



OFFICE OF
HOUSING COUNSELING
LET'S MAKE HOME HAPPEN

Maintaining Your Social Media

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 20th 2018

Webinar Logistics



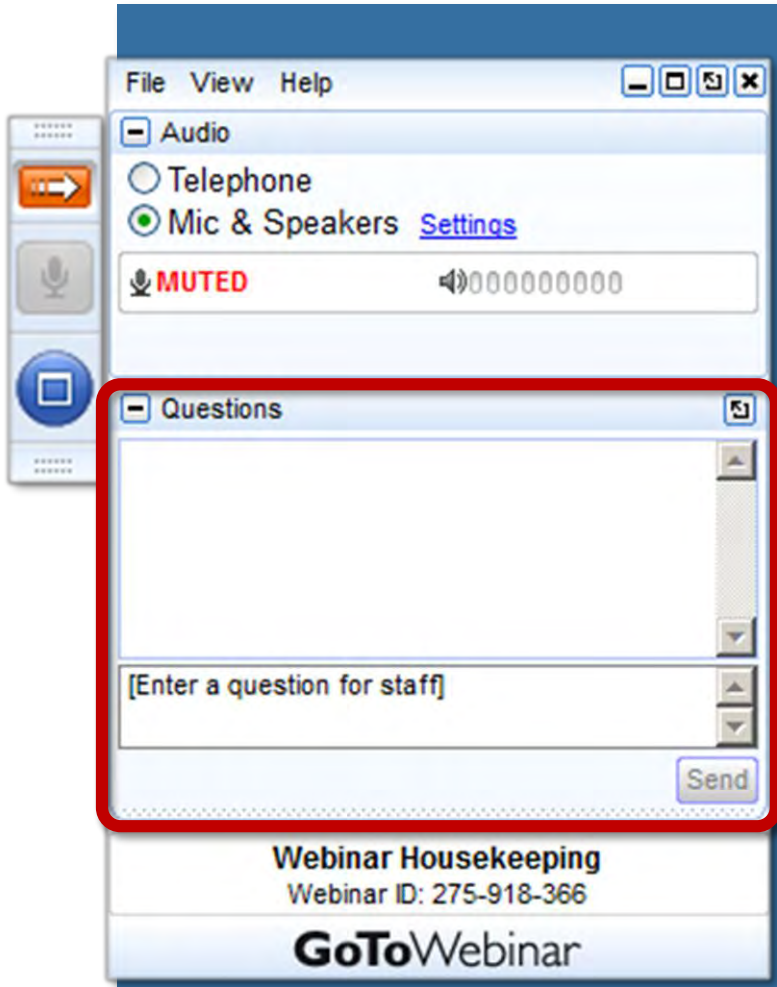
- Audio is being recorded. The playback number along with the PowerPoint and a transcript will be available on the HUD Exchange at www.hudexchange.info/programs/housing-counseling/webinars/
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- Attendee lines will muted during presentation.
- Handouts 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.
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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
- Brief Review
- Content Creation
- Understanding Analytics
- 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



Starting the Conversation

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



Ways to Share Your Ideas

- Create your own content
- Share content from other people and organizations within your community
- Share HUD and OHC materials
 - Videos
 - The Bridge
 - Follow or share the HUD Secretary and other officials



How to Be Effective

- Learning & Listening
- Variety
- Frequency
- Track and measure everything
- Conversational and friendly tone

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



True or False: It is okay to add humor into social media content.

Blend Personal with Professional

- Sharing personal experiences from the internal staff will always pique interest.
 - *Professional:* “Kevin is the Digital Manager for Creative Marketing Resources.”



Blend Personal with Professional

- *Blended:* “Kevin is the Digital Manager for Creative Marketing Resources. He enjoys smelling fake flowers. What he lacks in botany skills, he makes up for in social media webinars...hopefully.”



