

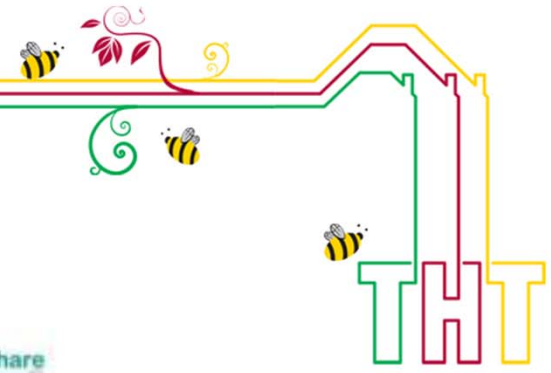


Social Media – why it works for THT

The social media landscape!



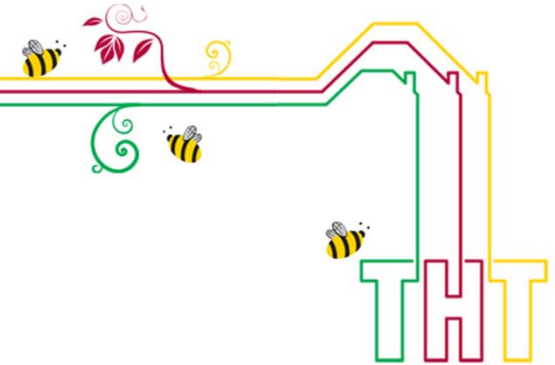
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The stats

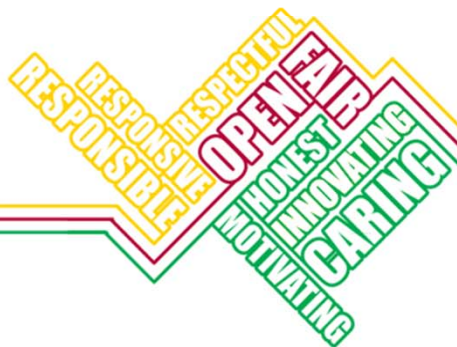
- 🐝 YouTube is the second largest search engine in the world
- 🐝 Facebook community only out-scaled by China and India
- 🐝 80% of teenagers are on-line and 93% of those use facebook
- 🐝 Twitter = 40 billion tweets per day
- 🐝 Internet users are also social media users – 70%
- 🐝 Of the UK population not online – half are in social housing

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THT's Social Media Stats for June.....

- 🐝 Blog - 2507, which is great but also frustrating considering it also included a week of switching to the old blog during the server issue.
- 🐝 Twitter - 2868 followers on TeamTHT and 1365 on TalkTrafford
- 🐝 YouTube - 85 views over June and 117 minutes watched.
- 🐝 Facebook - 380 likes.



Youtube - June



TraffordHousing

Videos: 19 - Created: 27 Jun 2011 - Lifetime views: 3,504

CHANNEL

1 Jun 2013 – 1 Jul 2013

Performance



VIEWS
87



ESTIMATED MINUTES WATCHED
177



SUBSCRIBERS
0

Engagement

LIKES
0

DISLIKES
0

COMMENTS
0

SHARES
0

FAVOURITES
ADDED
0

FAVOURITES
REMOVED
0

Top 10 videos

[Browse all content](#)

VIDEO	VIEWS ↓	ESTIMATED MINUTES WATCHED	LIKES
Calder Court, Urmston - 3D Walk through of...	26	30	0
Welfare Reform	10	39	0
THT Welfare Reform Infographic	8	20	0
Our Customer Promise - the concept	7	12	0
THT Apprentice 2012.mov	5	3	0

