

NAHRO Member Panel: Mission-Driven Social Media



Cuyahoga Metropolitan Housing Authority Presenters



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CMHA Fast Facts

Mission: To create safe, quality, affordable housing opportunities and improve the quality of life for the communities we serve.



First Housing Authority in the United States. Chartered in 1933.



One of the ten largest housing authorities in the country.



CMHA has 60 developments:
10,000 units

Vision: To be the leader in cultivating safe, sustainable and dynamic communities of choice where everyone can strive for success.



Number of Housing Choice Vouchers: 15,000



Total number of people served: 55,000



CMHA received 12 national awards in 2020 for its program innovation from the NAHRO

Values: Commitment, Accountability, Respect, Excellence and Safety (**C** **A** **R** **E** **S**)



Marketing & Communications Department

- Internal and External Communications
- Publications (Annual Reports, Newsletters, Flyers)
- Website
- Intranet
- Strategic Planning
- Advertising
- Branding
- Public Records Requests
- Events
- Media
- Social Media



Content

WHY?

- Brand recognition
- Connecting and engaging with your audience

TOPICS/THEMES

- Upcoming events
- Photos/videos of past events
- Agency news/changes
- Community partner opportunities
- Publications and positive news stories
- Nationally celebrated days
- National news
- Tips (fire safety, weather related)
- Holiday closing notifications
- Advertisements



Engaging Social Media Post Examples



f Cuyahoga Metropolitan Housing Authority Cortney

Page **Inbox** 12 **Notifications** 1 **Insights** **Publishing To...** **Ad Center** **More** ▾



Cuyahoga Metropolitan Housing Authority
@CuyahogaHousing

Home
About
Photos
Videos

Liked ▾ **Following** ▾ **Share** ...

Cuyahoga Metropolitan Housing Authority
Published by Adria Chavers [?] · February 26 at 2:28 PM · 🌐

CMHA is proud to be a dedicated partner of the Progressive Action Council (PAC). On Saturday, residents attended the PAC meeting to share ideas and collaborate on new opportunities.



Cuyahoga Metropolitan Housing Authority
July 16, 🌐

CMHA hosted the annual Senior Jamboree event with a "Jamaican" theme at Wendy Park. Senior residents from various CMHA estates enjoyed a fun-filled day of games, music, dancing, yoga and fellowship. Special thanks to all of the vendors and volunteers who came together to make this a successful event for CMHA's senior residents. #cmha #seniorjamboree



235 People Reached **62** Engagements **Boost With Credit**



Engaging Social Media Post Examples



Cuyahoga Metropolitan Housing Authority View as: Yourself

Home Videos Playlists Channels Discussion About

Subscribe 25

Uploads

Date added (newest) Grid



Cuyahoga Metropolitan Housing Authority Holiday Card

14 views • 2 months ago



RF Alecia Moore

2 views • 3 months ago



CMHA's Partnership with PC's For People

54 views • 3 months ago



Lakeview Mural Unveiling

37 views • 3 months ago



RF Marvin Owens

28 views • 6 months ago



Fire Safety Video Episode 3 at Cuyahoga Metropolitan Housing...

14 views • 7 months ago



Fire Safety Video Episode 2 at Cuyahoga Metropolitan Housing...

19 views • 7 months ago



Cuyahoga Metropolitan Housing Authority (CMHA) Legacy Park ...

85 views • 8 months ago



Fire Safety Video Episode 1 at Cuyahoga Metropolitan Housing...

54 views • 8 months ago



Cuyahoga Metropolitan Housing Authority (CMHA) Legacy Park ...

35 views • 9 months ago



CMHA CARES VIDEO

316 views • 1 year ago



Meeting of the Minds Conference Visits CMHA Cedar High Rise

54 views • 1 year ago



CMHA @CuyahogaHousing · Feb 26

Mac' n' Cheese, yes please! CMHA Cedar High Rise residents took part in an instructional cooking lesson through the Recipe Re-Mix program last week with @SusanPorterCLE. They learned how to make a classic dish, macaroni and cheese, using healthy alternative ingredients.



