



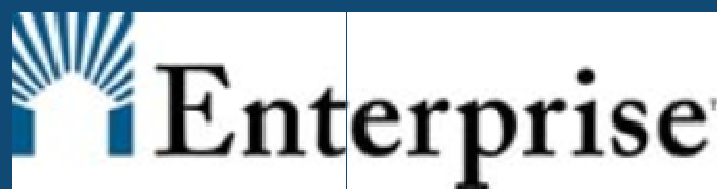
# Solutions *for* Working Families

**2009 Learning Conference  
on State and Local Housing Policy**

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## **Series Session 3: Building Community Support for Affordable Homes: “A Tutorial on Traditional and Web 2.0 Communications Strategies”**

### **Presenters:**

**Michele Anapol**, National Housing Conference and Center for Housing Policy

**Isaac Salazar**, Enterprise Community Partners, Inc.

**Roberta Rewers**, American Planning Association

**Laura Woods**, National Housing Conference and Center for Housing Policy

# Planning a Communications Strategy

- Issue
- Goal
- Audience
- Message
- Tools
  - How are you getting your message out
    - Traditional Media Tools
    - Web 2.0 Tools

# Traditional Media Tools

- Media Release
- Opinion Editorial
- Letter-to-the-Editor
- Fact Sheet
  - Use to explain complicated topics
  - Try to keep to one-page

# Communications Tips

- Keep it simple
- Stay focused and stick to your message
- Use analogies and anecdotes
- Avoid using “off the record”
- Use “bridging” terms or phrases
- Know what interests your audience (WII-FM)
- RSVP—Don’t ignore calls or e-mails.

# Web 2.0 Tools



Primarily Internet- or mobile-based tools through which you can connect with others and exchange information. The term “Web 2.0” is often used interchangeably with “New Media” and “Social Media.”

# Why Use New and Social Media?

- Presents a unique opportunity to take advantage of a renewed interest in social activism online
- Participate in existing conversations about your issue
- Allows you to have your own voice and drive your own message
- It can also...
  - Drive traffic to your Web site
  - Enhance online advocacy and outreach efforts
  - Connect with peers and build a network of committed followers

# Making the Connection

## How Do Traditional and Web 2.0 Tools Relate and How Can I Use Them?

- Blogs: Allow you to synthesize media releases, op-eds and letters-to-the-editor
- Facebook, Twitter and LinkedIn: Make it easy to share information with both new and existing audiences
  - Shortening URLs to meet Web 2.0 character limits:  
[www.tinyurl.com](http://www.tinyurl.com)
- YouTube: Allows you to share TV footage on your YouTube page, or upload your own videos

# Deciding What Works Best for You

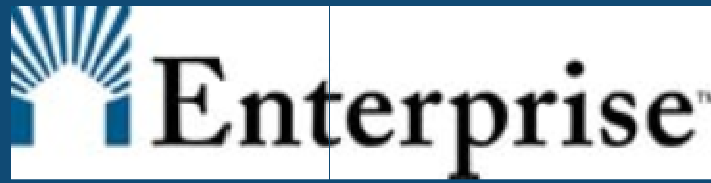
- Rome wasn't built in a day
  - Staff time is an issue
  - Find out what tools would work best for you
- Beta phase
  - Create accounts based on the type of content you want to share
  - Search for your target audience in these communication channels
  - Once you have identified which tools work best, promote them among your established email list

# Outcomes of an Integrated Strategy

- Importance of a balanced communications plan
- Measuring your results:
  - Traditional Media
    - Track media or audience impressions
    - Self-service or subscription services available
  - Web 2.0
    - Quantitative: [Facebook Insights](#), [YouTube Insights](#), [TwitterCounter](#), [Google Analytics](#)
    - Qualitative: [www.icerocket.com](#), [www.whostalkin.com](#), [Google Alerts](#) via RSS or email

# Tying It All Together: Top 10 Takeaways

1. The communications landscape is changing
2. Tools should be used to complement one another
3. Don't need to recreate the wheel
4. Web 2.0 is not a panacea, but cannot be ignored
5. Successful use of social media is measured by more than just fans and followers
6. Forming relationships with bloggers is important
7. Respect and respond—respect everyone (regardless of traditional or Web 2.0 media) and respond to questions
8. Avoid industry jargon—speak simply and clearly
9. Frame messages for WII-FM
10. Keep messages consistent across all outlets



For more details about the information covered in this session, please visit the SWF Communications Wiki @ <http://swfcommunityworkshop.wikispaces.com/>