TELLING YOUR COMPELLING COHOUSING STORY:
WHERE WILL YOUR GROUP’S VOICE BE HEARD?

Nashville, TN | May 19-21, 2017

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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?
“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
Experts say it takes 6-8 times of "touching" a prospect before they get in purchase-readiness mode.

*Could also apply to…*

- Before they really take notice
- Think seriously about joining
- Take the next steps with membership
Facebook Best Practices

- Post **regularly** (3x per week ideal)
- Remain **relevant** to and **advance** your project’s interests
- Create and use your **events** tab
- Consider **boosting** your post for a targeted reach (region, age, interests)
What to Post?

- Cohousing and community-related articles
- News relevant to your group’s demographics, focus:
  - *In-home care costs on the rise…*
  - *Kids who grow up in community thrive…*
  - *Our state leads the nation in solar installations…*
- Your upcoming events, news, milestones, member news, local events and organizations of interest
Mentions and Gratitudes

- Increase your **post reach**
- Increase probability of your post being **shared** further
- Link to relevant Facebook **events**
- Enforce your project’s **collaborative nature**
Connecting the Dots

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
Meetup is organized around one simple idea: when we get together and do the things that matter to us, we’re at our best. Meetup brings people together to do, explore, teach and learn the things that help them come alive.

- 87 Meetups, 16,107 members
- 270 in Nashville Cohousing’s Meetup
- Tap into your local market
Meetup Best Practices

- Create a broad list of **interests** to describe your group’s category (intentional communities, green living, real estate, etc.)
- Stay on top of **messaging** (reply quickly, receive email notifications)
- Upload **photos** to build sense of community
- Post events **early** and send reminders to members closer to
Twitter Best Practices

- Post **quite frequently** for max exposure (1x day ideal)
- Replies stay **salient** when made quickly (fast paced communication)
- Keep an eye on trending **hashtags (#)** and check #cohousing often to find relevant news.
Anatomy of a Successful Post

Images

Tags relevant parties

Links back to article

Initiates Engagement

CoHousing Solutions @Cohousing_500 · Mar 30
The One Thing You Need for a Happier, Healthier Life | Hint #cohousing provides many outlets for this [ow.ly/106CMv](http://ow.ly/106CMv) @NextAvenue

The One Thing You Need for a Happier, Healthier Life
According to The Harvard Study of Adult Development, the key to happiness and living a healthier life is one simple thing.
	nextavenue.org

How to Design Our Neighborhoods for Happiness
When we share our yards, sidewalks, and other common spaces, we find a greater sense of belonging and connection to those around us.

[YESMAGAZINE.ORG](http://YESMAGAZINE.ORG)

Get More Likes, Comments andShares
Boost this post for $15 to reach up to 1,800 people.
YouTube Best Practices

- Unless you’re making videos, this tool is more about helping those new-to-cohousing **picture life in community**
- **Follow** cohousing communities who post videos regularly
- Include your channel on your **website**
Keys to A Successful Marketing Campaign

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

- **Frequency** is key on media (both print & online).
- Find new ways to **sell community**
- Engagement is, in part, a product of **viewing frequency**
- Media advertising: explore what “**sticks**” best
- Also key here - **track** your results (*more coming later…*)
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: 17 minutes
- Gmail: 13 minutes
- LinkedIn: 10 minutes

Source: Cowen and Company, 2014
2: Relevance

- **Who** do you hope to attract to your community?
- Always remember a **call to action** or at least a tie-back to your group’s **mission/vision**
- Group media profiles are your **online face**
- **Keep up to date** on cohousing news
3: Credibility

- Responsiveness builds trust
- Don’t promise what you can’t offer
- Enforce the movement’s credibility (in the real estate market, nationwide, for your age demographic)

Community Metrics

Established Communities = 165
---Completed = 148
---Building = 18
Forming** = 138
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 is on the rise in our city!
  - Raising a kid and balancing work and social time in today’s modern world is challenging. With intergenerational cohousing, parents can gain more support.
  - We love how X Business rewards their employees who bike to work. Our site is on the river trail, and...
5: Lightheartedness

- Cohousing isn’t all fun and games, but outside the meetings there are:
  - Pint nights…
  - Babies being born…
  - Picnics in the park…
  - Members tackling projects together

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

- 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
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.

