

#CDWeek2018

Celebrating the Impact of the
CDBG & HOME Programs

National Community Development Week

April 2 - 6, 2018



National Community Development Association

Social Media Strategy



<https://www.linkedin.com/groups/3718262>



@NCDAonline

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This presentation is split up into three parts – A) Lessons learned from the #CDWeek2017 campaign last year which offers 5 themes around what worked well and what didn't work as well and how we can do a better job this year with the #CDWeek2018 campaign; B) This section provides a social media 101 tutorial based around the three platforms that NCDA utilizes – Facebook, Twitter, & LinkedIn; C) The final section offers some enhanced content options, some practical tips, a year over year comparison of social media mentions of Community Development Week with 2018 goals, additional resources, and the presenter's contact information in case you have questions or comments.

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A.) #CDWeek2017 Lessons Learned

1. Share the # (Hashtag)
2. Showcase Accomplishments
3. Involve Youth, Seniors, & Veterans
4. Engage Elected Officials
5. Create Likeable & Shareable Graphics

Following the 2017 Community Development Week social media campaign, I took a hard look at what was posted along with the analytics and found there were five really interesting themes that came out of the campaign as far as best practices for the following year. Those themes are listed here.

A.) #CDWeek2017 Lessons Learned

1. Share the # (Hashtag)
2. Showcase Accomplishments
3. Involve Youth, Seniors, & Veterans
4. Engage Elected Officials
5. Create Likeable & Shareable Graphics



A.) #CDWeek2017 Lessons Learned

1. Share the # (Hashtag)



The screenshot shows a tweet from National Community Development Week (NCDW) with a list of missed opportunities. The tweet text is: "The National Association of Housing and Redevelopment Officials (NAHRO) is a member of the #CDBG Coalition and has shared an important list for #CDWeek2017! Let's get the message out about #CDBGImpact & #CDWeek2017!" The list of missed opportunities is:

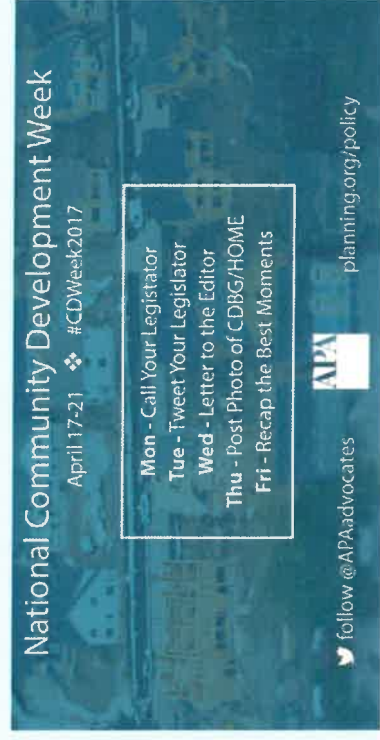
- No post / tweet
- No # (hashtag)
- Not sharing / retweeting
- Silo social media campaigns
- Using different # meaning the same thing

It was great to see our CDBG Coalition members also using the #CDWeek2017 for their toolkits for their members as well. The more entities and individuals that are using the same hashtag, the more likely it is to become viral and gain attention. Pictured here are examples of American Planning Association (APA) and the National Association of Housing & Redevelopment Officials (NAHRO) utilizing #CDWeek2017. Also featured here are some of the missed opportunities I noted from my review of social media use by communities during Community Development Week 2017.

It is best to focus on one hashtag during the week because the hashtag creates a database for all posts using the hashtag. Complementary Hashtags can be used as part of the bigger conversation around CDBG (beyond CD Week and into the future around budget times). Instagram uses many hashtags per post whereas Facebook and Twitter only use one or two per post. If you're only going to use one hashtag, please use #CDWeek2018. If you're looking to add your CD Week post to the bigger conversation about CDBG, add one of the suggested hashtags provided below. **The important thing here is not to make up new hashtags!** Complementary Hashtags may include: #CDBGImpact; #Fight4CDBG; #HOMEImpact; #Fight4HOME; #SaveCDBG; #WeAreCDBG; #FightTheCuts; #CDBGWorks

A.) #CDWeek2017 Lessons Learned

1. Share the # (Hashtag)



National Community Development Association

April 13 at 11:01am

The National Association of Housing and Redevelopment Officials (NAHRO), a member of the #CDBG Coalition has shared an excellent tool kit for #CDWeek2017! Let's get the message out about #CDBGImpact & #HOMEImpact

National Community Development Week 2017 – April 17-22: Celebrating the Important Work of CDBG and HOME

NAHRO, along with fellow members of the Community Development Block Grant (CDBG) Coalition, will be celebrating National Community Development Week, April 17-22, 2017. Over the course of this week...