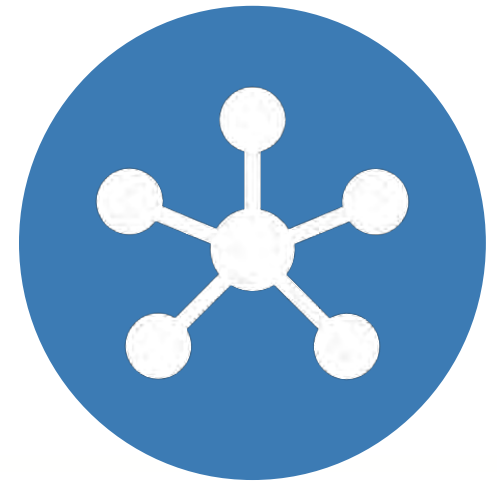
- Blending your unique personality with professionalism builds trust and encourages engagement on social media.



Understanding Your Analytics

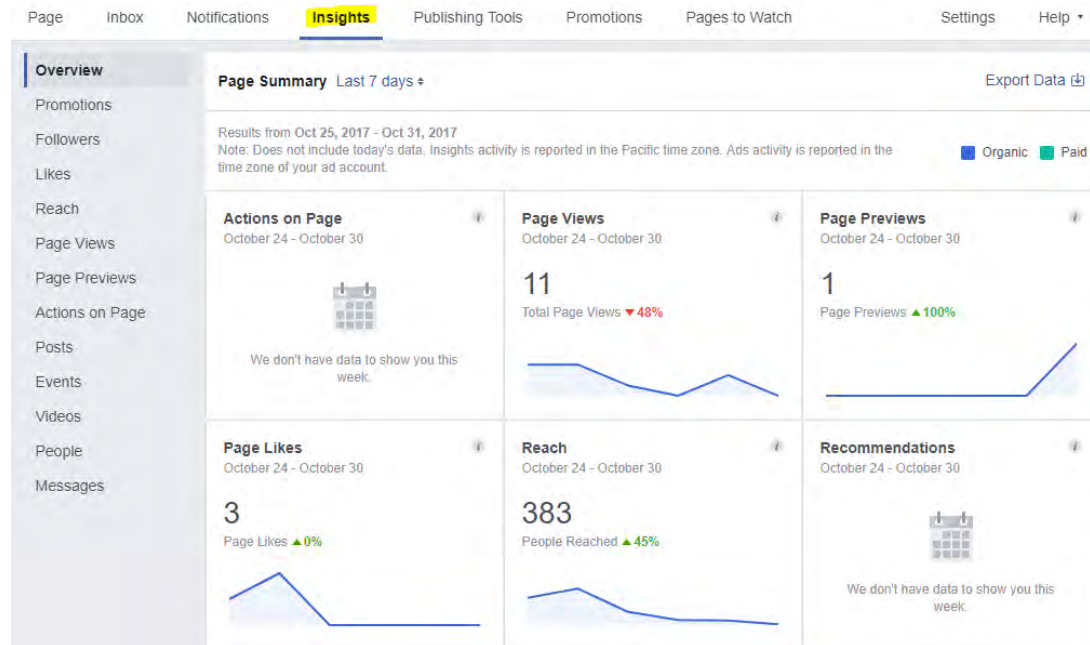
Facebook – Key Terms

- Fans
- Impressions
- Reach vs. post reach
- Engagements and engagement rate
- Page admin and page roles
- Click-through rate (CTR)