1



CMHA @CuyahogaHousing · Feb 26

Cecelia Price, who participated in the CMHA Family Self-Sufficiency (FSS) program, shares her experience and how she accomplished her educational goals. [facebook.com/notes/cuyahoga...](https://www.facebook.com/notes/cuyahoga...)



Engaging Social Media Post Examples



The image shows an Instagram profile for 'cuyahogahousing'. The profile header includes the name 'cuyahogahousing', an 'Edit Profile' button, and a gear icon. Below this, it shows '434 posts', '1,105 followers', and '93 following'. The main content is a photograph of a group of diverse people on a stage, many holding framed certificates. The caption reads: 'cuyahogahousing In partnership with Brick City Theatre, CMHA youth performed Kaki Lambe: A Story Comes to Life as a part of their Annual Black History Month Celebration at CMHA's Lakeview Community Center!'. Below the caption are icons for liking, commenting, and sharing, and a note that the post was liked by 'ohiocityfarm and 14 others' on 'FEBRUARY 20'. There is also an 'Add a comment...' field.



The image shows a Facebook post from the 'Cuyahoga Metropolitan Housing Authority'. The post is dated 'May 22, 2018'. The text of the post is: 'CMHA will be accepting pre-applications for the Housing Choice Voucher Program Lottery between June 4, 2018 and June 8, 2018. During this time, individuals age 18 and older can apply online at www.applycuyahogacounty.tenmast.com for a chance to obtain a place on the tenant-based voucher wait list. Paper applications will not be available, and only one application per person is permitted. <http://ow.ly/p8lr30k7Ylv>'. Below the text is a large graphic with the acronym 'CMHA' in very large, bold, black letters. Underneath 'CMHA' is a blue horizontal bar with the text 'ENRICHING LIVES SINCE 1933' in white. Below the bar is the full name 'UYAHOGA METROPOLITAN HOUSING AUTHORITY' in black. At the bottom of the graphic, it says 'APPLYCUYAHOGACOUNTY.TENMAST.COM' and 'Cuyahoga Metropolitan Housing Authority'.



Engaging Social Media Post Examples



CMHA @CuyahogaHousing · Dec 2, 2020

Thanks to Feed the Need and CMHA staff, Riverview residents received meals for the holidays!



CMHA @CuyahogaHousing · Sep 8, 2020

What does digital inclusion mean to the Cuyahoga Metropolitan Housing Authority? Digital Inclusion = An opportunity to serve, educate and provide the tools and resources to our community! #LoginCLE #InternationalLiteracyDay



Engaging Social Media Post Examples



cuyahogahousing

cuyahogahousing Happy 100th birthday to Elizabeth of Severance Tower! This is an incredible milestone and we hope this birthday is the best one yet!

85w

trulyblessed3330 🙌 heyyyy ms Howell we love u here at SEVERANCE TOWER

Liked by neighborhoodfamilypractice and 34 others

AUGUST 28, 2019

Add a comment... Post

Post Preview

Cuyahoga Metropolitan Housing Authority
July 30, 2019 · 🌐

HOUSING AUTHORITY RIVERSIDE PARK RAD PHASE II WAITING LIST

As of August 1, 2019, CMHA is accepting applications for newly renovated units in Riverside Park RAD Phase II, located in the highly desirable Kamm's Corner Neighborhood in Cleveland, Ohio. Interested persons may submit pre-applications online at www.cmha.net/webapp.

- The applicant will need to provide date of birth, social security number, address and general income information.
- Individuals subsidized by HUD through a project-based contract pay 30 percent of their income to the landlord for rent.
- CMHA may also screen for tenant suitability.

Placement on the waiting list does not guarantee eligibility for the program but will be determined when an individual reaches the top of the list and there is a vacancy.

The waiting list will remain open until further notice. Seniors and persons with disabilities are encouraged to contact 216-361-3700 for assistance with submitting a pre-application.