NAHROBLOG.ORG

Missed Opportunities:

- No post / tweet
- No # (hashtag)
- Not sharing / retweeting
- Silo social media campaigns
- Using different # meaning the same thing



These are two examples of showcasing accomplishments. The City of Quincy gives awards each year during Community Development Week to recognize people and partnerships that make the CDBG and HOME programs strong. The facebook post about the Mayor's Annual Community Service Award reached over 2,000 people because the community also recognizes this person as a well deserved individual for the award and took the time to like and comment on the post adding to the reach to a larger audience. The City of Jacksonville, NC shared an album on facebook of their 100th Demolition which happened during Community Development Week – this was a great way to showcase the work that gets done with CDBG dollars.

A.) #CDWeek2017 Lessons Learned

2. Showcase Accomplishments

Opportunity quincy
Published by Melissa Pond · April 11 at 12:57pm

Kathy Sullivan of Manet Community Health Center, will be presented with the Mayor's 2017 Annual Community Service Award on Tuesday, April 18th during #CDWeek2017. This award is given each year to an individual who gives tirelessly of themselves in providing a better quality of life for Quinncy residents. Congratulations, and well deserved!

Mayor's 2017 Annual Community Service Award

Kathleen Sullivan,
Office Services Coordinator
Manet Community Health Center

Congratulations


2,234 people reached

Like Comment Share

Liking and commenting as Opportunity Quincy

Kate McKenna · Tracy Lopes and 18 others

Top Comments



Jacksonville North Carolina Government
@JacksonvilleNC.gov

Home About Posts Photos Videos Notes Reviews Likes Twitter Events [Create a Page](#)

Community Development

Community Development - 100th Demolition

Learn More Message

The City celebrated its 100th demolition Wednesday morning during a ceremony at 121 Poplar Street in downtown Jacksonville. Since 2010, Jacksonville Community Development's Demolition and Clearance Program has helped rid the City of slum and blight, making way for revitalization. Following the demolition ceremony, new homeowners in the neighborhood who took advantage of Community Development's Homeownership Down Payment Assistance program were presented with wreaths. #CDWeek #CDBGImpact Learn about these programs and more by visiting JacksonvilleNC.gov/CD



A.) #CDWeek2017 Lessons Learned

3. Involve Youth, Seniors & Veterans



There is a lot of bi-partisan support for projects for youth, seniors, and veterans. Be sure to feature these individuals and tell their story. The City of Longmont, Colorado posted a great YouTube video featuring kids explaining CDBG to adults. Link here: https://www.youtube.com/watch?v=fQ_Y0BNpckk or go to YouTube and search Community Development Block Grant – City of Longmont 2017

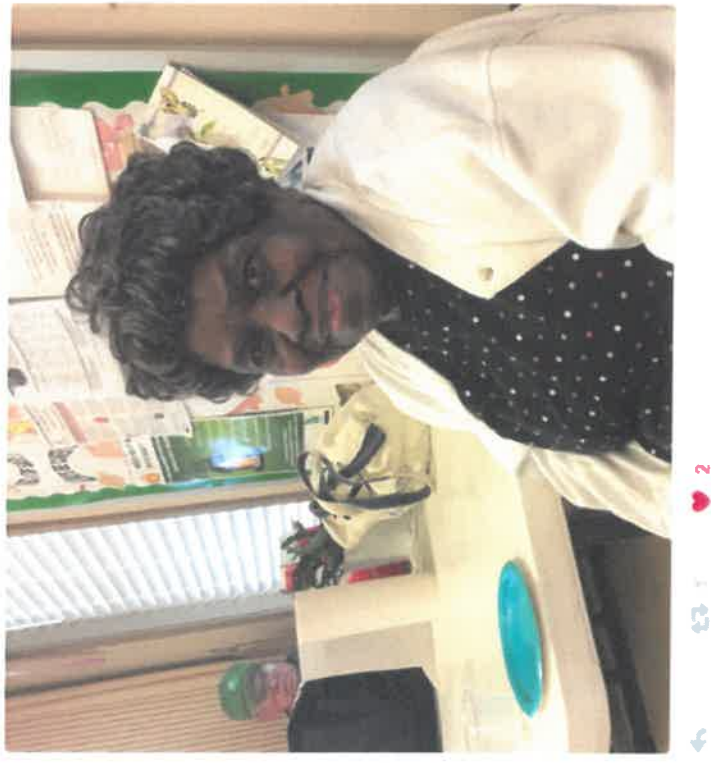
A.) #CDWeek2017 Lessons Learned

3. Involve Youth, Seniors & Veterans



Georgia DCA @GA_DCA Apr 17

Gussie says her favorite things about the new Jones County Senior Center are the trips! 95 years young! #CDWeek2017