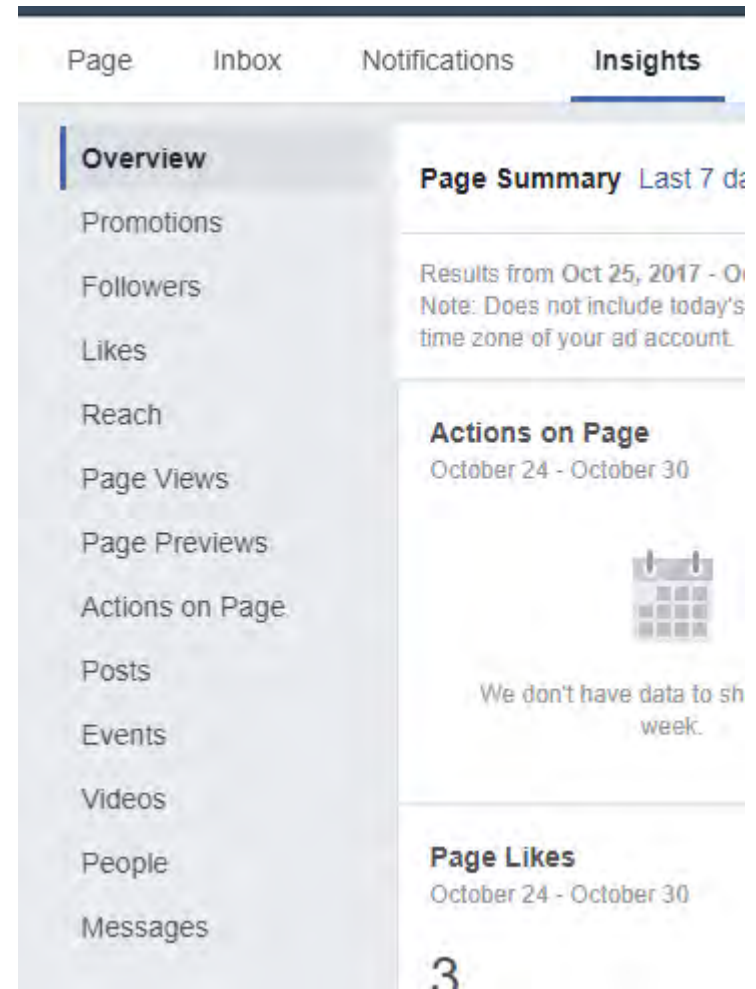
Facebook – Insights

- Visit your Facebook page
- Click on “Insights” at the top of the page under the search bar