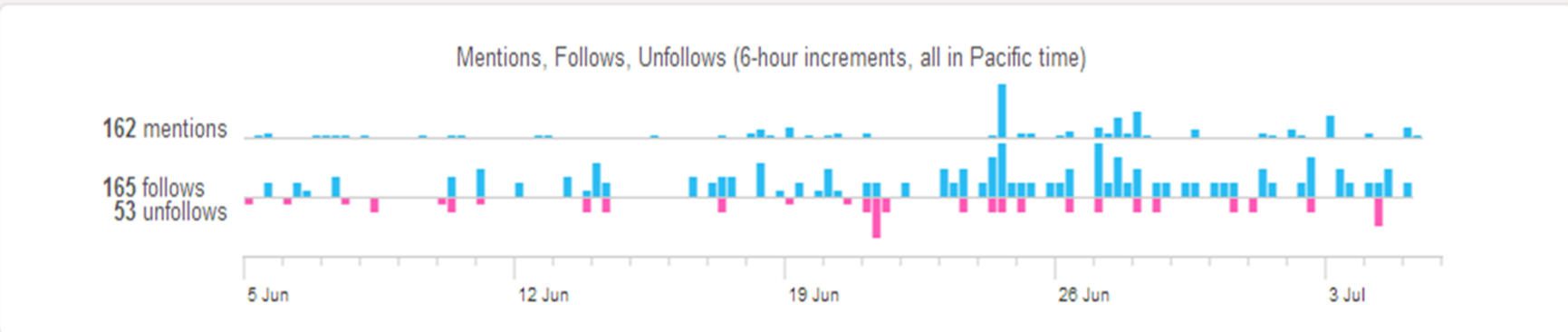
VISIBLE
MOTIVATING
CARING
INNOVATIVE
COURAGEOUS

Twitter



Timeline activity

Download CSV



RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
<p>Ironic. Bedroom tax keeps Uk interest rates low while many of the poorest will borrow @4,000+% to pay it m.insidehousing.co.uk/6527547.articl... 26 clicks</p> <p>28 Jun 2013, 12:27 AM Pacific time</p> <p>3× NORMAL REACH</p>		1	9	3
<p>The conclusions of #housing2013 blog post is up - housingassociations.org/did-housing201... 72 clicks all the things I learned and more...</p> <p>27 Jun 2013, 12:29 PM Pacific time</p> <p>8× NORMAL REACH</p>		3	10	9
<p>#housing2013 Freud misses the irony that cutting WR to ease national debt & keep int rates low pushes poorest to 4214% interest rate loans</p> <p>27 Jun 2013, 3:00 AM Pacific time</p> <p>3× NORMAL REACH</p>		0	6	1
<p>#housing2013 Paul Tenant in impassioned plea for sector to address child poverty.Costs uk plc £25bn.We should come together and stop it</p> <p>24 Jun 2013, 11:55 AM Pacific time</p> <p>5× NORMAL REACH</p>		1	6	1
<p>One of 24 @TalkTrafford staff running great manc run for @Henshaws today. Just setting off. Sun cream on! pic.twitter.com/O6ULPu6Kod 6 clicks</p> <p>26 May 2013, 1:20 AM Pacific time</p>		0	1	4



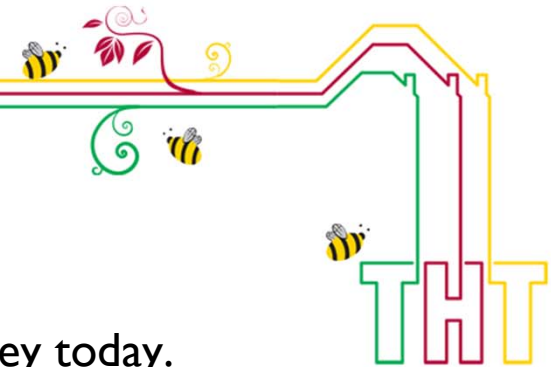
THT's facebook page...why it works!



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Current stories on THT's Facebook page and why they work for us.....

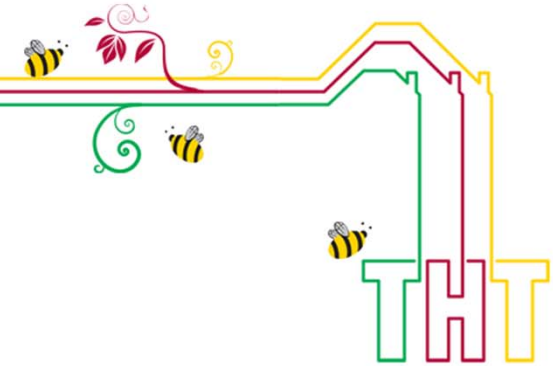


- 🐝 Apprentice programme – Your Hired!
- 🐝 8th July – 148 people saw this post:
- 🐝 THT Apprentice 2013 Our ten candidates start their journey today. You can follow the candidates progress as they are put through their paces in each of the tasks here and on our Twitter page @talktrafford also using the hash tag [#THTAPPRENTICE13](#) You can meet the candidates here > <http://www.traffordhousingtrust.co.uk/your-trust/news/tht-apprentice---meet-the-candidates>



...continued....Altrincham Festival

- 🐝 6th July - 298 people saw the post:
- 🐝 [Altrincham Festival 2013](#) (32 photos)
- 🐝 Altrincham's annual festival at Beechfields, Timperley.