A.) #CDWeek2017 Lessons Learned

4. Engage Elected Officials



Tips:

- Invite elected officials to events, welcome staff members if the officials cannot attend and allow them time to speak
- Take photos and videos highlighting their presence
- Be sure to capture relevant quotes to share on social media and press releases
- Tag elected officials in social media posts about the events
- If they post about your event, be sure to share it on your page

House of Community Development Representatives
Representative Barbara F. Luthi, 10th CD

Thank you Representatives! Regional F. Luthi is supporting #CDWeek 4

Under no circumstances should you be contacted for the purpose of soliciting contributions to the campaign of any candidate for office.

Quotes from elected officials, particularly Congressional representatives, carry a lot of weight for the media about CDBG. Be sure to invite elected officials, get photo and video and quotes and use them in your content. Be sure to engage with the elected officials on social media. Like and follow their pages; like and share their posts about your community; and tag them in your posts. Find your congressional members social media accounts by searching for them on facebook or twitter or by going to <http://www.senate.gov> and to <https://www.house.gov/representatives/find-your-representative> to locate your Congressional Member's contact information.

A.) #CDWeek2017 Lessons Learned

4. Engage Elected Officials

 National Community Development Association shared Representative Stephen F. Lynch's post April 19 at 6:03pm

Thank you Representative Stephen F. Lynch for supporting #CDBG & #HOME



Representative Stephen F. Lynch added 7 new photos April 19 at 3:38pm

Today we held a ribbon cutting for the Weymouth Veterans House. Thanks to the initiative and vision of the Town of Weymouth, Neighborworks Southern Mass and Fa

Tips:

- Invite elected officials to events, welcome staff members if the officials cannot attend and allow them time to speak
- Take photos and videos highlighting their presence
- Be sure to capture relevant quotes to share on social media and press releases
- Tag elected officials in social media posts about the events
- If they post about your event, be sure to share it on your page

A.) #CDWeek2017 Lessons Learned

5. Create Likable & Sharable Graphics



Photos are great but you can also create graphics of your own to share on social media as well. Here, Long Beach features a great infographic with data representing how well they use CDBG funds. NYC Mayor Bill de Blasio posted a great graphic with a complementary hashtag for Community Development Week, #Fight4CDBG. As explained earlier, this hashtag is also used longterm – every time CDBG is threatened in the budget. The tweet was shared 31 times and loved 58 times. This is great engagement.

A.) #CDWeek2017 Lessons Learned

5. Create Likable & Sharable Graphics

 Rep. Alan Lowenthal follows
 **LB Development** @LongBeachBuilds Apr 21
CDBG funds support services for those experiencing or at-risk of experiencing homelessness in @LongBeachCity. #CDWeek2017 #Fight4CDBG

CDBG AND ESG FUNDS PROVIDE SUPPORTIVE SERVICES AND HOUSING FOR THOSE EXPERIENCING OR AT-RISK OF EXPERIENCING HOMELESSNESS IN LONG BEACH.

Provided	79,997	SERVICES TO PEOPLE EXPERIENCING HOMELESSNESS
Provided	349	SECURITY DEPOSITS TO FORMERLY HOMELESS INDIVIDUALS AND FAMILIES
Provided	195	INDIVIDUALS AND FAMILIES WITH HOUSING RELOCATION SERVICES
Provided	3,814	INDIVIDUALS AND FAMILIES WITH HOMELESS PREVENTION SERVICES
Provided	4,110	INDIVIDUALS AND FAMILIES WITH EMERGENCY SHELTER

  3  5

 **Bill de Blasio** @NYCMayor Apr 21
Community Development Block Grants are vital to NYC neighborhoods. #Fight4CDBG



  13  58

B.) Building Capacity

1. Strategy Mapping
2. Personal Branding
3. Facebook, Twitter, & LinkedIn
4. Profile & Cover Photos
5. Gaining Reach

This section provides guidance on setting up your social media channels and strategy if you don't already have this capacity.

