

Using Social Media to Maximize your AFI Grant

*AFI Virtual Coffee Webinar Series
September 6, 2016*



Office of Community Services
Administration for Children and Families
U.S. Department of Health and Human Services

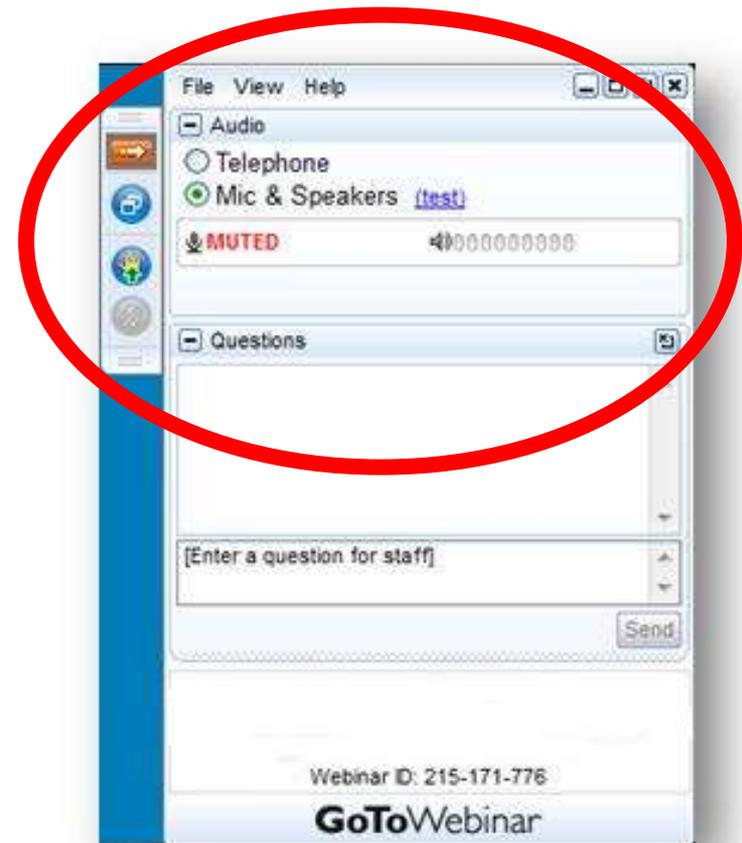


Introduction of Speakers

- Megan Bolado, CFED
- Chris Kingsley, La Casa Inc
- Kate Bovitz, Portland Housing Center
- Alex Moore, CommunityWorks

Connecting to Audio

- Having trouble dialing in?
 - Listen on your computer by clicking the option on the Control Panel.
 - Connect your speakers or a headset to your computer for best quality



Technical Issues & Questions

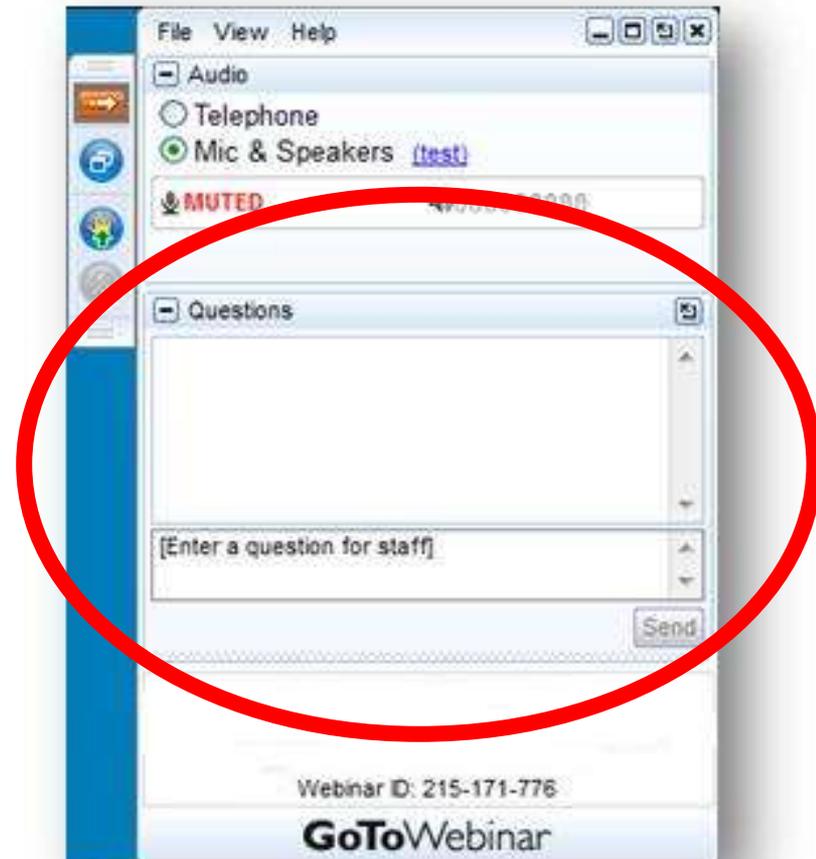
- Having technical difficulties?
 - Use the questions box
 - Email

