BLOGGING, TWEETING, NEWSLETTERS AND FACEBOOK:
WHERE WILL YOUR GROUP’S VOICE BE HEARD?

Aging Better Together
THE POWER OF COMMUNITY

Salt Lake City, UT | May 20 & 21, 2016

Jenny Godwin, CoHousing Solutions
Who’s in the Room?

- Your name
- Where you’re from
- Current cohousing status
- Involved in Group: What’s the biggest stumbling block for your group in terms of marketing/media work?
- Not Involved in Group: Where have you noticed other cohousing groups excel with their marketing/online presence?
About Me

- Background in Urban Planning and Creative Writing
- Media leader: CoHousing Solutions & 500 Communities Program
- Runs our CS media outlets
- Cohouser-wannabe
- Aids communities in formation with recruitment, publicity & branding
- Media Team Leader for Aging Better Together Conference
Our Journey Today

- What are the most effective **online outreach tools** for your group to employ?
- What are the keys to a **successful marketing campaign**?
- How do you find things to **share on your media**?
- How to **integrate these various online media** platforms effectively?
- How do you **measure the success** of your group’s outreach strategies?
- When should you say “uncle” and **hire this work out**?
You may think most social media users look like this…

So, why waste your time with online marketing?

Does your targeted demographic even use these platforms?

Jenny Godwin, CoHousing Solutions
Wolf Creek Lodge Apple Users’ Group
Our Online Social World

Social media and online outreach aren’t just for the kids these days.

2014

First year when more than half of all online adults 65+ (56%) used Facebook.

As of January 2014, 74% of online adults use social networking sites.

52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users.
More Connected Than Ever

Social networking site use by age group, 2005-2013
% of internet users in each age group who use social networking sites, over time

Age Distribution At The Top Social Networks
% Of Users In Each Age Group — US Data - Users Aged 18 And Over — December 2014

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<th>Social Network</th>
<th>18-24</th>
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<th>35-44</th>
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Source: comScore
“Doing something once is an event. Doing it over and over again is a process. Marketing is something you'll need to do over and over again if you want to achieve results.”

- Al Lautenslager, Author
Professionalism of Your Message

Two Important Perspectives:

- Community rooted process, but...hinged on serious financial commitments
  - Clarity up-front about pricing to buy in
  - Things you *aren’t* flexible on: location, intergen vs. senior, etc.
  - Building a credible presence

- Selling community first, houses second
  - Roots in emotional engagement
  - Bios up on group website before floor plans
Experts say it takes 6-8 times of "touching" a prospect before they get in purchase-readiness mode.

**PREPPING THE MARKET.**

Could also apply to...

- Before they really take notice
- Think seriously about joining
- Take the next steps with membership
Keys to A Successful Marketing Campaign

- Consistency
- Relevance
- Credibility
- Broadening Your Message
- Lightheartedness
- Stick-to-itiveness
1: Consistency

- Frequency is key on any media
  - This goes for both online and print
- Broken record? Sometimes you need to be
  - Must have clarity early on about who to attract
- Found a favorite publication, station or venue?
  - Keep with it, and explore similar venues
- Also key here - track your results (*more coming later*)
Hello? Are You There?

Engagement is, in part, a product of viewing frequency.

- Who sees your posts
- When?
- How often?

### Facebook and Instagram Users Highly Engaged on Daily Basis

Among the users of each respective site, the % who use that site with the following frequencies (e.g., 70% of Facebook users use the site on a daily basis)

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<th>Site</th>
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<th>Weekly</th>
<th>Less Often</th>
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<td>Facebook</td>
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<td>LinkedIn</td>
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Source: Pew Research Center, March 17-April 12, 2015. PEW RESEARCH CENTER
Did You See It?

Average Time Spent On Social Networks Per Day By Americans

- Facebook: 40 minutes
- Twitter: 34 minutes
- Instagram: 21 minutes
- Pinterest: 21 minutes
- Snapchat: 17 minutes
- Reddit: 13 minutes
- LinkedIn: 10 minutes

Sprout Social

Cowen and Company, 2014
People use Facebook at work and at home, on mobile and desktop.

Best Times to Post:

- 12:00–1:00 p.m. on Saturdays & Sundays
- 3:00–4:00 p.m. on Wednesdays
- 1:00–4:00 p.m. on Thursdays & Fridays
Mentions and Gratitudes

- Increase your **post reach**
- Increase probability of your post being **shared**
- Enforce **collaborative nature of** your project
Twitter is used at work and at home, usually during down times like commutes and breaks.