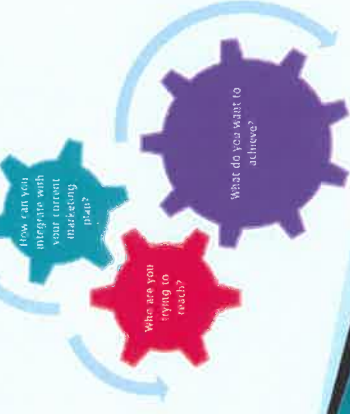
B.) Building Capacity

- 1. Strategy Mapping**
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B.) Building Capacity

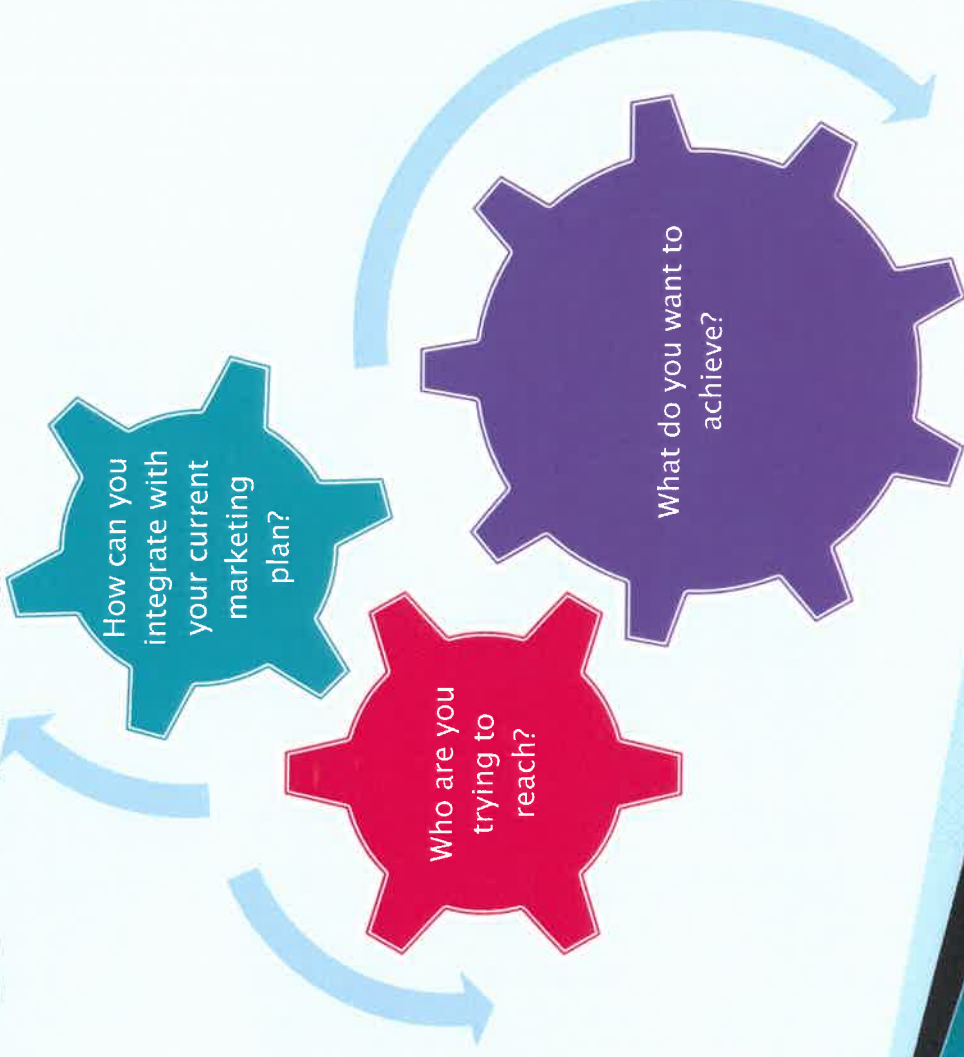
1. Strategy Mapping



When creating your strategy, strongly consider the three questions in the relationship matrix provided in this slide. Other questions to consider: What needs to change organizationally to achieve these? What steps do you need to take to achieve these? It's important to focus your efforts strategically for more efficiency and effectiveness.

