

NAHRO MEMBER PANEL

# Mission-Driven Social Media



How we use social media to connect with our residents and community.



# Our journey to online

The pandemic forced us to get online and connect with our community, due to being unable to physically meet.

We decided to outsource our social media to a small business that we were introduced to previously at a SERC conference.

Outsourcing has allowed our staff to continue to focus on their duties, while our social media platforms tell our story to a wider audience.

LAUREL HOUSING AUTHORITY



# Why we use social media

LAUREL HOUSING AUTHORITY



To connect



To highlight



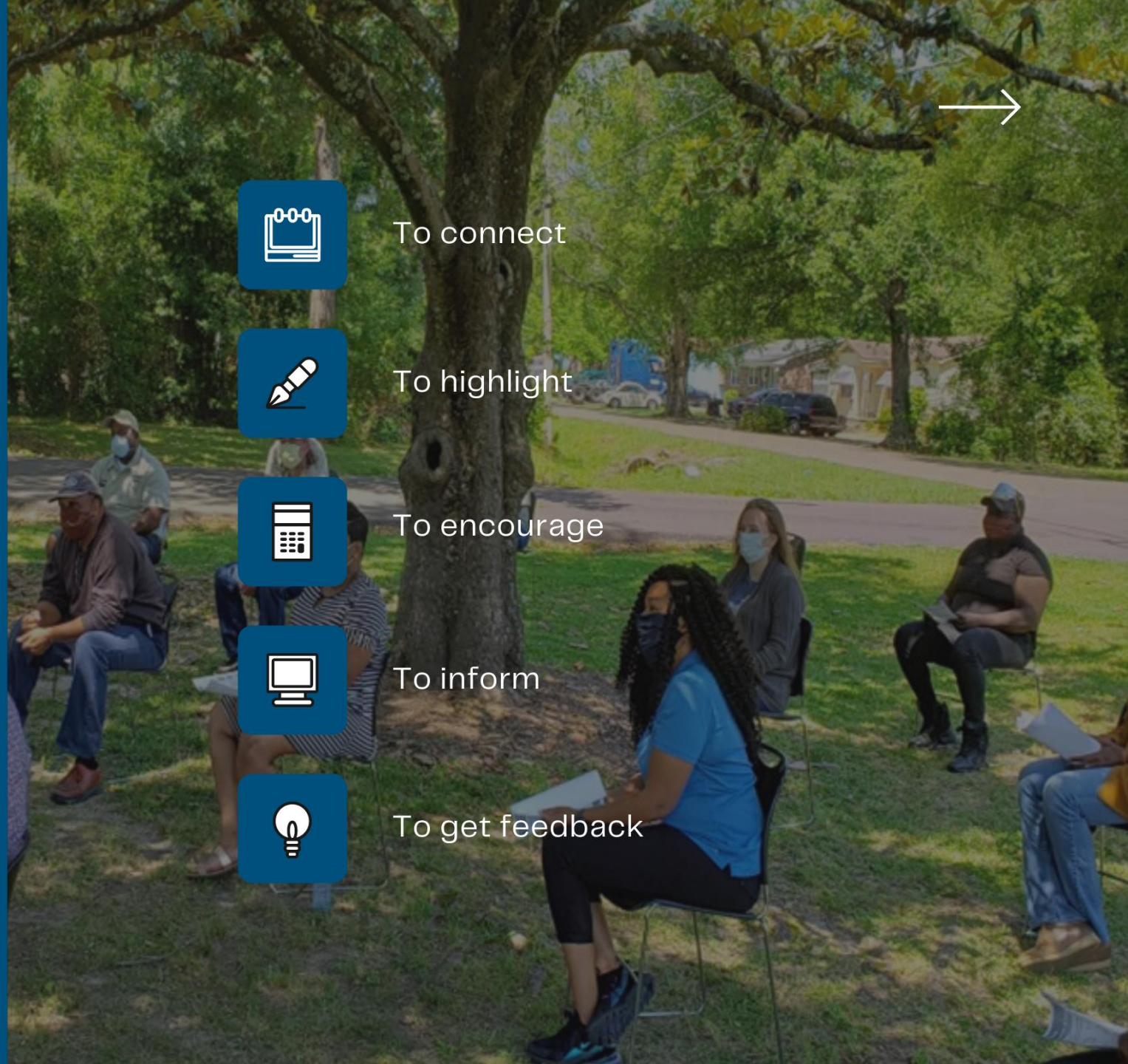
To encourage



To inform



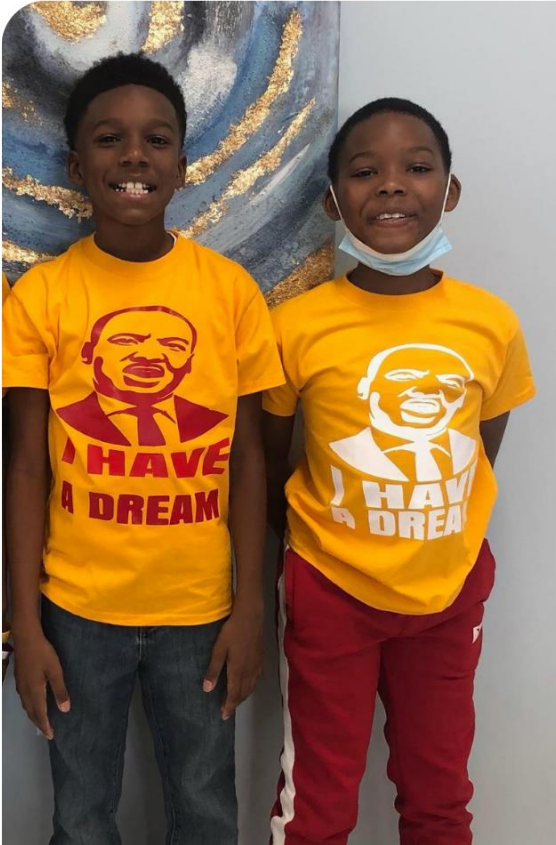
To get feedback



To connect and build better relationships with our residents, community partners, board members, neighbors, and other agencies.



VISIT  
LAUREL &  
JONES COUNTY  
MISSISSIPPI



# To highlight our residents, staff, and community partners. This helps us continue growing a connection and shows that we really do care!

**Housing Authority of the City of Laurel**  
November 19, 2020 · 🌐

Malik Smith was nominated for his achievement in the ROSS program. He has been participating in ROSS since 2018. He came in the program looking for employment and would come faithfully to the computer lab for assistance. Malik has gained full time employment with SCRMC. He expressed that he loves what he do and plan on staying with this company long term.

Congratulations, Malik!


#LaurelHousingMS #LaurelMS #housing



**Housing Authority of the City of Laurel**  
February 9 · 🌐

Meet Latesa Phillips, the R.O.S.S. Coordinator I at the Brown Circle Site. Phillips started with the Laurel Housing Authority on June 11, 2018 as a R.O.S.S. Coordinator II. She worked her way up to becoming the R.O.S.S. Coordinator I at the Brown Circle Site.