Board of Commissioners: Robert E. Davis, Chairperson, Stephanie Pope-Earley, Vice Chairperson, Joseph Black, Nadine D. Head, Barry A. Withers, Chief Executive Officer, Jeffrey K. Patterson

NEWLY RENOVATED UNITS! RIVERSIDE PARK RAD PHASE II

Amenities

- Playgrounds and splash park
- Accessible parking and units
- On-site Community Center
- Close to public transportation, schools, grocery stores, healthcare, recreational and day care facilities

Accepting applicants for newly renovated one, two, three and four bedroom units. Apply online today!

Income requirements and other screening criteria apply.

Applicants must be able to obtain use in their...

26,910 People Reached **4,548** Engagements Boost Again

Boosted on Jul 30, 2019 By Adria Chavers Completed

People Reached	5.6K	Post Engagement	1.1K
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[View Results](#)

26,910 People Reached **4,548** Engagements Boost Again

Performance for Your Post

Reported stats may be delayed from what appears on posts.

26910 People Reached

960 Reactions, Comments & Shares

295	1	48
Like	Wow	Love
0	1	0
Haha	Sad	Angry
134	481	
Comments	Shares	

3588 Post Clicks

2708	1	879
Photo Views	Link Clicks	Other Clicks

Negative Feedback

3	0	0
Hide Post	Hide All Posts	Report as Spam
0		
Unlike Page		



Engaging Social Media Post Examples




 **CMHA** @CuyahogaHousing · Oct 29, 2020
#TBT Can you believe it's been a whole year since the Lakeview basketball court mural project was completed?!

 **CMHA** @CuyahogaHousing · Oct 29, 2019
The Lakeview basketball court mural project is complete! Residents provided their ideas to revitalize the court and helped plant trees, creating a green space for the community. We are grateful for our partners for bringing this project to life! #Community #Partnerships



  3  8  



 **cuyahogahousing** ...

 **cuyahogahousing** Scranton Castle residents received internet access, devices and graduated yesterday, receiving their completion certificates for participating in digital literacy training classes. Thank you to MetroHealth, DigitalC and Ashbury Senior Computer Community Center for your partnership to benefit CMHA residents!

3w

 Liked by phylliscleveland5 and 24 others

MARCH 25

 Add a comment... 