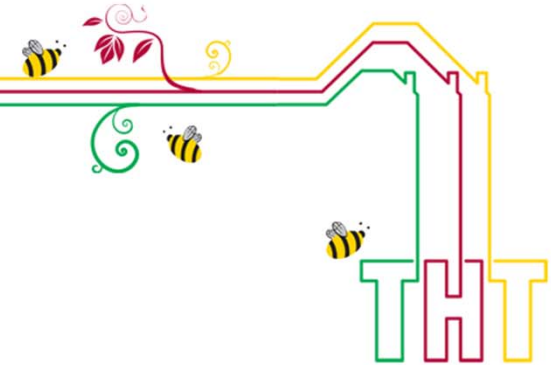


...continued....Altrincham Festival

- 🐝 5th July – 97 people saw the post:
- 🐝 Don't forget its the 2013 Altrincham Festival tomorrow 11:00 o'clock. The Grand Parade leaves Altrincham town centre at 11.00am and arrives at the festival field approx 12.15pm Team THT will be there for the first of this years Community Roadshows - see you there!



...continued....TrustCall



- 🐝 4th July – 107 people saw the post:
- 🐝 Happy 2nd Birthday to our TrustCall Team – My, how you've grown! Working with new partners, new Telecare equipment, a new lifting service and supporting over 4,000 customers to live independently in their homes across Trafford - <http://www.traffordhousingtrust.co.uk/trustcall>



TRUSTCALL

0300 777 2777



*m-Care

Two Today!

...continued....Pulse Magazine

🐝 3rd July: I05 saw the post

Our latest Pulse Magazine should be dropping through letterboxes about now along with a rather interesting board game called Hit the Streets read it online here

<http://bit.ly/I23PZk6>



Message conversations with tenants.....

- 🐝 Message conversations with a tenant on our facebook message section is extremely important to us.
- 🐝 Social media gives customers and potential customers an opportunity to share their thoughts and ideas with the Trust and vice versa.
- 🐝 An example here is about an ASB matter and involves tenants from another Housing Association – this issue is now being dealt with – resulting in happy customer and happy staff member – win win situation.

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Emma End Bsl Pickersgill

Messages

Actions



Emma End Bsl Pickersgill

Saturday

Im sick of the cloud of cannabis that comes flowing into my bedroom window every night, ive had ine syringe on my balcony, and now found 3 outside.....while I tyoe this there is someone hammering and its after 11. People smoking in the new entrance and in the lift and a dog that barks at every sound not to mention the on going problem of music today the music started at 1130am and is still on going.



Trafford Housing Trust

Saturday

Please include all this in your email - I have sent a copy of your previous posts to the relevant staff and told them to let me know when they have had contact from you > Steve



Emma End Bsl Pickersgill

Saturday

Ok, thanks. Is it simon banks or Nicole from old Trafford



Trafford Housing Trust

Saturday

Yes and the Customer Hub Managers hope you get some peace & quiet soon > Steve



Emma End Bsl Pickersgill

Saturday

Thanks, ive been trying to move for four years, this place isnt for me, its to rough. I was beaten up on the park last weekend and their dog attacked my friends puppy who had to go to the vet, they threatend to stab me , turns out someone previously had a go at them for their vicious dog, my self and my friends were just in the wrong place at the wrong time



Trafford Housing Trust

Saturday

Sorry to hear this Emma - some of this sounds like its a Police matter assault and threats to wound are very serious and I would urge you to report these incidents if you haven't already done so. > Steve



Emma End Bsl Pickersgill

Saturday

The police are involved. They are city south tenants, well known to the police for other things as well as heroin issues and prostitution. 😞



Emma End Bsl Pickersgill

Yesterday

Thought id let you know that at 630am the music is still playing.