Phillips said her goal is to provide opportunities for families living in public housing to identify and work towards life goals and to be connected to services in the community to meet those needs in helping the residen...  
[See More](#)



**Housing Authority of the City of Laurel**  
Published by Tiffany Greenfield Dickerson · January 13 · 🌐

The Laurel Family Health Center, Inc. is the featured partner for the latest edition of House Talk. The [Housing Authority of the City of Laurel](#) recently presented the facility with a certificate of recognition for being an outstanding partner of the housing authority. The Family Health Center has partnered with our agency in conducting onsite Covid-19 testing, blood pressure exams, rapid HIV testing, various educational workshops, and so much more!

Family Health Center physicians provide high quality, comprehensive primary preventive healthcare services. Their physicians are assisted by highly competent clinical staff, which consists of registered nurses, licensed practical nurses, medical assistants, and other certified staff.

The Main Clinic is at 117 South 11th Avenue in Laurel.

The mission of the health center is to provide high quality, comprehensive primary healthcare in an atmosphere of dignity and respect. The agency's motto is "Quality Care ... Because We Care So Much".

FHC Services Include: Internal Medicine, Pediatrics, Women's Health (OB/GYN), WIC (Women, Infants, and Children), Dental Care, Vision Center, Pharmacy, Social Services, Behavioral Health Services, Allergy Testing Center, Certified Smoking Cessation Program, Certified Diabetes Education Site and Speech Pathology Program.

#LaurelHousingMS #LaurelMS #JonesCountyMS



# To promote and encourage participation in our various events and programming. This helps enhance the lives of our residents but allows others to see us as more than just housing!

**Housing Authority of the City of Laurel**  
 Published by Tiffany Greenfield Dickerson · September 21, 2020 ·

Residents, our ROSS Program is ready and willing to help you pursue self-sufficiency.

