

The Effective Use of Social Networking in Homeowner's Associations

March 22, 2014

Purpose

1. To increase resident engagement in community.
2. To provide additional channel to communicate.
3. To increase the level of service to residents.
4. To strengthen relationship between HOA and other community groups and municipalities.

Strategy

- 1 or 2 postings per week to keep our audience interested without overpopulating their news feed.
- Timely communications about social events, community updates, and association calendar.
- Community alerts about inclement weather, security notices, common area repairs, and other time-sensitive communications.

Benefits

- Increased community engagement
- Departure from one-way, transaction-based communication.
- Create a positive sentiment about community to attract new residents.
- Foster an online community for residents.

Pitfalls to Avoid

- Inappropriate posts by users (e.g. Neighbor-bashing, slander)
- Privacy & copyright infringement
- Being unprepared to handle information or complaints that may be posted.
 - Tip: delete inappropriate posts immediately!

Measurement of Success

- Metrics such as volume of responses
 - We get the largest # of hits on posts about “deals” for our restaurants (i.e. Groupons), as well as social events.
 - Tip: Learn from your page insights and post more of what gets the most “hits”.
- Sentiment (i.e. feelings about the community)
- Social influence

Social Media Policy

- Define boundaries
 - Make clear what the goal is of the forum.
- Protect from risk
 - Create appropriate security controls on your account.
- Empowerment & accountability
 - Empower trusted individuals to manage activity.
- Established criteria and guidelines for responding
 - Be accurate, use good judgment, and don't pick fights!

Collaborators

- Board of Trustees
- Communications Committee
- Management Staff

Plan a Kickoff and Reminder Strategy

- Kickoff: Pick a good time of year like near pool opening so you can include fun, summer communications.
- Reminders: Continue to remind residents about your Social Media venues through other traditional communications like Newsletters, the Website, and meetings.

Additional Points...

- Have fun with it. If you don't enjoy what you're sharing it shows and your audience will know.
- Add value. Make listening worth audience time.
- Always respond to comments – even if only a few words or “thank you” for taking the time to read.
- Social media is meant to start a dialogue but people don't always agree. Be diplomatic.
- Mistakes happen. Correct them, learn from them, and move on.

Sample Facebook Post: Promoting local athletic association function at HOA Commercial Community.



SANTA'S COMING TO TOWN
Sunday December 15th



SRYA Fundraiser @ Stan and Joe's - South 9am til 12pm
Santa arriving @ 10AM via WBVFD in the Fire Truck

Collecting Toys, Coats, Gloves/Hats for
WBVFD **Santa Run** at Stan and Joes - South,
East Coast Martial Arts & The Steakhouse

Come on out to The Main Street Shopping Center to Stan & Joe's for a nice brunch and await the arrival of Santa with the Woodland Beach Volunteer Fire Department.

Enjoy a Free photo op within a seasonal decorated area provided by East Coast Martial Arts, while listening to some spectacular Christmas music.

All children who come out to visit Santa with a donation for the Fire Dept. Santa Run will receive a special treat from Santa himself. The first 50 kids brunches sold during the event from Stan & Joe's, will receive a free goodie bag that include goodies from some of our local businesses.

Collection boxes will be located throughout the shopping center and located at Stan & Joe's, East Coast Martial Arts and The Steakhouse.

Event Starts at 9:00am with the arrival of Santa at 10:00am. SEE YOU THERE!

South River Colony Conservancy, Inc. (HOA)
December 10 · Edited

Santa is coming to Stan and Joe's Saloon South this Sunday! The Woodland Beach Volunteer Fire Department will be bringing him at around 10am, so come out and have some brunch and say hi. Head over to East Coast Martial Arts with him and get your photo taken, too. See details below! — with The All American Steakhouse - Edgewater at Main Street at The Villages of South River Colony.

Tag Photo Edit

Like Comment Share Edit

Christine Finall likes this.

Write a comment...

Includes "tags" for businesses in HOA and local fire department.

Sample Social Media Policy

South River Colony Conservancy Social Media Policy

Honor Our Differences: South River Colony Conservancy will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).

Act responsibly and ethically: When participating in online communities, do not misrepresent yourself. If you are not a Board member, don't say you are.

Be Respectful. Do not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity when posting to SRCC hosted sites.

State That It's YOUR Opinion: When commenting on SRCC, you must state that the views expressed are your own.

Protect Yourself: Be careful about what personal information you share online

Abide by the law and respect copyright laws. Do not post content or conduct any activity that fails to conform to any and all applicable state and federal laws. It is critical that everyone abide by the copyright laws by ensuring that they have permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others.

Proprietary Information. *always* give people proper credit for their work, and make sure you have the right to use something with attribution before you publish

Confidentiality. Protect confidential information – don't post it.

Be accurate – Respect the facts and link to the trusted sources that validate your opinions.

Don't pick fights - Do not denigrate or insult others Keep your cool.

Use your best judgment – Remember that there are always consequences to what you write.

Celebrate Successes!



The logo is circular with a gold border. The text "South River Colony" is arched across the top, and "EST. 1993" is arched across the bottom. In the center, the word "Oktoberfest" is written in a stylized, gothic font, surrounded by autumn leaves and a green hat with a feather.

South River Colony Conservancy, Inc. (HOA)
October 25

SRCC Oktoberfest tonight! Dinner starts promptly at 6PM and The Reagan Years starts at 6:30! Chef Q's BBQ buffet, beer, wine and soft drinks. Adults only! Dress warmly and bring some cash to buy raffle tickets for great prizes. All proceed benefit Hospice of the Chesapeake!

Tag Photo Add Location Edit

Like · Comment · Share · Edit


John Tripodi, Nicole Rhodes Murray, Sarah Cummings Vandegrift and 5 others like this.

Write a comment...

Note: After this event we posted photos and it was our most popular post ever!

Sample Social Media Idea Pitch:


facebook
Home Profile Friends Inbox (1)
Settings Log out



Welcome to South River Colony in Edgewater, Maryland – an award-winning master planned community.

Located six miles from historic Annapolis and just 35 miles from Washington, D.C, South River Colony is a 1,400 acre mixed-use community consisting of shopping, dining, spas, medical facilities, and nearly 900 residences located in luxurious townhomes, spacious single-family homes and condominiums for those 55 or better.

[View photos of me \(34\)](#)




Information

Relationship Status:

Current City:

Birth day:

Friends



FACEBOOK PAGE OVERVIEW
March 30, 2011
By: Tracy Powelson

5 minutes ago

Wall Info Photos +

What's on your mind?

Attach:

[Share](#)

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- To provide additional channel to communicate with community.
- To increase level of service to community.

Strategy:

- One to two posts per week to keep our "Like" base interested without overpopulating their "News Feed".
- Timely communication about social events, community updates, and association calendar.
- Community alerts about inclement weather, security notices, common area repairs, and other urgent notices.

Benefits:

- Increased community engagement
- Departure from one-way, transaction-based communication
- Create a positive sentiment about SRCC to attract new residents
- Foster an online community for residents

Pitfalls to Avoid:

- Inappropriate posts by users (e.g. Neighbor-bashing, slander)
- Privacy & copyright infringement
- Being unprepared to handle information or complaints that may come.

Measurement of Success:

- Metrics such as volume of responses
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SRCC Social Media Policy:

- Define boundaries
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Collaborators

- Board of Trustees
- Communications Committee
- Management Staff

Kickoff:
May 1 – in time for pool and summer communications!

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