ahadley@cfed.org



Housekeeping

- This webinar is being recorded!
 - All attendees are muted to ensure sound quality
 - A video recording and transcript will be available on idaresources.acf.hhs.gov at a later date.
- The webinar will last approximately 90 minutes.



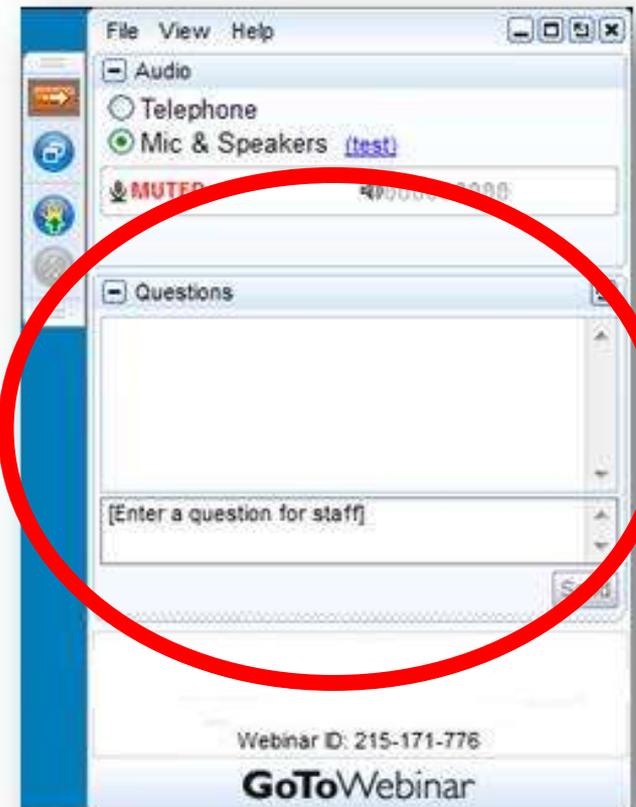
Webinar Objectives

Participants will:

- ✓ Hear about tips and tools for developing and utilizing social media to support your AFI Grant
- ✓ Hear from fellow AFI Grantees about their experiences using social media
- ✓ Ask questions and share ideas for best ways to use social media to support your AFI Grant

Questions and Comments

- Ask your questions or share comments using the box on the right side of your screen



A Few Questions For You



What type(s) of social media are you currently using?



During what stage(s) of the AFI project do you use social media?



Are there any challenges you are facing in using social media tools more effectively?



What tools do you use that help you manage your AFI project? (write your responses in the question box)





Portland Housing Center (Oregon)

- 1800 people in overall pipeline
- 131 AFI graduates since 2008
- Currently have 86 AFI participants enrolled
- 70% graduation rate (higher rate than for the state program alone)



Register Here

Congratulations on taking your first steps toward buying a home! The interactive map below outlines what you can expect from our services.



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En Español



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SUCCESS STORIES

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FAQ



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Portland Housing Center will be closed for Labor Day on Monday, September 5th.

0 - 19 hours ago

@PHCtweet

Events

Sep 07	Orientation – Portland 6-7pm
Sep 10	Homebuying101 – Portland 9-5 (class full)
Sep 13	Orientation – Beaverton 6-7pm
Oct 01	Homebuying101-Portland 9-5 (registration req'd)

Contact Us

Phone: (503) 282-7744
Hours: 9 am-5pm, Monday to Friday

Portland Office

3233 NE Sandy Blvd.
Portland, OR 97232

We're on the #12 TriMet bus line.
Here's a [map](#) of our location.

Beaverton Office

4900 SW Griffith Dr, Suite 123
Beaverton, OR 97005

Here's a [map](#) of our location.