- ✔ GED/College Preparation
- ✔ Childcare
- ✔ Employment
- ✔ Financial Literacy
- ✔ Transportation

Call 601-425-2611 to get started!  
 #LaurelMS #LaurelHousingMS #Housing



**Housing Authority of the City of Laurel**  
 Published by Tiffany Greenfield Dickerson · September 17, 2020 ·

Last Saturday, our ROSS Program conducted a Voter Registration and Expungement Event at our Brown Circle & Beacon Street sites! We pride ourselves in preparing and educating our residents! This is #housing!  
 #LaurelHousingMS #LaurelMS #HousersAtWork #VOTE #tbt



**Housing Authority of the City of Laurel**  
 Published by Tiffany Greenfield Dickerson · October 16, 2020 ·

"We not only want to bring about awareness and education but also honor those who have been successful in battling cancer." CEO Ailrick Young



**Housing Authority of the City of Laurel**  
 Published by Tiffany Greenfield Dickerson · January 24 ·

The Parenting Workshop held at the Laurel Housing Authority's Windsor Court Site on January 21, 2021, was indeed a success!  
 The speaker was Jessica Hartfield with Heart to Hart Consulting, LLC. The workshop focused on parenting tips whereas the resident learned about age-appropriate parenting strategies to support their child's learning and development skills.  
 The residents that participated were engaged during the workshop and voiced their need for the class for more enlightenment and support because they wanted to be well equipped to help their children be successful in life.  
 #LaurelHousingMS #LaurelMS #JonesCountyMS




# To inform and educate our residents and community on opportunities available to them that they may be unaware of. This continues to drive home the fact that we care and allows us to be a go-to for community news and resources!

**Housing Authority of the City of Laurel**  
476 like this · Government Official

Nov 17, 2020 · The Jones County Board of Supervisors voted to go beyond the governor's mandate when it comes to trying to stop the spread of COVID-19. – leader-call.com

leader-call.com  
County mask mandate continues rest of year



**Housing Authority of the City of Laurel**  
March 16 ·

Time is running out!  
High school seniors and current college freshmen in Mississippi need to complete the Mississippi aid application by March 31 to apply for the full-tuition scholarship called HELP! Watch the video below. via Get2College



YOUTUBE.COM  
Get HELP to Go to College | HELP Grant for Mississippi

**Housing Authority of the City of Laurel**  
Published by Tiffany Greenfield Dickerson · November 24, 2020 ·

On Monday our Windsor Court Homes residents received #COVID19 safety tips from Alford Jordan Sr., Safety Director for the Family Health Center, and fire safety information from his colleague Abby Turner, RN.  
Residents also received masks and hand sanitizer donated by the Jones County Emergency Operations Center.  
Keeping our residents in the know & safe is our #1 priority!  
[#LaurelHousingMS](#) [#LaurelMS](#) [#HousersAtWork](#)



**Housing Authority of the City of Laurel shared a post.**  
September 28, 2020 ·

Let's start the week off right with....Job openings! Are you or somebody that you may know looking for a job? Share and Tag them in these recent employment ads from our Classifieds Section. New job postings are added each week in our newspaper, website, and even our App!


\*\*\*\*Is your company hiring? Let us help you find potential candidates for your openings. Email [Kamron at classifieds@leader-call.com](mailto:Kamron at classifieds@leader-call.com) to take advantage of our fall specials!\*\*\*\*



**Housing Authority of the City of Laurel**  
476 like this · Government Official



Jul 29, 2020 · UPDATES FOR RETURN TO SCHOOL: The Laurel School District Board of Trustees approved the district's recommendation to move the start of school by two weeks....


Laurel School District's post  
UPDATES FOR RETURN TO SCHOOL: The Laurel School District Board of Trustees approved the district's recommendation to move the start of school by two....




# To learn and get feedback from our residents and other community members.




 **Sabrina Keys** CONGRATULATIONS YOUR VERY AWESOME YOUNG LADY AND I THANK YOU FOR EVERYTHING YOU HELP ME WITH MUCH LOVE FOR YOU  
Like · Reply · Message · 9w  1



 **Gloria Ducksworth** When do yall take application  
Like · Reply · Message · 29w

 **Author**  
**Housing Authority of the City of Laurel** Contact our agency directly for more information regarding housing availability, the HACL can be reached by calling 601-425-4651.