Best Times to Post:

12:00–3:00 p.m. on Mondays through Fridays
5:00–6:00 p.m. on Wednesdays
Replies Stay Salient When Made Quickly

Tonic Housing @tonichousing · Apr 27
Thanks to @coho_us for inspiring US visit. Is #cohousing a way of combating #loneliness when older? To discuss more soon with @UKCohousing

CoHousing Solutions @Cohousing_500
Hi @tonichousing, great to meet you & show off our local Nevada County #cohousing communities. Best of luck moving forward! @UKCohousing

5:29 PM - 28 Apr 2016
LinkedIn is for professionals, and they tend to use it during working hours.

Best Times to Post:

7:30–8:30 a.m., 12:00 p.m. & 5:00–6:00 p.m. on Tuesdays, Wednesdays & Thursdays

10:00–11:00 a.m. on Tuesdays
2: Relevance

- Who do you hope to attract?
- What are your/their interests? *Emotional engagement.*
- Underlying current: Calls to Action!
- Group profiles are your online face
- No shortage of cohousing news
- Keep posts on topic — within reason
Connecting the Dots

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Missed opportunities:
- Lacks a tie-in to cohousing
- No connection to group vision
- Why should I care/attend?

✓ Group relevant
✓ Timely
✓ Begins with a lead
3: Credibility

- Responsiveness
- Don’t promise what you can’t offer (or too early)
- Enforce: Credibility of the movement

Community Metrics

Established Communities = 162
---Completed = 137
---Building or Expanding* = 25
Forming** = 126
4: Broaden Your Message

- Reach a more diverse audience
- Where can you tap in/connect further locally?
- Reinforce your message with topics important to you
  - Installation of solar panels are on the rise in our city!
  - Aging at home is challenging. We look forward to having a built in support system in senior cohousing.
  - We love how X Business rewards their employees who bike to work. Our site is on the river trail, and we plan to…
“Meetup’s mission is to revitalize local community and help people around the world self-organize. Meetup believes that people can change their personal world, or the whole world, by organizing themselves into groups that are powerful enough to make a difference. Where can you tap in/connect further locally?”

- Tap into over 26 million users
- Sorted by location, and tags/categories
- Events-focused
- Potentially to collaborate regionally
5: Lightheartedness

- Cohousing isn’t all fun and games, but outside the meetings there are:
  - Pint nights…
  - Grandchildren being born…
  - Picnics in the park…
  - Members doing silly things…

Celebrate.
Invite others to join.
This should be fun!
6: Stick-to-itivity

- Cohousing is, at times, a series of follow-up to-do’s
- You’re your best advocate
- Warming up the press
- Keep on top of your own media, thank/tag/mention those who promote you
What to Post?

- Cohousing articles

- News relevant to your group’s demographics, focus:
  - *In-home care costs on the rise*…
  - *Children raised in community thrive*…
  - *Our state leads the nation in wind turbines*…

- Your upcoming events, news, success stories, member interviews, local events and organizations of interest

- Surveys, invitations, we want to get to know you…
Where to Find Things to Share?

1) Google Alerts

"co housing"

NEWS

Oyster successful in petitioning onto commissioner ballot

The Daily Planet

In a co-housing development, people buy into the project before it is built, own their own space (be it a home or a unit in a building) and share ...

WEB

Co-Housing Events Featured This Week

KNCO

Saturday is 'National Co-Housing Open House Day' where Wolf Creek Lodge and Nevada City Co-Housing on Broad Street will open their doors.
Where to Find Things to Share?

2) Cohousing.org main page

In the News

- Workshop canceled due to lack of interest for potential arts cohousing project in Nevada City - The Union of Grass Valley
- Capitol Hill cohousing residents show off new digs - Capitol Hill Times
- Nashville Co-housing Community is a First in the State - WZTV
- Vancouverites aim to create co-housing space within a condo tower - The Globe and Mail
- Capitol Hill’s cohousing pioneers are ready to move in on 12th Ave - CHS Capitol Hill Seattle

3) Local news

Chico co-housing project marks 20th year

Residents of Valley Oaks, Chico’s only co-housing neighborhood, meet in the common area at the end of the day to relax and catch up.
### Where to Find Things to Share?

#### 4) BuzzSumo.com: Trending News Search

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<tr>
<th>Title</th>
<th>Shares</th>
<th>LinkedIn</th>
<th>Twitter</th>
<th>Pinterest</th>
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<td>Meet the new Golden Girls (and guys): How boomers are coming up with creative living arrangements</td>
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<td>By The Globe And Mail - Nov 11, 2015</td>
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<td>How These Communities Save Energy—and Time for What Matters</td>
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<td>By National Geographic - Dec 22, 2015</td>
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<td>Simply Home: A tiny cohousing community grows in Portland (Video)</td>
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<td>By Kimberley Mok - May 29, 2015</td>
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Where to Find Things to Share?

