



**FirstService**  
RESIDENTIAL

# THE HOA EFFECT:

*The Years & Nays of Social Media*

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Social media may have its own set of rules, but only you know the full HOA lifestyle.

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Almost every day, many of us do this same thing: check social media. What's your favorite musician, company or best friend up to now? And, more importantly, what about their content keeps you coming back for more?

As a board member, this, too, depends on if your community has an active social media audience. Maintain your online reputation using these industry-approved dos and don'ts of social media management.



# The Year of Social Media Management

## **DO: Build relationships.**

In person, you've engaged your community at board meetings and held appreciation events. Continue building those relationships on social media, too! It's as easy as asking for recommendations or replying to a homeowner's enthusiastic post about getting a new dog.

## **DO: Know when to post.**

You know your community. From work to raising children and everything in between, their schedules can get hectic. Keep this in mind when sharing content. Maybe the best times are in the morning after the kids are at school, or after work when homeowners unwind after a productive day.

## **DO: Offer solutions.**

This is key to building online engagement. If a resident has questions about reserving the clubhouse or how to make maintenance requests, it's your chance to point them in the right direction and build trust with homeowners. That's what we like to call superhero multi-tasking!

## **DO: Personalize it.**

In a confident tone, use your profile to show off your humorous or inspirational side. Content doesn't always have to talk about the business of home ownership. Add variety with funny content about the

"joys" of keeping your lawn green in Texas summers or share motivational posts that inspire residents to finish their home renovations.

## **DO: Be visually appealing.**

What makes your community stand out? Show off that fun Fourth of July barbecue or state-of-the-art fitness center. You know why you fell in love with your association, so showcase it in a way that reminds fellow homeowners why they love their community too.

**Pro tip: If taking photos with a cell phone, be sure to capture them in landscape mode to show the full scope of your engagement event.**

## **DO: Show appreciation.**

It takes work to be a board member (and we appreciate you for it!) but being a homeowner or vendor also has its responsibilities. The contractor who spent hours decorating your community with holiday lights? Shout them out! Or the neighborhood watch committee who does a great job keeping homeowners safe? Shine a little spotlight on them for their hard work.



# The Nays of Social Media Management

## **DON'T: Ignore your audience.**

Resident discussions and questions that go unnoticed may imply that your idea of communication is a one-way street. Every comment doesn't need a reply, but being consistent about your online engagement lets residents know they're heard.

## **DON'T: Neglect your account(s).**

Just like in-person engagement should be consistent, the content you share should be, too. Depending on your community's preference, one post a day, week or month may be what they're comfortable with, but you can't know that without a data-driven strategy. Test the waters to see what works for your community and go from there.

## **DON'T: Forget to include links.**

As stated before, your social media content doesn't have to be all business. If you've seen a video about trendy home improvements or an article about how well your association is doing, share it on your page — link included!

## **DON'T: Overshare.**

Keeping a content cadence helps your social media profile thrive, but posting every other hour of every day can cause fatigue for homeowners and board members. It may even decrease the number of

followers you have. Take the "quality over quantity" approach with the posts you share.

## **DON'T: Use poor grammar, spelling or ALL CAPS.**

As the official social page for your association, every post must be carefully reviewed before sharing it with your community. One or two mistakes here or there are harmless, but any more than that could imply that you don't take your online reputation seriously. Oh, and about posting content in all "ALL CAPS," it's the equivalent of shouting at someone.

Pro tip: Show your excitement using industry-approved means: an exclamation point!

## **DON'T: Dedicate all of your time to social media.**

As a board member, you've selflessly volunteered time to your community, but like most homeowners, you've got a life of your own. Step away from social media to recharge, connect with friends and family and spend time doing the things you love.



Managing social media may come with its own set of rules, but when it comes to the neighborhood lifestyle, you work differently when it comes to telling the story of what a community lifestyle looks like and what sets your association apart from the rest.

For more information or to request a proposal, please visit [www.fsresidential.com/texas](http://www.fsresidential.com/texas)



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### About FirstService Residential

FirstService Residential is Texas' property management leader, and the preferred partner of HOAs, condos and community associations that rely on our extensive experience, resources and local expertise to maximize their property values and enhance their residents' lifestyles. Dedicated to making a difference, every day, we set the standard for service and professionalism in our industry.

We welcome the opportunity to help you realize your vision and deliver on your promise to residents who call your community home.

**Let's start the conversation. Visit [www.fsresidential.com/texas](http://www.fsresidential.com/texas) today!**

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