

A photograph of a white porch with a large window and a 'WELCOME' doormat. The porch has white railings and a white door with a large window. The doormat is brown with the word 'WELCOME' in dark blue letters. The background shows green trees and a clear sky.

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



A photograph of a porch with a 'WELCOME' doormat and a window. The porch has white railings and a white door with a window. The doormat is brown with the word 'WELCOME' in dark blue letters. The window reflects the surrounding greenery.

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?

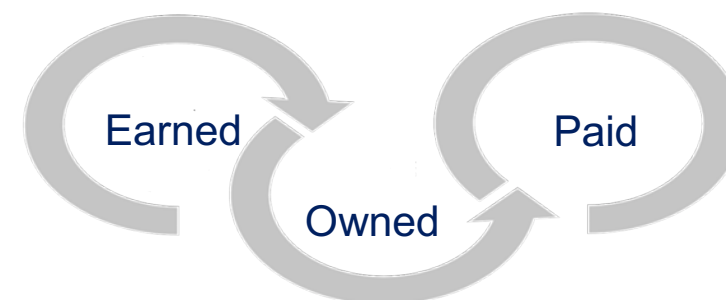
A photograph of a porch with a 'WELCOME' doormat and a window. The porch has white railings and a white door with a window. The doormat is brown with the word 'WELCOME' in dark blue letters. The window reflects the surrounding greenery.

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

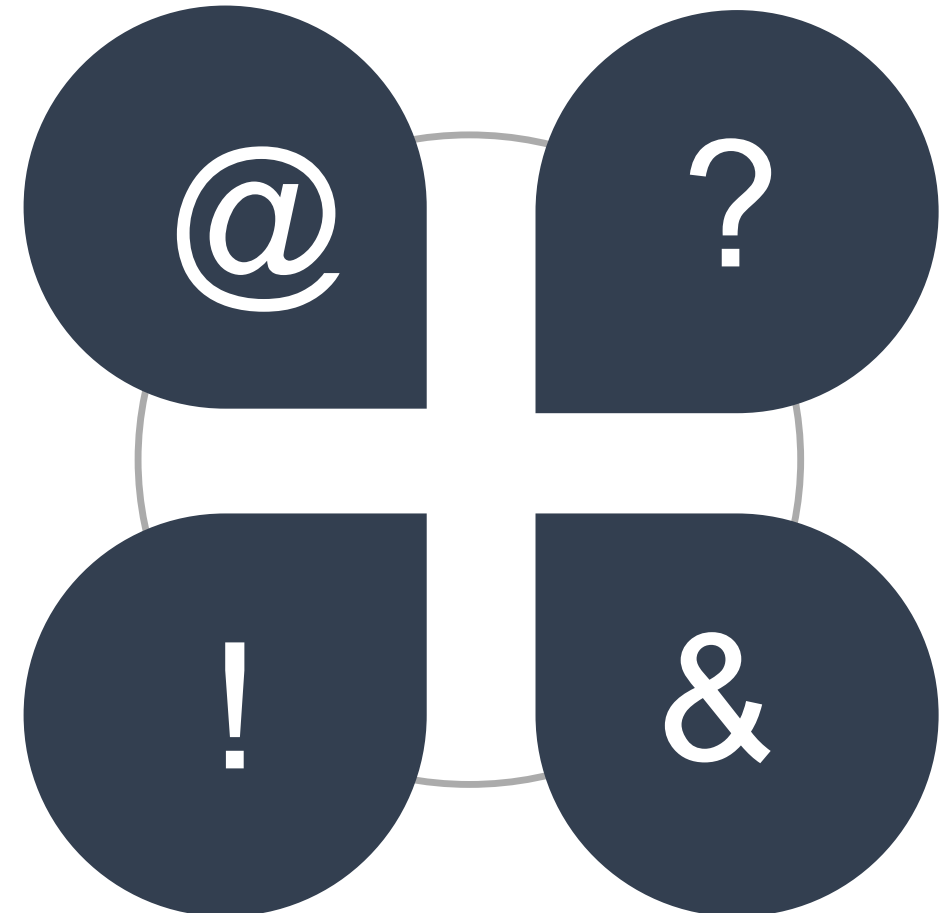
- Develop clear CTAs (Calls to Action)
- Provide occasions
- Spark inspiration

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/Offers/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?