5) Twitter (#cohousing)

Ed Fletcher @NewsFletch · Apr 27
Group seeks engaged neighbors to build Fair Oaks #cohousing community
sacb.ee/69ep

COHO/US @coho_us · Apr 27
@CaddiePO is a BIG part of #cohousing in the US - Share and join Sat. April 30 #CohoOpenHouse2016 facebook.com/events/9219245... see real examples!

Cohousing Company @CohousingCo_01 · Apr 27
Nat #Cohousing Open House day this weekend, NC is not shy bit.ly/1WqGSu check out some near you bit.ly/1YUKWoB @cohousing

Cohousing Solutions @Cohousing_500 · Apr 27
#Cohousing filled week in #gvc! Presentation with Chuck Durrett of @CohousingCo_01 TONIGHT at 7:45PM bit.ly/1NQISDt @TheUnion

Workshops, presentations scheduled for Nevada Cl...
Anatomy of a Successful Post

Images

Tags relevant parties

Links back to article

Initiates Engagement
Spotlight: A+ Newsletters

- Relevant to me, the reader
- Engages me in some way
- Full of catchy images
- Timely – upcoming events, places to meet you
- Connected to larger cohousing world
- #1: Clear call to action
- Readable on a mobile device
Mobile-Friendly Matters

**CASE STUDY**
CoHousing Solutions’ email list is ~3000 people

Up to **42%** of users opened recent emails on mobile

**BIG PICTURE**
**83%** of adults over the age of 50 own a mobile phone.

Checking email is the #1 activity they use them for.
Spotlight: A+ Newsletters

Give Yourself the Gift of Community!

This video describes life in cohousing:
https://www.youtube.com/watch?v=BefwcWoMZME

You choose how much to participate in the social life of cohousing -- if you feel like being a hermit for a while, no one's going to bother you. But when you know your neighbors, you can enjoy a chat on the pathway, learn how to tune your bike in the workshop or how to grow chard in the garden, make a meal together or laugh over a game in the Common House. Kids love having other kids to play with. We're more than half full, so join now for best selection of remaining homes! Call 907-399-2051 for details.

Is living in cohousing on your bucket list?

Then join us in Eugene this Sunday!

- Know your neighbors.
- Multi-generational community.
- 28 privately owned homes and a Common House.
- 2.3 acres off the bike path along the Willamette River.
- Shared garden space.
- More time and more fun in your life!
- It's better together.

Would your family blossom in cohousing?

Join us Sunday, April 19, at 3 p.m.!
When to Send Newsletters Announcements

Distribution of Subscribers’ Optimal Day of Week

Percent of Subscribers’ Optimal Send Times by Hour of Day
Spotlight: Blogging

- Get personal
- Member testimonials
- cohousing.org – chance to connect nationally

Open House Day at the First U.S. Cohousing Community
Submitted by JennyG on May 4, 2016

Jenny of CoHousing Solutions

Californians had a lot of choices for where to visit last Saturday the 30th for Cohousing Open House Day. From Arcata to L.A. to the Bay and Sierra Foothills in-between, 19 communities participated - more than any other state (though you came close, Massachusetts). I had the treat of touring Muir Commons in Davis, and arrived curious about who and what I’d find in this 25 year-old community, the very first built in the United States. I wondered - Does community stand the test of time, when only a few founding members are left?
Senior/Adult Coho VS Multigenerational/Intergenerational/Family Coho.....

April 2, 2016

There has been discussion back and forth on communities just for seniors and some folks think they want to be in multigenerational cohos so children would be around to interact with. I can see the benefits and the downsides. Multigenerational/intergenerational cohos are composed of families whose focus is raising children. The children who have grown up in cohos are quite fortunate and have emerged as exceptional citizens of the world. Interaction of children with elders is enriching on both sides.

In senior cohousing, although the majority of residents are 50+, there does not have to be an absence of children. There will be grandchildren and great-grandchildren and families visiting some of us.
Integrating Your Media Posts

- **Hootsuite: All Platforms, All at Once**

> #AgingBetterConf is right around the corner! Who from your #cohousing group will attend? Conference Program here: bit.ly/1S0RayR

**AutoSchedule**
AutoSchedule your message for optimal impact.

**May 2016**

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**2016-05-17**

**Time:** 12:00 AM

Email me when message is sent

View date in Publisher

Want to save time? Try the bulk message uploader
Making a Media Plan

- State goals upfront
  - We need to attract X # of new members in X amt. of time
  - We need to promote events Y & Z
  - We need more families, people of higher incomes, etc.
- Requires scheduling, coordinating within group
- Must have inherent flexibility
  - Incorporating local press JIT
- Prioritizing order of operations
- Keep each other accountable
What’s Working, What Isn’t?