B.) Building Capacity

1. Strategy Mapping



B.) Building Capacity

2. Personal Branding

- Do NOT use your government email address for personal accounts.
- Boilerplate: "Postings on this site are my own and do not reflect or represent the opinions of the agency for which I work."
- Review agency social media policy; seek required communication reviews, permission to disclose public info, and permission to tag.
- Participate in live events: Twitter Chats; Facebook Live; Tweet and share using hashtags; Find and use relevant hashtags.
- Join / start a group; Be a thought leader.
- Be aware of privacy settings.
- Be positive, add value.



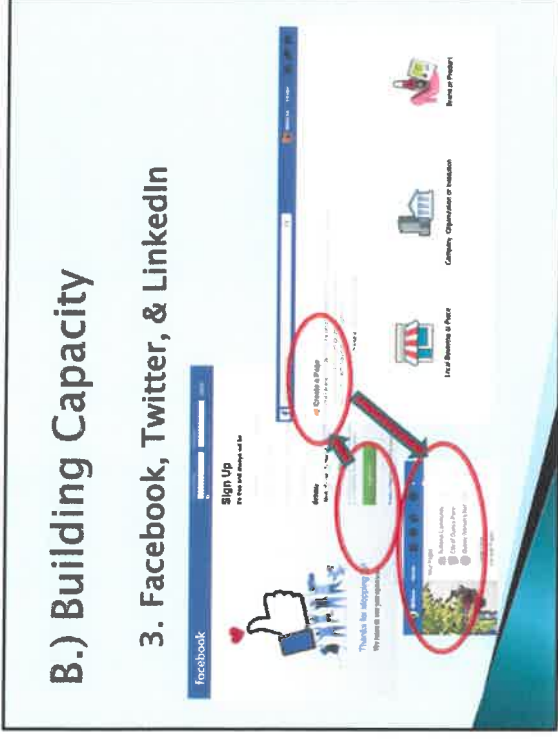
I hear a lot of feedback that folks aren't necessarily comfortable interacting as themselves on social media. These tips help folks use social media personally and professionally at the same time. Think of it as interacting as yourself at a virtual conference of professionals.

B.) Building Capacity

2. Personal Branding

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- Review agency social media policy; seek required communication reviews, permission to disclose public info, and permission to tag.
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- Join / start a group; Be a thought leader.
- Be aware of privacy settings.
- Be positive, add value.





If you are not yet on Facebook as an individual or an agency, this page helps explain how to get started. First, sign up for a personal account. Then, create a page. Your page will show up when you log in so that you can interact with Facebook as your agency's personality and not as your own. "Pages are for businesses, brands, organizations and public figures to share their stories and connect with people. Like profiles, Pages can be customized with stories, events and more. People who like or follow a Page can get updates in News Feed." (Facebook.com)

B.) Building Capacity

3. Facebook, Twitter, & LinkedIn

The image shows a screenshot of the Facebook sign-up page. The page is titled "Sign Up" and includes a "Sign Up" button. A red circle highlights the "Sign Up" button. A red arrow points from the "Sign Up" button to the "Create a Page" link. Another red circle highlights the "Create a Page" link. A red arrow points from the "Create a Page" link to the "Local Business or Place" icon. A red circle highlights the "Local Business or Place" icon. A red arrow points from the "Local Business or Place" icon to the "Company, Organization or Institution" icon. A red circle highlights the "Company, Organization or Institution" icon. A red arrow points from the "Company, Organization or Institution" icon to the "Brand or Product" icon. A red circle highlights the "Brand or Product" icon.

facebook

Sign Up
It's free and always will be.

First name
Last name
Email or mobile number
New password
Birthday
Month
Day
Year
Male
Female
Sign Up

Create a Page for:
Local Business or Place
Company, Organization or Institution
Brand or Product

Thanks for stopping
We hope to see you again soon.

Melissa Home
Melissa Home

Your Pages:
National Community · 23+
City of Quincy, Minn. · 12
Quincy Women's Net... · 23+

Create Page
Manage Pages

B.) Building Capacity

3. Facebook, Twitter, & LinkedIn

The image shows a screenshot of a Twitter help page. At the top, it says "Join Twitter today." Below that, there's a section titled "Managing multiple Twitter accounts" with a sub-header "If you have more than one Twitter account, it's simple to add them to your Twitter for iOS or Android app." The page is divided into two main sections: "To add additional accounts on Twitter for iOS" and "To add additional accounts on Twitter for Android". Each section contains a numbered list of steps. The iOS section includes steps like "From the 'Me' tab, tap the profile icon," "Tap 'More options'," "From here you can 'Create new account' or 'Add an existing account,'" and "Once you've added your additional accounts, you can toggle between accounts by tapping the people icon." The Android section includes steps like "Tap the profile icon," "Tap 'Accounts,'" "From here you can 'Create new account' or 'Add existing account,'" and "Once you've added your additional accounts, you can toggle between accounts by tapping the account icon." There are also some smaller text blocks and icons interspersed throughout the page.