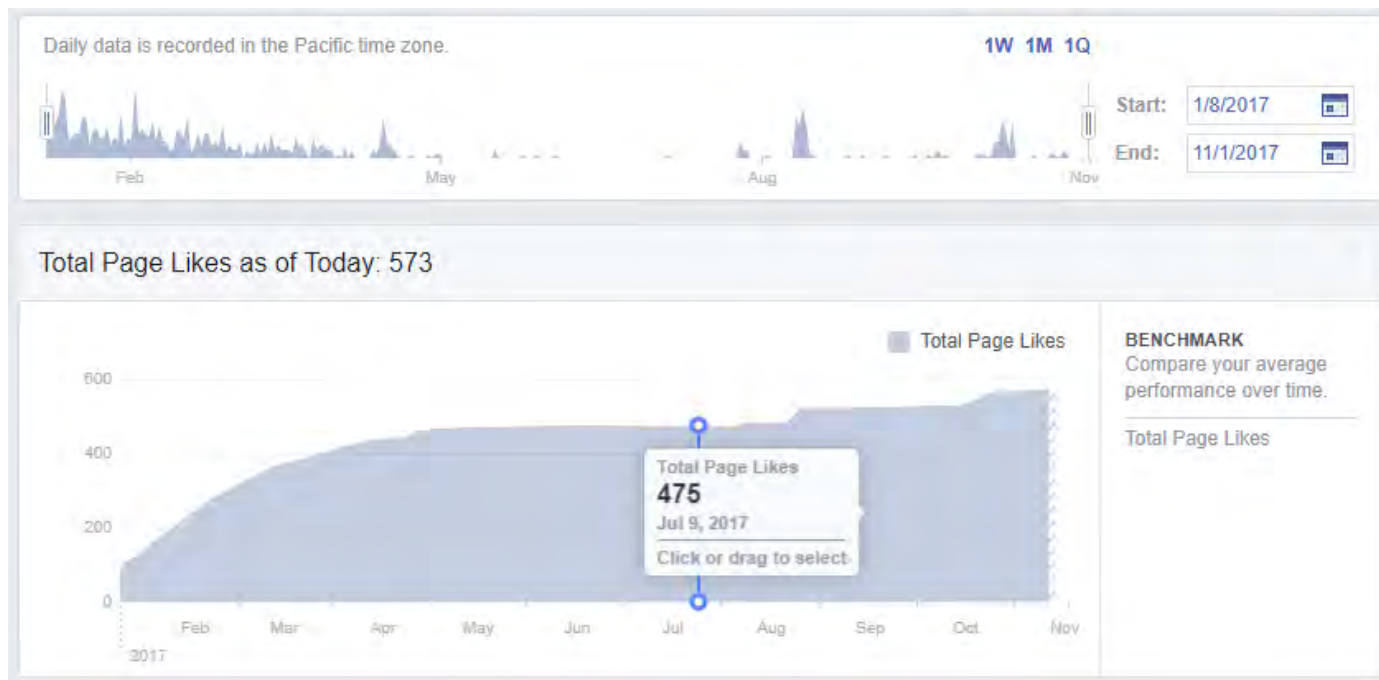
Facebook – Categorical Analytics

- Categorical Analytics
 - Likes
 - Reach
 - Posts
 - People



Categorical Analytics – Likes

- “Likes” tab
 - Holistic view
 - Variable date range



Categorical Analytics – Reach

- “Reach” tab
 - Post reach
 - Likes, comments, and shares
 - Total reach



True or False: There is no way to check when your Facebook followers are online most.

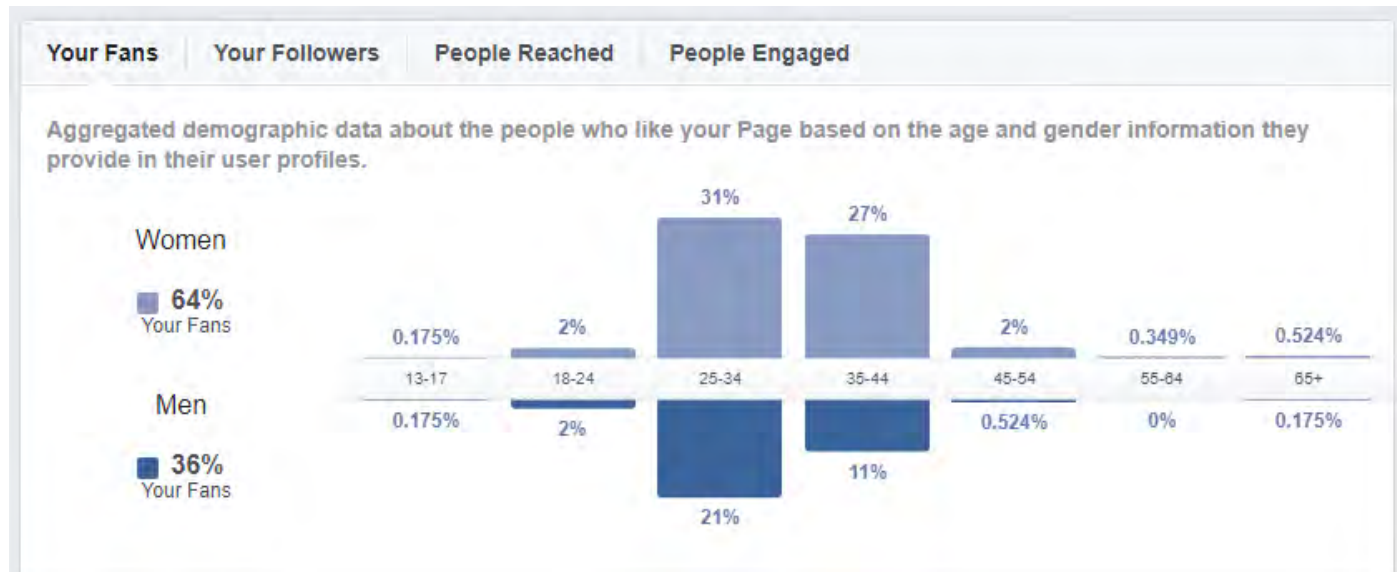
Categorical Analytics – Posts

- “Posts” tab
 - When your fans are online
 - Post types
 - Top posts from pages you watch