Tracking is your best marketing measurement friend. Unmeasured progress is a shot-in-the-dark system.

- Website visits
- Newsletter opens, clicks, picture views
- Facebook and Twitter engagement and “reach”
- Person-to-person is KEY
  - “How did you hear about our group?”
  - “What brought you to our tour?”
Website Tracking

Google Analytics recommended - installable on many websites.


Measurement available in increments:
- Yesterday
- 30 days
- 60 days
Newsletter/Email Data

- Helps determine:
  - Level of interest & ideal send day/hour (opens)
  - What images are resonating with your list (clicks)
  - What kinds of events are sparking interest (clicks)

* Example stats from Constant Contact email account send.

Email Stats

- 152 Opened (36.8%)
- 417 Sent
- 18 Clicks (11.8%)
- 0 Forwards
- 4 Bounces
- 0 Spam Reports
- 0 Opt-outs
- 261 Did Not Open

Email Settings

- Subject: Attending the Aging Better Together Conference? Come Say Hi!
- Preheader Text: Cohousing Conference in Salt Lake City: May 20 & 21, 2016
- From Name: Jenny of CoHousing Solutions & 500 Communities
- From Email Address: jenny.godwin@cohousing-solutions.com
- Reply-to Email Address: jenny.godwin@cohousing-solutions.com
- Send To Lists: 500 Communities Program
Food for thought from Fellowship for Intentional Community & Common Fire Beacon-Newburgh. How do cohousers create a thoughtful and responsive life together that meets their vision?

"You aren’t going to be able to figure everything out ahead of time, and you are going to have disagreements about what is right for the community for as long as the community exists. But taking the time to go a level or two deeper with your visions will help you identify differences that will help people make the best decisions for themselves and the group about how to move forward."

Common Fire’s Top Ten Hard-Earned Tips for Community Success - Fellowship for Intentional Community

1,253 People Reached

36 Reactions, Comments & Shares

16 Like

3 Love

1 Haha

5 Comments

11 Shares

62 Post Clicks

0 Photo Views

32 Link Clicks

30 Other Clicks
Twitter Analytics

Jan 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 571 impressions

"Design Won't Fix It Alone." Instead, design "with, not for" - as in: #cohousing bit.ly/1ZYoqT
@EngagingCities @dellarucker @Medium

Top mention earned 19 engagements

Hélène T. Stellan
@nextactforwomen • Jan 28

#Midlife is a great time to consider a collaborative #community - Read how
@Cohousing_500 bit.ly/1Gvd3Db
pic.twitter.com/qPhBwYjH

Top Follower followed by 29.7K people

Angel Jimenez
@Architect_Prot FOLLOW YOU

Architectural Professor, amateur winemaker & delightful dinner party raconteur

Top media Tweet earned 449 impressions

How do you build #community in #cohousing or otherwise? What does a strong community look like? #MondayMusing
pic.twitter.com/JiWMkxMipak

JAN 2016 SUMMARY

Tweets
30
Tweet impressions
8,584
Profile visits
222
Mentions
12
New followers
24
Uncle!

- Important media isn’t getting done...
- Your efforts looks elementary or aren’t accessible...
- That “Marketing” line item in the budget is still awfully big...
- It’s been on the “to do soon” list for months...
- Those interested in your project have expressed frustration about getting in touch with your group...
- It’s all too overwhelming...
More Resources

- www.bitly.com (Shorten links for Twitter)
- www.hootsuite.com (Coordinating multi-platform posts)
- bit.ly/1YAfFCR (Tweet Formulas to get your started)
- bit.ly/1W1cVkJ (LinkedIn how-to’s)
- bit.ly/1YArlJdO (Successful Facebook posts)
- www.locality.org.uk/resources (Social media overview)
- conta.cc/1TGNFt7 (Social Media Training for Beginners)
Want to Practice?

- Interact with the Conference team this weekend, via our online media:
  - @Cohousing_Conference (Twitter)
  - U.S. Cohousing Association (Facebook)
  - #AgingBetterConf
Thank You!

Remember, marketing shouldn’t feel like work (well, maybe a little…)

When you’re having fun on your media, others will feel it! Let’s find you those members…

QUESTIONS?

Jenny Godwin
CoHousing Solutions

jenny.godwin@cohousing-solutions.com
www.cohousing-solutions.com