See more results | Edit this alert
Where to Find Things to Share?

2) **Cohousing.org** main page

3) **Local news**

**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

*more*
Where to Find Things to Share?

4) Twitter (#cohousing)

5) Facebook

Seniors who want to ‘age in place’ make case for cohousing developments
People have only just moved into Harbourside Cohousing in Sooke, B.C., but the unique concept for seniors housing has others making similar plans.

www.cbc.ca  Sunday, March 20, 2016 at 7:44pm

Vancouver trending: Cohousing’s rich rewards | Metro News
Get to know your neighbours (really well) as cohousing movement takes root in B.C.

www.metronews.ca  Thursday, February 11, 2016 at 8:20pm

Cohousing: ‘It makes sense for people with things in common to live together’
Britain’s first co-housing scheme for older people offering the chance to live independently but in a shared community will open to residents next year

www.theguardian.com  Monday, February 16, 2015 at 2:20am

Why cohousing communities are attracting midlife Mainers
“This is not a commune at all,” one cohousing resident said. “It’s more like a condominium or a homeowners’ association.”

bangordailynews.com  Friday, October 16, 2015 at 4:34am

Raising Kids in Cohousing Communities
Guest blogger Sarah Lozanova explains the benefits of raising kids in cohousing communities such as the Belfast Cohousing and Ecovillage her family is moving into.

www.motherearthing.com  Thursday, December 27, 2012 at 5:22pm

Cohousing: The sharing economy for housing, explained in an infographic
It’s sometimes hard to get a handle on what cohousing is. This can help!

www.treehugger.com  Wednesday, July 29, 2015 at 8:34am

Togetherness Take 2: Is a Cohousing Community for You?
Missing that sense of connection? Consider the new breed of neighborhood with a communal bent

www.houzz.com  Wednesday, January 8, 2014 at 3:01pm
Spotlight: A+ Newsletters

- Relevant to me, the reader
- Full of catchy images
- Timely – upcoming events, place to meet you
- Connected to larger cohousing world
- #1: Clear call to action
- Readable on a mobile device
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.

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.

Would your family blossom in cohousing?

Join us Sunday, April 19, at 3 p.m.!
Mobile-Friendly Matters

**CASE STUDY**

CoHousing Solutions’ email list is ~3000 people.

Nearly 50% of users opened recent emails on mobile, and that number’s steadily increasing.
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
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
- Person-to-person is key, poll the audience at events
  - “How did you hear about our group?”
  - “What brought you to our tour?”
Website Tracking

*Google Analytics recommended - installable on many websites.*

Example analytics from [www.cohousing-solutions.com](http://www.cohousing-solutions.com), a WordPress based website.

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

- Helps determine:
  - Level of interest & ideal send time of 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.
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
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/1ZxqrT @EngagingCities @dellarucker @Medium

 механизация

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/1Qvd3Db pic.twitter.com/oPhBwYyjH

Jan 2016 SUMMARY

Tweets
30

Profile visits
222

Mentions
12

New followers
24

Top Follower followed by 29.7K people

Angel Jimenez @Architect_Prof Follows You

Architectural Professor, amateur winemaker & delightful dinner party raconteur

View profile View followers dashboard

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/JJMWdxMjpk
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…
Resources

- **www.bitly.com** (Shorten links for Twitter)
- **www.hootsuite.com** (Coordinating multi-platform posts)
- **bit.ly/1YAfFCR** (Tweet Formulas to get you started)
- **bit.ly/1W1cVk3** (LinkedIn how-to’s)
- **bit.ly/1YAfLdO** (Successful Facebook posts)
- **www.locality.org.uk/resources** (Social media overview)
- **conta.cc/1TGNFt7** (Social Media Training for Beginners)

(Email [jenny.godwin@cohousing-solutions.com](mailto:jenny.godwin@cohousing-solutions.com) to receive PPT copy)
Want to Practice?

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

Remember, marketing should be fun work, not a job to slog through…

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

QUESTIONS

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