Engage with Stakeholders on Digital Platforms

Facebook Followers: 5,214

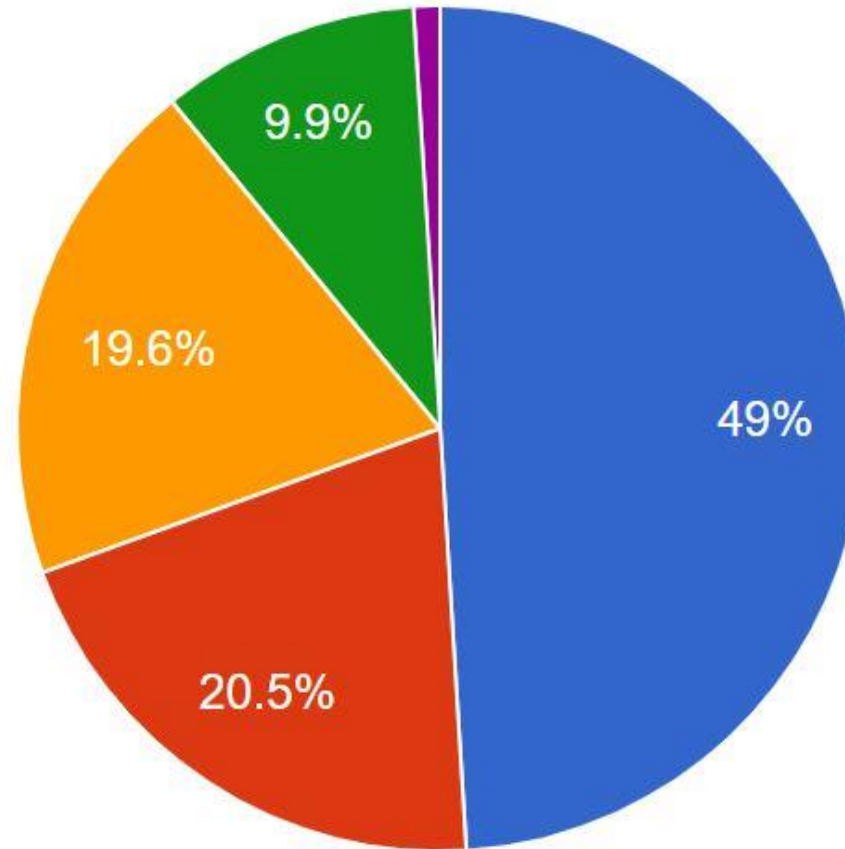
Twitter Followers: 2,160

Instagram Followers: 2,075

LinkedIn Followers: 1,053

YouTube Followers: 106

Total Followers:
10,500+



Social Media Platform Differences

Facebook

- Multifaceted platform
- Builds community by connecting people online
- Post character limit: 63,206
- Capabilities: Create and join groups, share photos and videos with or without text, create events, stories, advertise

Twitter

- Microblogging platform
- Send and receive short posts or tweet including web links and hashtags
- Post character limit: 140
- Twitter users follow other users

Instagram

- Visual platform
- Enables users to share images or videos
- Post character limit: 2,200

LinkedIn

- Professional networking platform
- Connects the world's professionals
- Showcase professional accomplishments
- Post character limit: 700

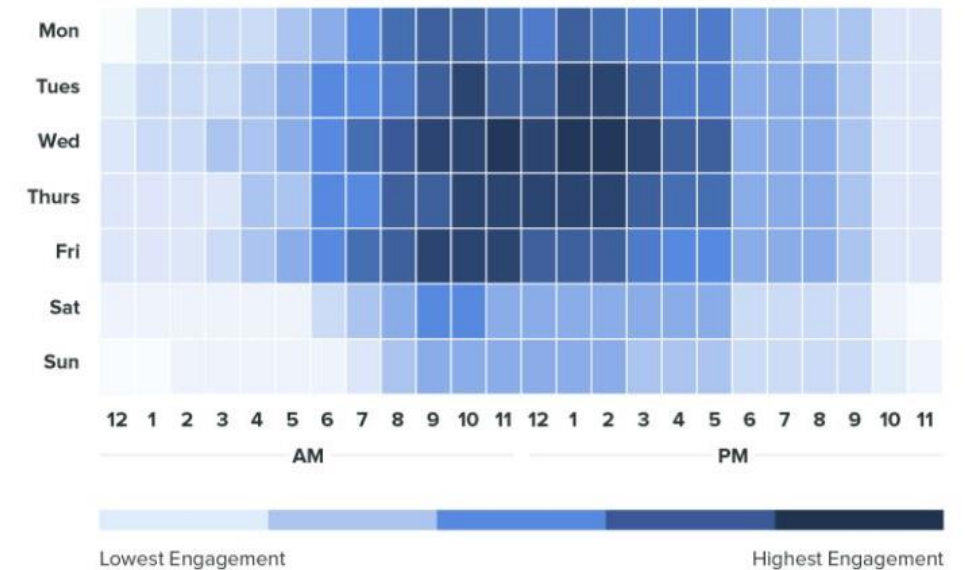
YouTube

- Store videos online and share them with others
- Videos are easy to share via other social media platforms and email and can be embedded into other websites
- Post character limit: 1,000



Increasing Your Following

1. Post regularly
2. Maintain consistent branding
3. Speak to your market
4. Use 'Stories'
5. Use hashtags
6. Tag people, partners, places
7. Schedule in advance
8. Focus on customer service
9. Invite your personal network to follow your HA
10. Post content during high-peak times



Reference: <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>



Thank you!