This is information to help you toggle between personal and professional Twitter accounts. This is very different from Facebook.

B.) Building Capacity

3. Facebook, Twitter, & LinkedIn



Join Twitter today.

Phone or Email

Password

Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.


[Advanced options](#)

Managing multiple Twitter accounts

If you have more than one Twitter account, it's simple to add them to your Twitter for iOS or Android app.


How do I add additional accounts on my Twitter app?

To add additional accounts on Twitter for iOS:

1. From the **Me** tab, tap the **people** icon .
2. Tap **More options**.
3. From here, you can **Create new account** or **Add an existing account**.
4. Once you've added your additional account, you can toggle between accounts by tapping the **people** icon.

Note: Check out [this article](#) for help on signing up for a new account through your iOS app. If you have forgotten your password, read [this article](#) for troubleshooting help.

To add additional accounts on Twitter for Android:

1. Tap the **overflow** icon .
2. Tap **Accounts**.
3. From here, you can **Create new account** or **Add existing account**.
4. Once you've added your additional account, you can toggle between accounts by tapping the **overflow** icon, then tapping **Accounts**.

B.) Building Capacity

3. Facebook, Twitter, & LinkedIn



Join LinkedIn to engage with NCDA LinkedIn Group - <https://www.linkedin.com/groups/3718262> where there are over 800 members! Shown here is the sign up page and two sections from my personal profile. The top features a photo and summary. LinkedIn is a great place to share blogs and updates about your professional life. Last year, I shared a blog about my Lessons Learned from the #CDWeek2017 campaign on my LinkedIn page. (Those same five themes I addressed earlier in this presentation). Our NCDA groups page offers a chance to interact with other NCDA professionals who you may not already be connected with on LinkedIn.

B.) Building Capacity

3. Facebook, Twitter, & LinkedIn

LinkedIn



Make the most of your professional life

First name

Last name

Email

Password (6 or more characters)

By clicking Join now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#), and [Cookie Policy](#).

Join now

or



Continue with Facebook

Already on LinkedIn? [Sign in](#)



Melissa Pond

Principal Planner |

Greater Boston Area - Government Administration

Current

Education

Profile about

[Add government details](#)

City of Quincy, Department of Planning and Community Development

Greater Boston Chinese Community Services, City of Quincy, Department of Planning & Community Development

Northeastern University

3 people have recommended Melissa Pond

500+ connections

Melissa Pond's Posts & Activity

#CDWeek2017

#CDBGImpact

#CommunityDevelopmentWeek

Lessons Learned from the...

April 26, 2017

The Campaign Official Hashtags:

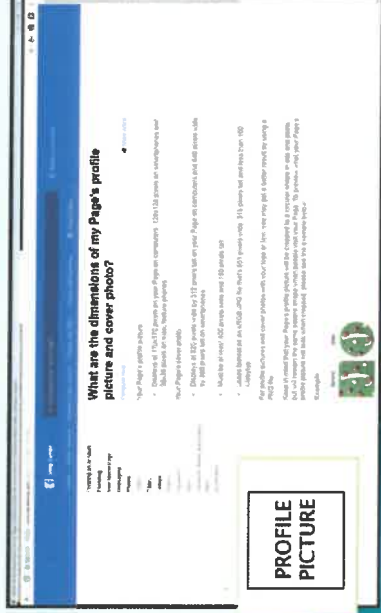
#CDWeek2017; #CDBGImpact; #Fight4CDBG;

#CDBG; #HOMEImpact; #Fight4HOME)

Campaign Goals: Elevate awareness of the need for -- and the impact of -- Community..

B.) Building Capacity

4. Profile & Cover Photos



Social media profile photos and cover photos offer “real estate” that you want to take full advantage of by utilizing the space well. This screenshot shows those dimensions. My suggestion is to find templates of the proper dimensions, drop into publisher and create your images there over the template, then save as image for posting; these dimensions are frequently changed. Be sure to google and find the most recent dimensions – these are current as of 2/7/18.

