



# Mission - Driven Social Media

*McAllen Housing Authority*

# Background

- Established in 1939
- Located in South Texas
- McAllen HA Services a combination of more than 1300 families within the Public Housing and Housing Choice Voucher programs (Considered a medium HA)



# How we run our social media page(s)

Facebook: <https://www.facebook.com/mcallenha>

Instagram: <https://www.instagram.com/mcallenha/>

Twitter: <https://twitter.com/mcallenha>

Website: <https://mcallenha.org>

LinkedIn: McAllen Housing Authority <https://www.linkedin.com/company/mcallen-housing-authority>

## SOCIAL MEDIA TEAM

### COVID-19:

- Social media use skyrocketed
- Adapting to the digital world



# How do we decide what content to post

- Based on our type of organization and audience we choose our content (McAHA serves a big population of Spanish speaking families – Border community)
- Share content of trusted sites (Ex. HUD, County, City Government, local universities, non-profits)
- Re-thinking housing: Encourage housing as a stepping stone for all families and taking this subject to the digital world

# How do we decide what content to post

## McAHA AGENCY CONTENT (Facebook, Instagram, Twitter)

- Employment Opportunities
- Notices
  - Waitlist open
  - Public Comments Hearing
  - Office closed
  - Freeze warnings
- FSS / Resident Services publications
  - Resident accomplishments
  - Flyers for events / workshops
  - National holiday celebrations
  - Staff birthdays
  - Recognitions
  - Groundbreakings
  - ConnectHome USA

Character limits

Facebook: 63,206

Twitter: 280

Instagram: 2,200



The Housing Authority of the City of McAllen  
2301 Jasmine Ave  
McAllen, TX 78501

**JOB ANNOUNCEMENTS:**  
The following employee (full-time) positions are currently available:  
**Accountant 1**  
**Accountant 2**

For a complete job description of these positions please email [ddelgado@mcaha.org](mailto:ddelgado@mcaha.org). All vacancies will remain open until filled. Interested individuals are requested to submit a resume and completed job application to:

The Housing Authority of the City of McAllen  
Attn: Human Resources  
2301 Jasmine Ave  
McAllen, TX 78501

McAllen Housing is an Equal Opportunity Affirmative Action Employer



McAHA 2021 Fair Housing Art Contest

Equal Housing Opportunity

*"Together we make a neighborhood"*

Entries will be displayed at our main office

All students from elementary to high school are encouraged to participate. For more information or instructions on how to enter the contest, call Resident Services at 956-686-3951.

# How do we decide what content to post

## McAHA AGENCY CONTENT FOR WEBSITE

### Americans With Disabilities Act (ADA) Compliant

Administrative Plans

*Property listing*

*Audit reports*

*Board Meeting Agendas & Meetings*

*Covid Policy*

*Employment Opportunities*

*HCV/Section 8 Program*

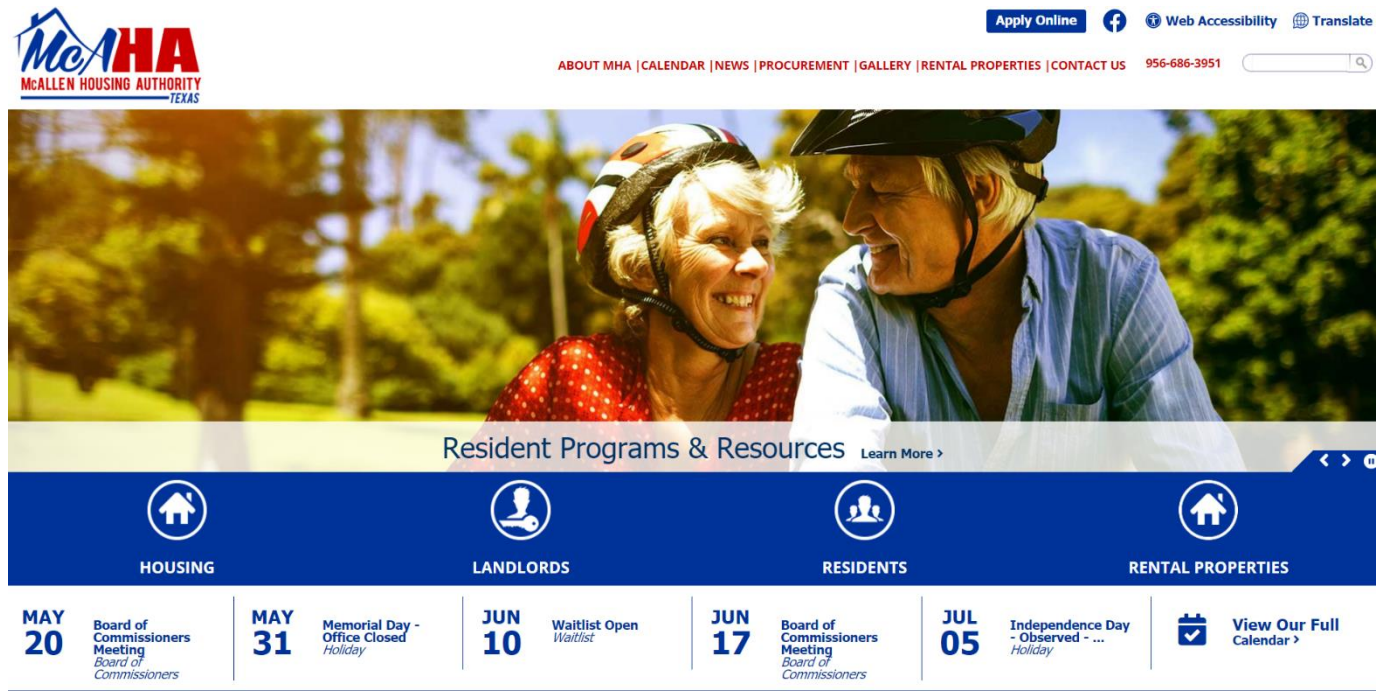
*FSS Program*

*Resident Services*

*Procurement*

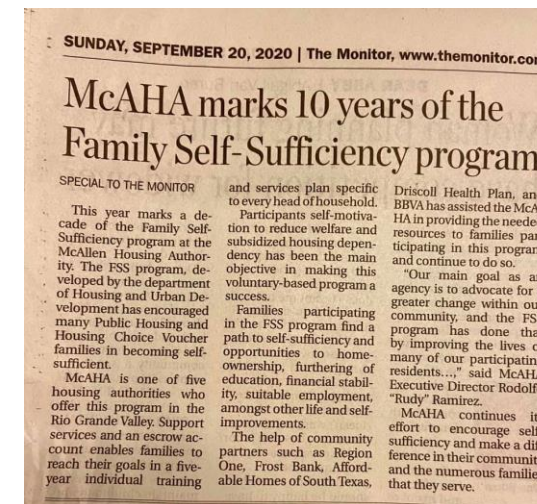
## LinkedIn

*Most recently added social media platform*



# Interacting with residents and the community on social media

- Fortifies relationships with residents and community partners
- More immediate communication
- Accessibility
- Inside look of the organization and staff
- Facebook followers increased by almost 1,000 in last 9 months
- *Increase in engagement*





# Advice for other agencies who want to improve their social media

- Consistency is key
- Consistency in SM Handles (Ex. @mcallenha)
- Advice for smaller agencies who do not have media coordinator; appoint a group of people to handle social media accounts and content creation
- Tools for creation of content: Canva, PosterMyWall, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- KIS – Keep It Simple
- Track your progress