Trafford Housing Trust

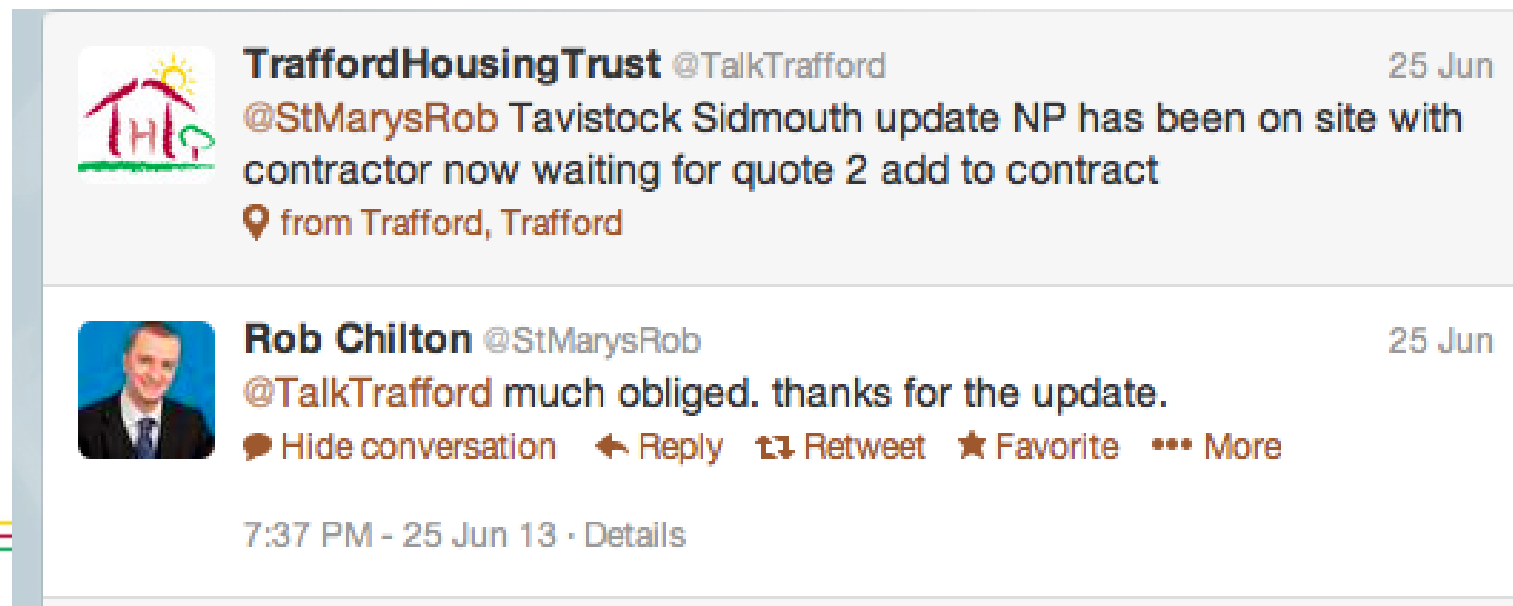
A few seconds ago

Hi Emma, I believe Simon Banks has emailed you and will be following up today. Hope this helps > Steve



Facebook

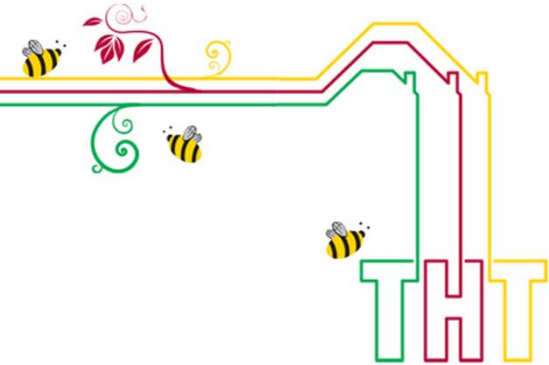
- 🐝 Like Facebook images from events usually get the most response.
- 🐝 We interact with local Councillors on housing and neighbourhood issues, such as grounds maintenance for example a local Councillor had spotted that some green spaces on an estate were not being maintained as well as others and we discovered that our contractor had never been given these sites on the contract and that Trafford Council were still maintaining them.....notice this is NOT queue jumping for complaints!