Categorical Analytics – People

- “People” tab
 - Your fans
 - People reached
 - People engaged



**What is unique about Twitter
account usernames?**

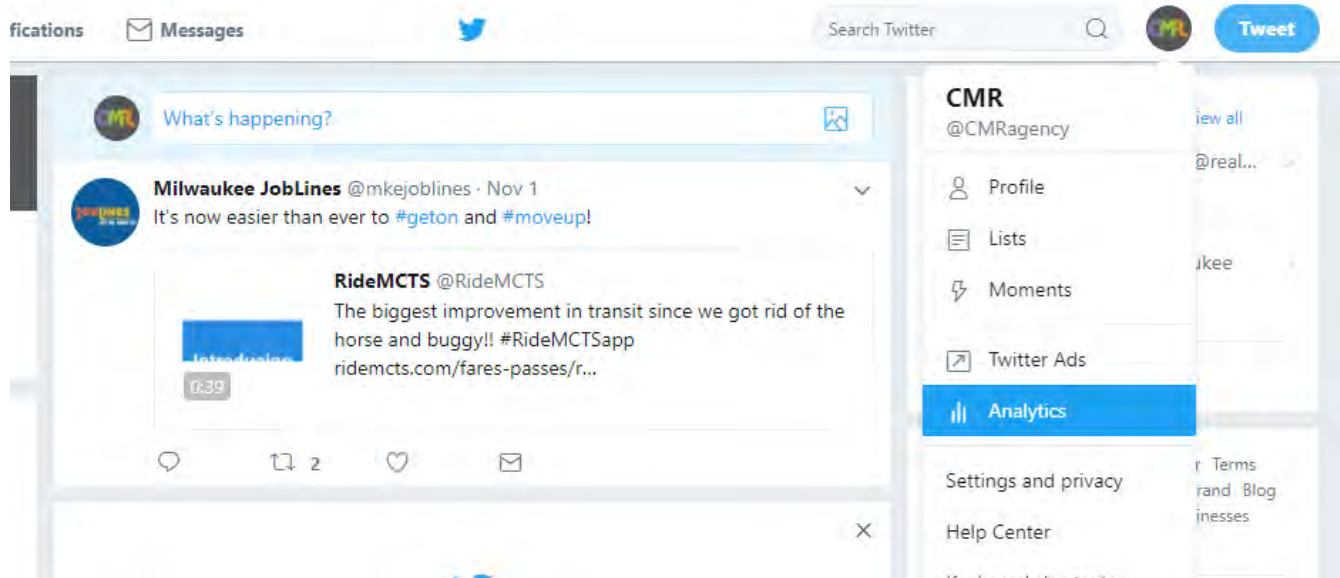
Twitter – Key Terms

- Tweet
- @ and @username
- # – “hashtag”
- Follow and follower(s)
- Like
- Mention
- Retweet
- Trends and trending



