Social Media: Getting Noticed with MaineHousing
2017 Maine Affordable Housing Conference
AGENDA

• Understanding Internal Resources
• Developing Relevant Content
• Targeting Key Audiences
• Community and Reputation Management
• Measuring Success on Social Media
• Getting Started: The Basics
Understanding Internal Resources
• Familiarity with social media
• Scheduling tools and resources
• Writing content ahead of time
• Being opportunistic in ways that make sense for your brand
• Working with partner agencies, organizations
• Utilizing already existing content by breaking it into smaller formats
INTERNAL RESOURCES: Thought Starters

• Is your team familiar with social media? (hashtags, tagging pages, creating events, etc.)
• Does your team have the bandwidth to manage social?
• What platforms make sense for your brand? Do you need to be on EVERY platform?
• What resources can we utilize from agencies and partners that help reduce burden of developing content?
• What is the purpose of our organization’s social media platforms? (bulletin vs business)
• Do we have budget to devote to promoting key messages to key audiences?
• How can we streamline our messaging to serve our audience and our internal team more?
• Can multiple staff members contribute to social media without sacrificing the brand’s tone and voice?
Developing Relevant Content
DEVELOPING RELEVANT CONTENT

Assess Your Owned/Leased Properties:

• Social Channels
• Website
• Newsletters
• Collateral

Opportunity:

Think about your key audiences and the types of information that they need –
• What type(s) of audiences does your organization serve?
• What are the resources your organization can provide?
• Are there seasonal or occasion based trends that you can capitalize on?
• Is there information that you would like to learn from your followers?
• What’s your purpose for being on social media? (gain leads, community message board, to provide resources, engagement, awareness, etc.)
CONTENT STRATEGY

Intercept
• Be consumer-centric
• Be mobile friendly
• Be highly targeted

Inform
• Develop clear CTAs (Calls to Action)
• Provide occasions
• Spark inspiration

Reinforce your messaging
• Communicate emotion & nostalgia

Engage your social community and key consumers
• Encourage interaction
• Spark conversation
• Respond in a timely manner
Branded Content
- Build awareness through engaging content specific to your organization.
- Brand Awareness
- Key Programs
- Offers or Promotions
- Geo-Targeted Content

Engaging Content
- Tap into key regional, seasonal or occasion based trends.
- Video Content
- Influencer Support
- User Generated Content
- Surprise & Delight Giveaways

Action Based Content
- Reinforce messaging with strong calls to action.
- Sales/Offer/Promotions
- Events
- Partnerships, Co-branding
CONTENT DEVELOPMENT: Thought Starters

• Who is my audience?
• What is the tone and voice of my brand?
• What types of content does my audience already engage with? (with us, with competitors)
• What kind of messages do we need to communicate with our audience?
• What types of content would be resourceful for our audience?
• Can our content, messaging or offerings fill a void or need in our consumer’s lives?
• Who are the analogous or competitive organizations that we can look to for inspiration, information, or best bets?
CONTENT DEVELOPMENT: Examples

Mid-Maine Homeless Shelter
September 7 at 5:51pm

It's Thankful Thursday again! We are always very thankful for our volunteers. Our facility would not be as efficient without all of you! We hope you will consider volunteering with us! We love to share what we do with new faces. Our next volunteer orientation is this coming Sunday. Message us if you have any questions. #endhomelessness

Your free time doesn't have to look like this...there is an opportunity for you to make a difference!

Come volunteer and be a part of the effort to end homelessness in Maine one PERSON, one FAMILY, and one CHILD at a time.

The Mid Maine Homeless Shelter is holding volunteer orientations on the following dates:
June 1, 2017
July 7, 2017
August 13, 2017
September 10, 2017

Orientation Information:
Time: 2:00 PM to 4:00 PM.
Location: 19 Cobey Street, Waterville, Maine
For more information, call the shelter at 207-822-0882

Bangor Savings Bank
with Amy Porter Gaetani
Published by Sprout Social 1/11 February 12

NOTICE: All Bangor Savings Bank locations will be closed tomorrow, Monday, February 13th.

Due to inclement weather, and to help ensure the safety of our employees and customers, all of our locations will be closed tomorrow. We will reopen Tuesday morning with normal business hours. Stay safe!

Bangor Savings Bank will be CLOSED
Monday, February 13th!

Due to the inclement weather, and to help ensure the safety of our employees and customers, all Bangor Savings Bank locations will be closed, Monday, February 13th.

We will reopen Tuesday morning with normal business hours. Stay safe!

Get More Likes, Comments and Shares
Boost this post for $300 to reach up to 31,000 people.
Targeting Key Audiences
TARGETED SOCIAL MEDIA

Utilizing the paid social options, especially within the Facebook and Instagram platforms, will allow your organization to strategically reach consumers in an environment where they are receptive to engage, interact and share content.

It also allows you to increase reach and frequency of messaging on both social platforms and encourage engagement with your most relevant consumers.

Placements could be utilized for increasing engagement, building brand awareness, or to drive visits and actions on your website.

Targeting: Geographic, Demographic, Behavioral, Interest, Lookalike
TARGETED SOCIAL MEDIA: Thought Starters

- Who do I want to reach?
- How often do I want to reach them?
- Where do they live?
- Does my audience need different messaging depending on where they live?
- What behavioral factors could help me reach my audience more effectively?
- What are the demographics of the audience I want to reach?
- Do I have an existing database of consumers that I can use to target already interested parties on social media?
- What are similar organizations or competitive organizations that I can target the followers of?
TARGETED SOCIAL MEDIA: Examples

MaineHousing shared Avesta Housing’s album.
Published by John Authority 19 - September 14 at 9:30am

MaineHousing congratulates Avesta Housing and Preble Street on their opening of Huston Commons in Portland, the new home for 30 individuals with disabilities who were homeless. We’re proud to be a financing partner with you as you implement creative Housing First strategies that combine a place to live with support services. Congrats!