The screenshot shows a Facebook post from Trafford Housing Trust (@TalkTrafford) dated 25 Jun. The post text is: "@StMarysRob Tavistock Sidmouth update NP has been on site with contractor now waiting for quote 2 add to contract" with a location tag "from Trafford, Trafford". Below this is a reply from Rob Chilton (@StMarysRob) dated 25 Jun, which says: "@TalkTrafford much obliged. thanks for the update." and includes interaction options: "Hide conversation", "Reply", "Retweet", "Favorite", and "More". At the bottom of the post, it says "7:37 PM - 25 Jun 13 · Details".

Twitter.....

Our CEO, Matthew Gardiner, had already been Tweeting for about a year prior to Team THT deciding to dip our toes into the Twitsphere by launching @Talktrafford on January 28th 2012

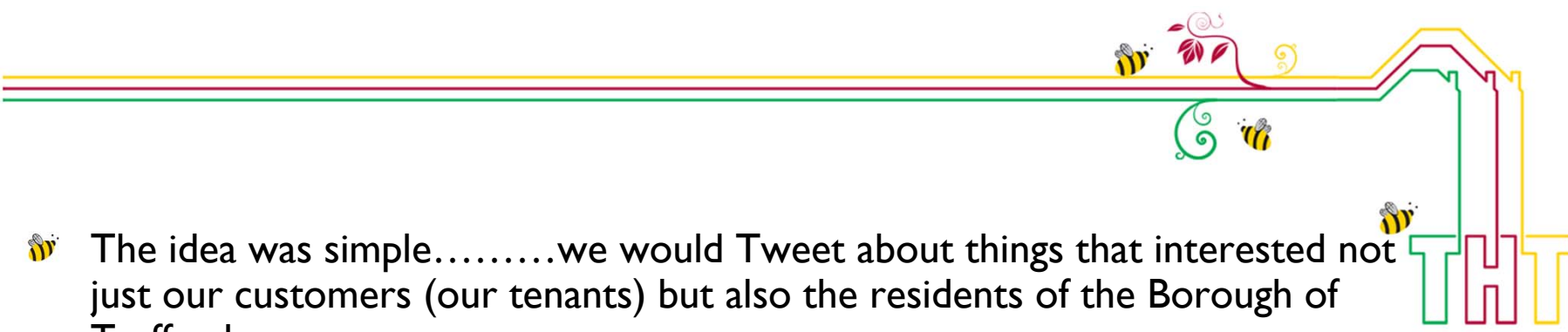
A screenshot of a Twitter archive page. The main content is a list of tweets from January 2012. The tweets are as follows:

- Retweeted by @TalkTrafford (View on Twitter)
- TraffordHousingTrust** @TalkTrafford January 30, 2012: @KateGreenMP Will do Kate - its our experience that surveys with tick box choices with an option for comments included works better! (View on Twitter)
- TraffordHousingTrust** @TalkTrafford January 29, 2012: @KateGreenMP @NewHealthDeal bit disappointed with this survey as its all free text answers, which can be a bit of a turn off for some. (View on Twitter)
- Kate Green** @KateGreenSU January 23, 2012: make sure you have your say on local health services. complete @NewHealthDeal survey- surveymonkey.com/s/newhealthdeal (Retweeted by @TalkTrafford, View on Twitter)
- TraffordHousingTrust** @TalkTrafford January 29, 2012: @katherine_kelly Congratulations from THT on your NTA win - well deserved for both you and Corrie. (View on Twitter)
- TraffordHousingTrust** @TalkTrafford January 29, 2012: In the meantime please have a look at our Facebook page and let us know what you think. facebook.com/traffordhousin... (View on Twitter)
- TraffordHousingTrust** @TalkTrafford January 28, 2012: WATCH THIS SPACE - we will be launching a new THT twitter service here fairly soon. :) (View on Twitter)

On the right side of the archive, there are two bar charts for the years 2013 and 2012. Below the charts is the text: "This is an offline archive of your Tweets from Twitter. Use the months above to navigate the archive." A red arrow points from a box containing the text "Our 1st Tweet!" to the first tweet in the list.

Our 1st Tweet!