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Homeownership Done Right.™

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- Challenges and opportunities:
- Need to be familiar with social media already
 - Provide frequent opportunities to connect
 - Some will use it and like it; some won't



Homeownership Done Right.™



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Typically replies within a day
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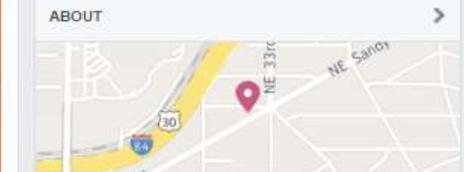
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Start a conversation with your group

Enter a conversation title...

Conversations Jobs



Kate Bovitz

Individual Development Account (IDA) Program Administrator at Portla...
OWNER

3h

To catch a scammer

Four of the 10 most notorious scams are aimed at homeowners. Check out these tips to help you deal with contractors and ensure you aren't being scammed. There's also helpful tips to avoid landlord/tenant and utility scams.



Be Careful Out There, The Housing Scene

In the 1980s police drama "Hill Street Blues," Sgt. Phil Esterhaus would begin the show with a warning to the assembled officers at...

ABOUT THIS GROUP

This group is open to anyone who has participated or is participating in the IDA Program at Portland Housing Center in order to share knowledge about asset-building, advocacy, and also to network in the Portland area and share knowledge on increasing earning power. Please keep any comments and discussions on this page civil - thank you!

[Group rules](#)

MEMBERS

27 members



Invite others





CommunityWorks

Building People & Places

Alex Moore,
Marketing and Initiatives Manager

IDA & Facebook

- Trial and Error
 - Boosted Posts didn't work
- Lessons Learned:
 - ALL about the audience (funders, stake holders, clients/service users, community at large)
 - Why are they on Facebook? “SOCIAL media”
 - Twitter and LinkedIn not great either for enrollment purposes

Then Where Do We Find IDA Clients?

- Referral Network
 - Other nonprofits
 - High schools
 - Local colleges & universities
 - Mortgage lenders
 - Business lenders
- Grassroots Marketing
 - Word of mouth
 - Community events
 - Resource fairs
 - Neighborhood meetings

Then What Do We Use Facebook For?

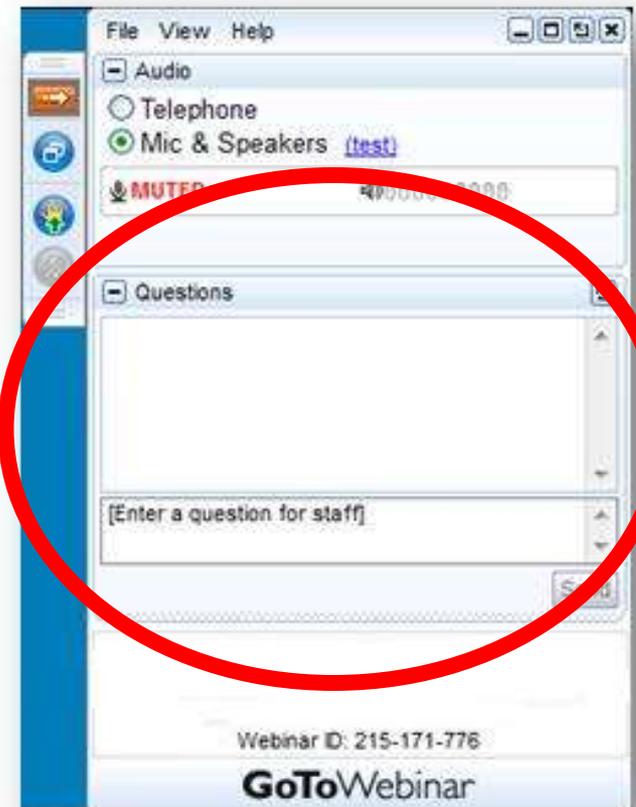


Then What Do We Use Facebook For?

- Success Stories
- Articles/News
 - Make the case for why our programs are necessary
 - Raise awareness
- Reports/Data
 - In compelling and digestible format
 - Infographics!
- Brand Recognition
 - Stakeholders, funders, community members

Questions?

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AFI Resource Center

- Home: idaresources.acf.hhs.gov
 - Calendar: <http://idaresources.acf.hhs.gov/Calendar>
-
- Help Desk:
 - Email: info@idaresources.org
 - Phone: 1-866-778-6037

Thank You!