Twitter – Analytics

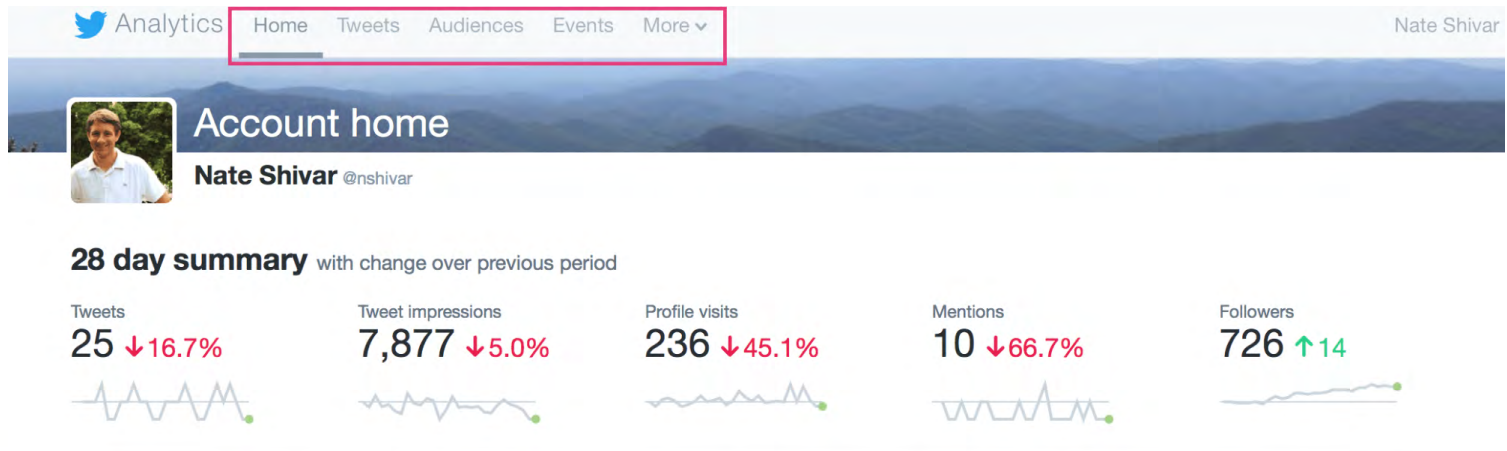
- Log in to your Twitter account
- Click on your organization's icon in the top right of your twitter page, and you will see a dropdown menu. Click on “Analytics”



Twitter Analytics – Overview

Account Home




- Home
- Tweets
- Audiences
- Events

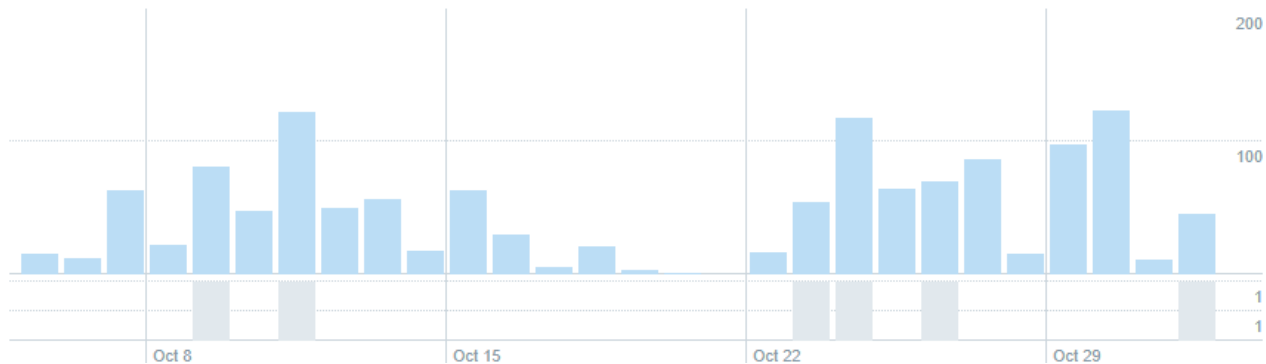


Twitter Analytics – Tweets

Account Home

- “Tweets” tab

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Milwaukee JobLines @mkejoblins · 19h It's now easier than ever to #geton and #moveup! twitter.com/RideMCTS/statu... View Tweet activity			245	2	0.8%
	Milwaukee JobLines @mkejoblins · Oct 26 The October issue of the OnBoard newsletter is out! Find out the latest on area #Jobs and other #JobLines news. conta.cc/2yUeiLx pic.twitter.com/x4C4ZJackI View Tweet activity			61	2	3.3%
	Milwaukee JobLines @mkejoblins · Oct 24 Get on JobLines route 6 to the @JobCenterWI Community Open House, Resource and Job Fair on November 2nd. #GetOn #MoveUp pic.twitter.com/jtG9MAwBbB View Tweet activity			1,219	8	0.7%