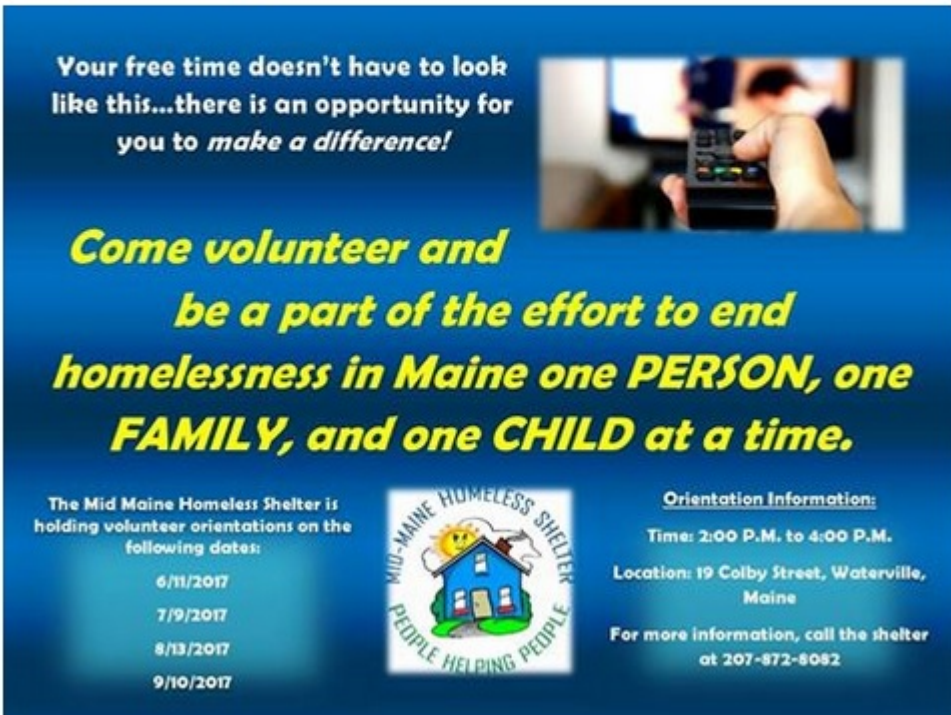
CONTENT DEVELOPMENT: Examples




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



Post Details




Bangor Savings Bank is with Amy Porter Gaetani.

Published by Sprout Social [?] · 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 re-open 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.

63,292 people reached

Boost Post

👍❤️ 158

10 Comments 684 Shares



👍 Like 💬 Comment ➦ Share

63,292 People Reached

2,304 Reactions, Comments & Shares

1,284 Like 151 On Post 1,133 On Shares

37 Love 7 On Post 30 On Shares

4 Haha 0 On Post 4 On Shares

31 Wow 0 On Post 31 On Shares

1 Sad 0 On Post 1 On Shares

1 Angry 0 On Post 1 On Shares

233 Comments 10 On Post 223 On Shares

713 Shares 684 On Post 29 On Shares

3,033 Post Clicks

367 Photo Views 4 Link Clicks 2,662 Other Clicks

NEGATIVE FEEDBACK

5 Hide Post 1 Hide All Posts

0 Report as Spam 0 Unlike Page

A photograph of a porch with a 'WELCOME' doormat and a window. The porch has white railings and a white door with a window. The doormat is brown with the word 'WELCOME' in dark blue letters. The window reflects the surrounding greenery.

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 [?] · September 14 at 9:35am ·

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!



Avesta Housing added 27 new photos to the album: Huston Commons Grand Opening — with Preble Street. September 13 at 3:58pm ·

September 12, 2017

794 people reached Boost Post

Like Comment Share

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>



Like Comment Share

Taylor Belanger, Kathleen de Silva and 413 others Top Comments

A photograph of a porch with a 'WELCOME' doormat and a window. The porch has white railings and a white door with a window. The doormat is brown with the word 'WELCOME' in dark blue letters. The window reflects the surrounding greenery.

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



Maine Association of REALTORS

about 4 months ago



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

- Someone claims your transaction is guaranteed, that a buyer/seller is officially c...


CRAIGSLIST.ORG

1 Like 1 Comment 5 Shares

Post Details

Bangor Savings Bank
Published by Sprout Social [?] · February 1 ·

Today is the day!
We are so excited to kick off our 2017 Community Matters More voting! 2017 marks a milestone as it is the 10th year we have been giving back to our communities through this statewide grant-making initiative. We hope you will help us make this another successful year and place a vote for your favorite nonprofits during the month of February.
It's easy to vote! Visit www.bangor.com/cmm now, or pick up a ballot at any of our branches, to see which organizations are listed this year and vote for your favorites!



Vote for your favorite nonprofits!

Community Matters More

Celebrating 10 Years

Pick up a ballot at any Bangor Savings Bank branch or vote online at www.bangor.com/cmm

Voting ends 2/28/2017

41,425 People Reached

1,232 Reactions, Comments & Shares

568 Like	149 On Post	419 On Shares
18 Love	0 On Post	18 On Shares
160 Comments	14 On Post	146 On Shares
486 Shares	446 On Post	40 On Shares

3,285 Post Clicks

932 Photo Views	447 Link Clicks	1,906 Other Clicks
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NEGATIVE FEEDBACK

22 Hide Post **6** Hide All Posts

0 Report as Spam **0** Unlike Page

41,425 people reached View Results

149 Likes 14 Comments 446 Shares

Like Comment Share

A photograph of a porch area. In the foreground, a brown doormat with the word 'WELCOME' printed in dark blue letters lies on a concrete surface. Behind the mat is a white door with a large window. The door is flanked by white railings with vertical balusters. The house's exterior is covered in white horizontal siding. The window reflects the surrounding greenery and trees. The overall scene is bright and clean.

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



MaineHousing
July 5 · 🌐

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



Love Comment Share

You, Taylor Belanger, Kathleen de Silva and 1.3K others Top Comments

79 Shares

Write a comment...

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 · 🗨️ 5 · July 16 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 chickadees.

Post Details

B Bangor Savings Bank
Published by Sprout Social [?] · 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/2usQsWw>



18,544 people reached View Results

👍❤️👏 194 44 Comments 72 Shares

18,544 People Reached

421 Reactions, Comments & Shares

228 👍 Like	174 On Post	54 On Shares
21 ❤️ Love	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
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NEGATIVE FEEDBACK

5 Hide Post **5** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

A photograph of a porch area. In the center is a window with a white frame and a screen. The porch has white railings on both sides. In the foreground, a brown doormat with the word 'WELCOME' in dark blue letters is laid out. The background shows green trees and a clear sky.

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?

A photograph of a porch area. In the foreground, a brown doormat with the word 'WELCOME' printed in dark blue letters lies on a light-colored concrete floor. Behind the mat is a white door with a large glass window. The window reflects the surrounding green trees and foliage. The porch is enclosed by white wooden railings with vertical balusters. The overall scene is bright and clean, suggesting a well-maintained home entrance.

QUESTIONS?