MaineHousing
July 19

We want to give you $3,500 towards your down payment and closing costs AND we want to educate you on the process of buying a home. It’s a win win. http://bit.ly/2sUkQYo

First Home Loan
MaineHousing

Avesta Housing added 27 new photos to the album Huston Commons Grand Opening — with Preble Street.

September 13 at 3:50pm

September 12, 2017

794 people reached

Like Comment Share

Like Comment Share

Taylor Belanger, Kathleen de Silva and 413 others

Top Comments
Community and Reputation Management
• Consumers just want to be heard and expect 24/7 customer service.
• It’s better to be correct, than quick.
• Try to move the conversation offline.
• Offer solutions, your response is not only for the person asking.
• If you don’t have the answer, say so. Let a consumer know that you’ve seen their post and will respond as soon as you can.
• There are tools on some platforms that let consumers know when your team is online and able to answer them.
• If an alternative way to contact your team is available, make that resource prominent on your profiles and websites.
• Make sure the person responding is prepared for a conversation, not a confrontation.
COMMUNITY & REPUTATION MANAGEMENT: Thought Starters

- What is your overall response protocol?
- If we’re posting frequently, are we also able to respond frequently?
- Is there a social media FAQ document developed to answer questions that come up often?
- Do you have a crisis plan specific to social media communications?
- Are you using auto-respond features on platforms to let consumers understand your hours of operations or to set expectations for a response time?
- If you’re running paid media, are you also monitoring the engagement and comments on those posts that are not visible on your brand’s timeline?
- Are you able to offer solutions or do you need to run solutions through a chain of command? Never promise something you cannot deliver on.
- Do you have community rules or policies for your groups or pages?
- When do you hide, delete, block or direct message a follower on social media?
COMMUNITY & REPUTATION MANAGEMENT: Examples

Scam Alert!
A Portland area brokerage has contacted us to report that there is a new rental scam currently happening in the Portland market. Listings are being offered as rentals on Craigslist, and the Craigslist ads even feature the agent's photos taken from online listing sites. The scammers collect a security deposit, send a fake lease and collect the first month's rent. They then disappear into cyberspace and the would-be renters lose their money. It may be wise to check ... See More

craigslist | about | scams
1. Someone claims your transaction is guaranteed, that a buyer/seller is officially c...
CRAIGSLIST.ORG
Measuring Success on Social Media
• Impressions
• Social Media Followers*
• Social Media Engagement Events
• Event Responses or Attendance
• Content Shares
• Email Opens
• Visits to Website
• Offer Sign Ups or Redemptions
• Reach
• Sales
• Earned Media Value (PR, partnerships, influencers)
SOCIAL MEDIA SUCCESS: Thought Starters

• What is the objective of your campaign or post?
• What do we want to measure?
• What are we being judged on from a performance standpoint? (leads, clicks, reach, etc.)
• Is your website set up for mobile traffic?
• Is your website set up to report on metrics? (Google Analytics, pixel tracking, etc.)
• Is your traffic going down, but your conversions are going up?
• Are you measuring success by total number of followers or by total reach?
• Are you posting too frequently?
• What’s working? What’s not? What can be optimized for better performance?
MEASURING SUCCESS ON SOCIAL MEDIA: Examples

It's not just YOUR first home! Anyone else sharing a roof with a feathered family? #YearofFirsts

Post Details

Bangor Savings Bank

Posted by Sprout Social 172 - August 23 at 11:00am

Enter to win this bag of doggy goodies that will make your pup bark with joy! Simply email us a photo showing us how your dog(s) beat the heat during the Dog Days of Summer to socialmedia@bangor.com before the end of the day on Thursday, August 24th to enter. Your pooch will be featured on our Facebook page and one winner will be randomly chosen to receive this bark-tastic gift bag worth $250 of tail-wagging prizes as well as a $100 gift card to the pet store of your choice. The winner will be announced on Friday, August 25th. Enter one photo only, please! For official rules, click or visit http://bit.ly/2uqQxWw

18,544 People Reached
421 Reactions, Comments & Shares

228 Likes
174 On Post
54 On Shares

21 Loves
19 On Post
2 On Shares

1 Haha
0 On Post
1 On Shares

1 Wow
1 On Post
0 On Shares

91 Comments
64 On Post
27 On Shares

80 Shares
72 On Post
8 On Shares

1,155 Post Clicks
146 Photo Views
225 Link Clicks
784 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post
5 Hide All Posts
0 Report as Spam
0 Unlike Page

18,544 people reached
44 Comments 72 Shares

JohnWhite SpiritTall BearZdrazil Don't mind at all of sharing my home with feathered friends, in fact, I encourage it. They sing beautiful music, and not to mention keeping the bug population down.

Like · Reply · 3 · July 18 at 2:51pm

Mindy McGowan This is our 4th year living in our home. The first two springs we had robins nest, and the last two we had chickadeses.
Getting Started: The Basics
GETTING STARTED: Thought Starters

• I have a Facebook page….now what?
• Who is a resource that you can tap into for more information?
• What are good online resources for learning more or staying up to date on social media?
• What are the top 1-2 pieces of advice that the panelists would offer to the group?
QUESTIONS?