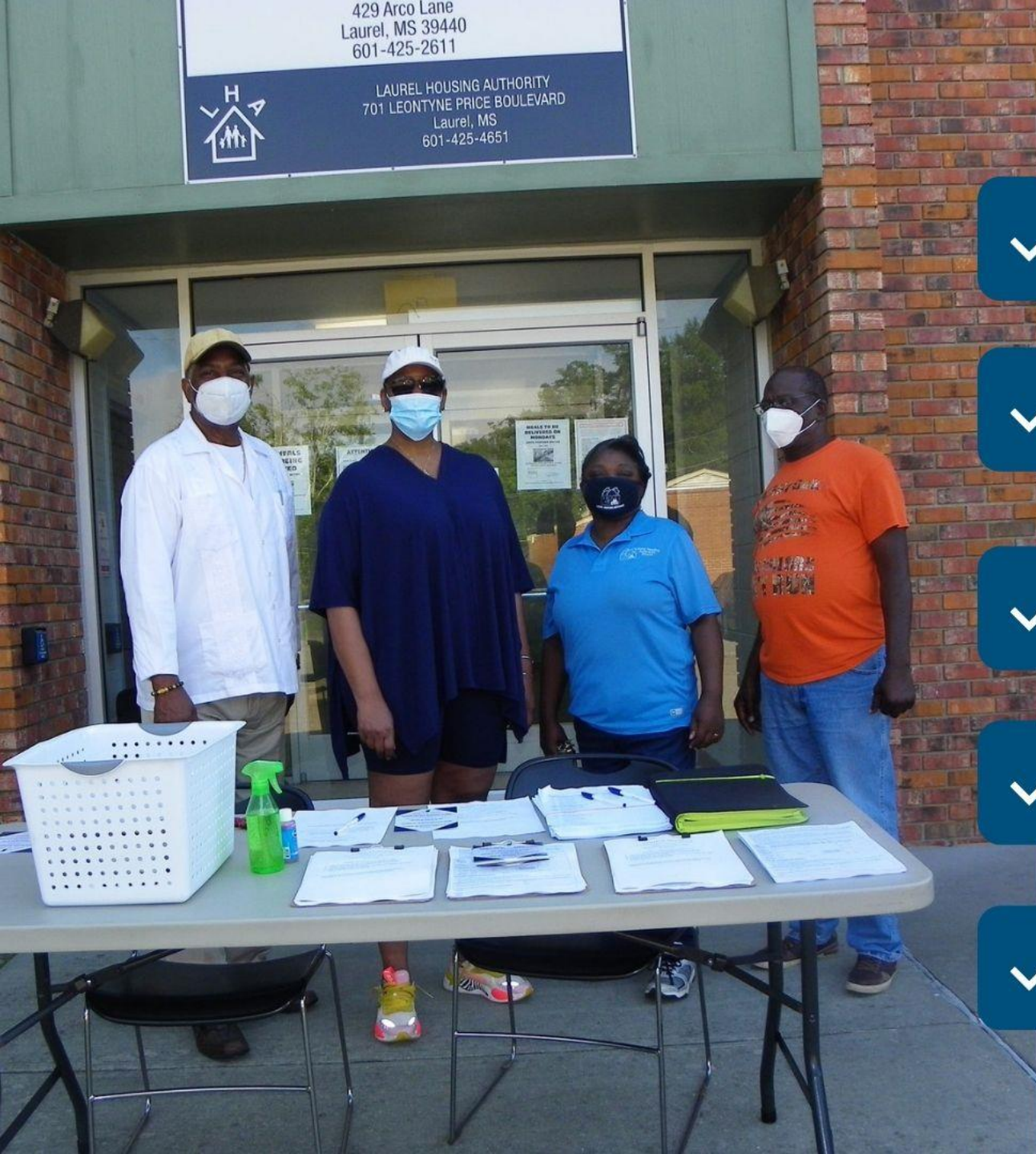
 **Charlotte Gibbs Williams** This is awesome!!!  
Like · Reply · Message · 13w  1

 **Pamela Jordan** Excellent job LHA  
Like · Reply · Message · 3w  1

 **Jane Martin** Are their parents not providing meals for them at home? Just wondering...  
Like · Reply · Message · 45w

 **Author**  
**Housing Authority of the City of Laurel** Nationwide, approximately 13 million children live in food-insecure households, some of those children live right here in our community. The USDA defines "food insecurity" as the lack of access, at times, to enough food for all household members. While school-age children can eat nutritious foods offered through school meal programs, many lack access to healthy food resources outside of school. Our programs and others aided in part with the USDA, serve to fill this gap and ensure children have access to food when school is not in session.  
 1





## Social Housing Tips



### Get Online

Reach your residents, partners, and community where they are.



### Post Consistently

Keep your social media and website information regularly updated.



### Be social

Engage with your audience, share, and respond to comments immediately.



### Remember your audience

Share information so that all members of your audience can understand.



### Add value

Allow your audience to see your value and that you are more than housing.

# Our agency of choice

→ **Tiffany G. Dickerson**  
Interest Platforms, LLC

→ **Email Address**  
highlighters@housinghigh.com

→ **Social Media**  
@HousingHigh

Helping housing authorities build and maintain their online presence, engage their residents, and shift the narrative.

CREATED BY INTEREST PLATFORMS, LLC FOR LAUREL HOUSING AUTHORITY





# Contact Us

To learn more about the Laurel Housing Authority.

- **Felicia Jackson**  
LHA, Assistant Executive Director
- **Email Address**  
laurel@laurelha.net
- **Social Media**  
@LaurelHousingMS