Twitter Analytics – Audiences

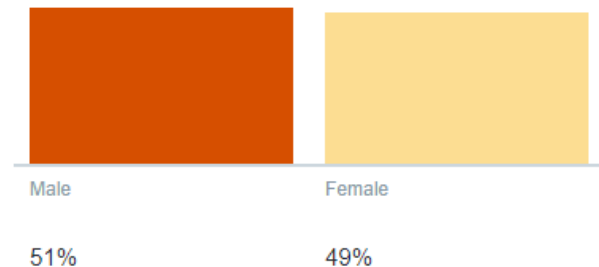
Account Home

- “Audiences” tab
 - Follower interests
 - Track follower growth
 - Follower gender breakdown

Interests

Interest name	% of audience
Business and news	83%
Politics and current events	82%
Comedy (Movies and television)	73%
Movie news and general info	64%
Business news and general info	63%
Music	59%
Technology	54%
Business and finance	50%
Financial news	49%
Pop	47%

Gender



Twitter Analytics – Events

Account Home

- “Events” tab
 - Overview
 - Recurring trends

Overview | Events | Sports | Movies | **Recurring trends**

#TBT (Throwback Thursday)

#MCM (Man Crush Monday)

#MusicMonday

#MotivationMonday

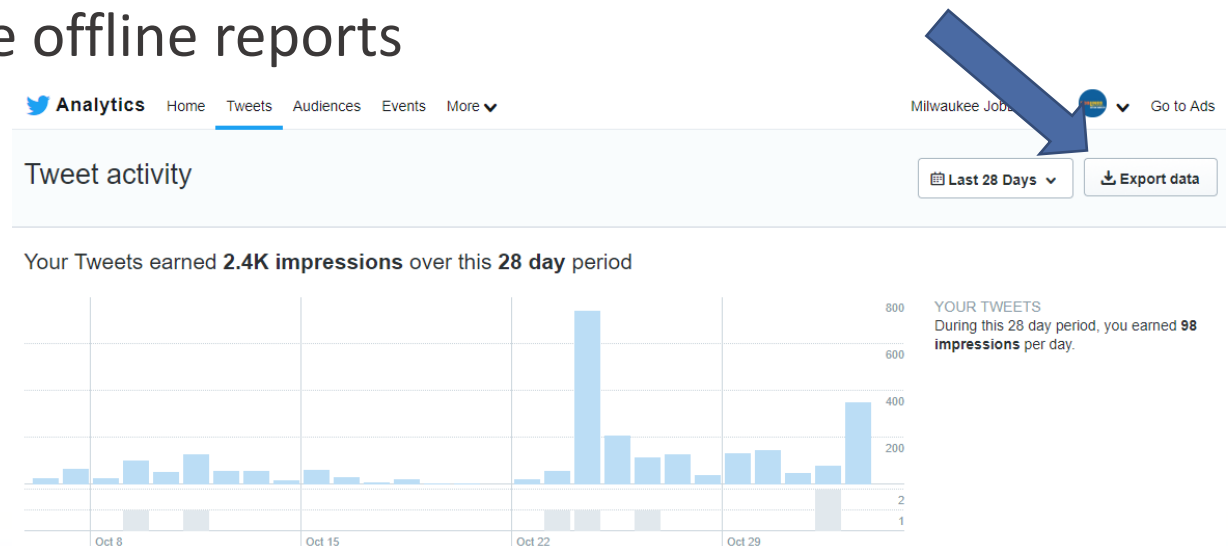
#TransformationTuesday

#TravelTuesday



Twitter – Export Data

- How?
 - Under “Tweets” select a date range and click “Export Data”
- Why export data?
 - Enhanced analytics
 - Create offline reports



What's Next?

- Join us Friday, May 4th for the next social media webinar
- “Fun Tips and Tools”
 - Unveiling the hidden levers
 - How to be efficient
 - And more!





QUESTIONS?