B.) Building Capacity

4. Profile & Cover Photos



The screenshot shows a browser window displaying the Facebook Help Center page. The URL is <https://www.facebook.com/help/123179114932046>. The page title is "What are the dimensions of my Page's profile picture and cover photo?". The article content includes:

- Computer Help**
- Your Page's profile picture:**
 - Displays at 170x170 pixels on your Page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones
- Your Page's cover photo:**
 - Displays at 820 pixels wide by 312 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones
 - Must be at least 400 pixels wide and 150 pixels tall
 - Loads fastest as an sRGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes

For profile pictures and cover photos with your logo or text, you may get a better result by using a PNG file.

Keep in mind that your Page's profile picture will be cropped to a circular shape in ads and posts, but will remain the same square shape when people visit your Page. To preview what your Page's profile picture will look when cropped, please see the example below.

Example

Before:  Alter: 

A callout box with a green border highlights the text "PROFILE PICTURE" in a white box with a black border.

B.) Building Capacity

5. Gaining Reach

- Follow other users
- Integrate with email; website; newsletter



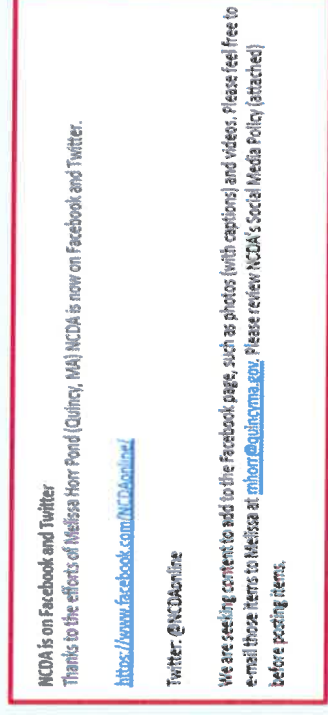
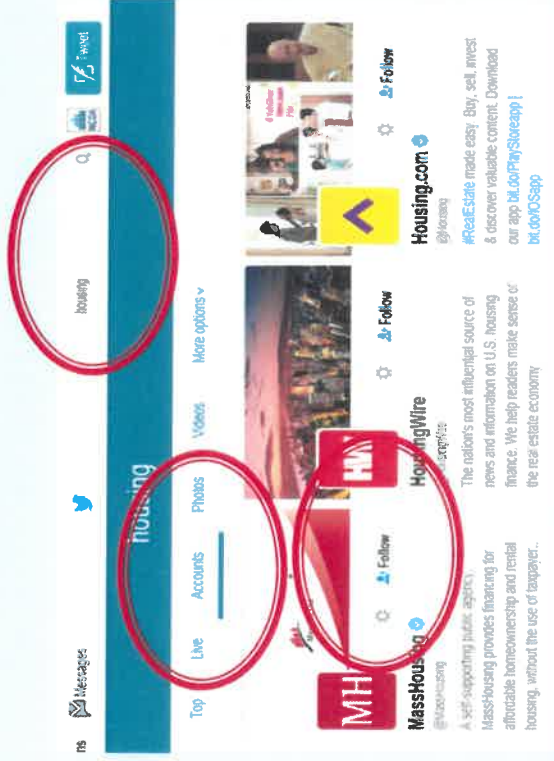
Gain reach (a larger audience per post) on Twitter by searching for relevant topics and following those accounts and engaging with them. Most likely, these accounts will follow you back. The example here shows searching for housing related accounts on Twitter. Perhaps you would search your community for other accounts to follow.

Be sure to let your network know that you are engaging on social media via your website and newsletter or other means. Link your social media accounts to your website and/or email signature and/or each addition of your e-newsletter. The examples here show how NCDA discussed the social media accounts in the newsletter when we first launched and the social media buttons on the NCDA website near the search bar.

B.) Building Capacity

5. Gaining Reach

- Follow other users
- Integrate with email; website; newsletter



C.) Follow-Up Resource Guide

1. Enhanced Content Options
2. Practical Applications
3. Additional Resources
4. Year over Year & 2018 Goals
5. Presenter Contact Info

This section provides some additional resources and food for thought ...

C.) Follow-Up Resource Guide

1. Enhanced Content Options
2. Practical Applications
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C.) Follow-Up Resource Guide

1. Enhanced Content Options

- Podcasts (ex / <http://www.qatv.org/audio/AMQuincy/community-development-week-april-18-2017>)
- Recorded Videos (ex / <http://spliceapp.com/>)
- Live Stream from Facebook
- Create infographics (ex / <http://piktochart.com>)
- Blogs - Notes on Facebook; Blogger on Google

If you are interested in posting more than text and photo updates, try these enhanced content options.

