginia Just remember you can later on, send your question to housing.com/hud.gov.

Moderator We do have a question queuing from the phone. It'll be just a few moments.

Virginia While we're waiting, we've got another question. Can you give a bit more detail on creating a poll in Facebook?

Kevin Sure. So we used Twitter for an example in this webinar, but it's pretty similar. If you go to your Facebook page, when you go to the text box, where you normally would start to create a Facebook post, you'll see below, there are a lot different boxes below that, where there are different options, such as upload photo video. There are options that say, create a poll, add a note which is like a blog. There are a lot of options below.

What you would do is when you go there, you could type, say the messaging where, I have created a poll, showing on the screen. You could type the message, and then look in those boxed options below the text box, and you'll see an option that says, create a poll. Once you do that, then your text box will change and add the option to put in polling answers like you see here. And it'll be the same way where it says, add a choice, and you can do as many as you want or as little as you want.

Right off the bat, when you create a poll on Facebook, it's open for the public to add as many responses as they want. So let's say, you just have a true/ false poll. Any of your followers would then be able to add additional responses beyond that, so there's an option to lock it, so that no one in the public can add more polling answers. Be sure to look out for that, but once you're on your Facebook page and select that box, it should look pretty similar to what you see here on the screen.

Virginia Caroline, the question that we have in the queue?

Moderator Yes, one moment. [Operator instructions]. I don't believe we have a question at this time.

Virginia Okay, so we lost the person that was there before.

Moderator I do believe so, yes.

Virginia All right. Well, that is the extent of our written-in questions, Kevin, as well. Here's one. Does the toolkit have polls or post for Housing Counseling Agencies to reuse?

Kevin Absolutely. That's a great question. We've actually included in the toolkit, I believe, between ten and fifteen polls for Facebook and Twitter that you can simply copy and paste and publish right on your own channels. They should be optimized though.

It makes sense for consumers in your area, and we actually have a post that reach all the different consumer groups as well that we covered in the first few introduction slides. So absolutely, go ahead and take a look at that, and you should be able to have about a month to three weeks' worth of content right there that you can just copy and paste and publish.

Judy Kevin, I just want to let everybody know that the toolkit should be posted on HUD Exchange shortly. We're in the process of getting it approved, and it should be up there for you guys to use fairly soon.

Kevin Absolutely. Thanks so much, Judy. Then and also to kind of piggyback on that, any of the platforms, the tools, or anything that I've shown throughout this webinar series, I want you to think of the toolkit as kind of that actionable takeaways.

So there are links to any of the tools that I've talked about. There are further information about any of the tools, so it should really help provide that context, if you forget any other things that I've talked about throughout the webinar series.

Virginia So that again, the end of our written-questions. Caroline, do we have anybody in the phone queue?

Moderator We do not at this time. That other caller actually may have just dropped off the phone at that time. So there are no other questions.

Virginia Okay. Well then, I guess you can say goodbye, Kevin.

Kevin All right. Thank you everyone. Thanks again for coming out, and as Ginger said, feel free to send any questions that may pop up to them, they'll go ahead and get them over to me, and we'll get them answered as soon as possible. Otherwise, we hope to see you all next week Friday at 12:00 p.m. Eastern for the last webinar in the series. Thanks everyone.

HUD-US DEPT. OF HOUSING & URBAN DEVELOPMENT

Host: Kristen Villalvazo

May 4, 2018/12:00 p.m. EDT

Page 25

Moderator

Ladies and gentlemen, that does conclude your conference for today.

Thank you for your participation and for using AT&T Executive

Teleconference Services. You may now disconnect.