C.) Follow-Up Resource Guide

1. Enhanced Content Options

- Podcasts (ex / <http://www.qatv.org/audio/AMQuincy/community-development-week-april-18-2017>)
- Recorded Videos (ex / <http://spliceapp.com/>)
- Live Stream from Facebook
- Create infographics (ex / <http://piktochart.com>)
- Blogs – Notes on Facebook; Blogger on Google



C.) Follow-Up Resource Guide

2. Practical Applications

- Use social media to call to action such as to call legislators
- Share exciting stories in more than one format. Give readers more than a headline with a blog article and share more than one photo per post.
- Cross-reference and utilize multiple media channels. Post links or photos of new paper articles. Include Eventbrite links in press release if applicable.
- Post faces. Include photos of Mayor, other dignitaries, and participants. Use photo release for children under 18.
- Engage with individuals and organizations both in person and online. Engage with other pages to drive engagement on your page.

These are tips I created based on my experience with watching the analytics of my posts on various agency posts over the past 5 years. I have examples if you want more information on these, reach out to me via email and I'll share examples.

C.) Follow-Up Resource Guide

2. Practical Applications

- Use social media to call to action such as to call legislators
- Share exciting stories in more than one format. Give readers more than a headline with a blog article and share more than one photo per post.
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- Engage with individuals and organizations both in person and online. Engage with other pages to drive engagement on your page.

C.) Follow-Up Resource Guide

3. Additional Resources



• Beth's Blog: <http://www.bethkanter.org>



• Socialbrite—Social Solutions for Nonprofits: <http://www.socialbrite.org/>



• Social Media Examiner—Your Guide to the Social Media Jungle: <http://www.socialmediaexaminer.com/>

These resources are kept up to date with the latest social media information. They are great places to follow information to help you achieve your social media goals.

C.) Follow-Up Resource Guide

3. Additional Resources



◆ Beth's Blog: <http://www.bethkanter.org>



◆ Socialbrite—Social Solutions for Nonprofits: <http://www.socialbrite.org/>



◆ Social Media Examiner—Your Guide to the Social Media Jungle: <http://www.socialmediaexaminer.com/>

C.) Follow-Up Resource Guide

4. Year over Year & 2018 Goals

2018 GOALS	Platform	2016	2017	Change
100	Facebook	10	50	500.00%
100	Twitter	5	70	1400.00%
10	Instagram	1	8	800.00%
10	LinkedIn	0	4	#DIV/0!
10	YouTube	9	4	44.44%

Searchable unique public handles posting at least once about Community Development Week (not necessarily using the #; numbers may be higher and do not include individual persons; numbers do include Government, Business, Nonprofit handles)

The growth year over year for organizational accounts discussing Community Development Week on Social Media was tremendous, following our concerted effort in 2017 to get folks online and using the #CDWeek2017.

I suspect the low use of LinkedIn is that it's more for individuals to use more than organizations and the count was organizational use. But please do share your #CDWeek2018 updates on your personal LinkedIn too!

I suspect the drop in YouTube numbers is because Facebook allows for direct video uploads so there is less need for YouTube as a place to upload the video first before posting as it was in the past. However, YouTube is a great platform for engagement and posting content. It's a good way to hit more than one platform with one piece of content.

Please help drive the numbers up for Facebook and Twitter by getting your organizations online and posting about Community Development Week. Have your Department, City, and nonprofits each post something and each of those would count as a hit for this tracker. I would love to see our numbers be even higher than the goals listed! Let's do this! Good luck!

C.) Follow-Up Resource Guide

4. Year over Year & 2018 Goals

2018 GOALS	Platform	2016	2017	Change
100	Facebook	10	50	500.00%
100	Twitter	5	70	1400.00%
10	Instagram	1	8	800.00%
10	LinkedIn	0	4	#DIV/0!
10	YouTube	9	4	44.44%

Searchable unique public handles posting at least once about Community Development Week (not necessarily using the #; numbers may be higher and do not include individual persons; numbers do include Government, Business, Nonprofit handles)

C.) Follow-Up Resource Guide

5. Presenter Contact Info

Melissa Horr Pond
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Department of Planning & Community
Development
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617-376-1053

Feel free to reach out to me at anytime.

C.) Follow-Up Resource Guide

5. Presenter Contact Info

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617-376-1053