🐝 The idea was simple.....we would Tweet about things that interested not just our customers (our tenants) but also the residents of the Borough of Trafford

🐝 We would, in the main, follow only fellow Tweeters that lived or worked in Trafford with a few exceptions.

🐝 Why? MG's twitter account @TeamTHT features mainly corporate and sector based information and innovative ideas, so as a company, we wanted something that allowed us to connect on a more local basis, to the neighbourhoods of Trafford and the people that choose to live there – our customers and future customers.



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THT Twitter campaigns

Home Connect Discover Me

Search

Trafford Housing Trust @TalkTrafford

THT is an independent housing company, created in 2005 managing over 9,000 homes in Trafford. Our vision is to be at the heart of safe & strong communities.

Sale, Cheshire, England · traffordhousingtrust.co.uk

1,982 TWEETS 528 FOLLOWING 1,367 FOLLOWERS

Edit profile

Tweets

TraffordHousingTrust @TalkTrafford 14h
I posted 35 photos on Facebook in the album "Altrincham Festival 2013" fb.me/1OtVc3Kqv
Expand

TraffordHousingTrust @TalkTrafford 20h
Lady Live Wire performing at the Altrincham Festival. Local young people showcasing their talent [#altrinchamfestival](https://pic.twitter.com/R9ooxb6hA7) pic.twitter.com/R9ooxb6hA7
View photo

TraffordHousingTrust @TalkTrafford 23h
G Force at [#altrinchamfestival](https://pic.twitter.com/Qo5My8CAw0) [#GforceCommunity](https://pic.twitter.com/Qo5My8CAw0) [#community](https://pic.twitter.com/Qo5My8CAw0) [#funday](https://pic.twitter.com/Qo5My8CAw0) [#sunshine](https://pic.twitter.com/Qo5My8CAw0) [#fun](https://pic.twitter.com/Qo5My8CAw0) pic.twitter.com/Qo5My8CAw0
View photo

TraffordHousingTrust @TalkTrafford 6 Jul
Amy niel and Audra brandy are down and alti festival come and see us and nominate your trafford treasure pic.twitter.com/9b7revJuuX
View photo

TraffordHousingTrust @TalkTrafford 5 Jul
Listen to BBC Radio Manchester interview Ray Howarth (Chair of the Woodsend Community Group) who won Volunteer of... fb.me/2qmlKqG9X
View summary

Who to follow

Mint Press News @MintPressNews Promoted

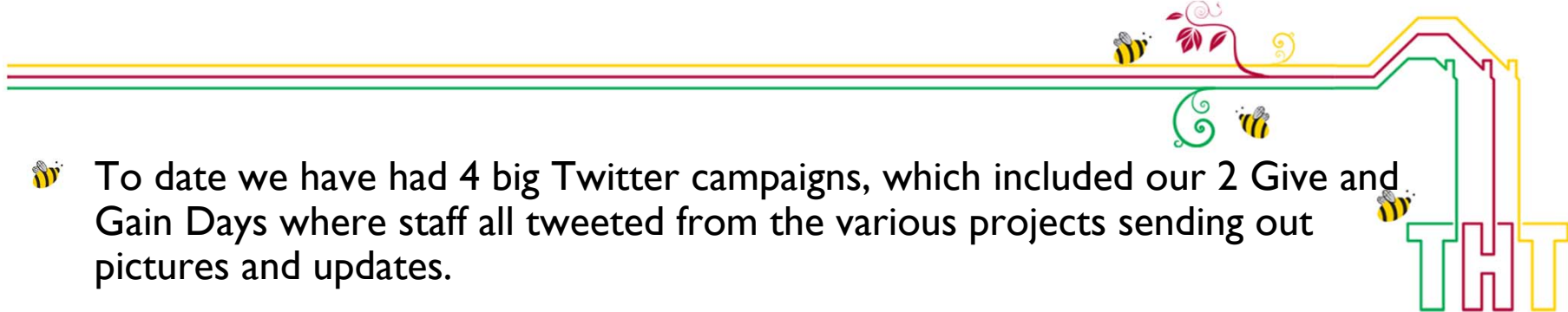
Adil Mohammed Javed @Adilmj... Followed by OTNOnline and others

Gail Price @bluegail1

Popular accounts · Find friends

Trends

#ufc162
Abu Qatada
#ReplaceJanoskiansSentencesWithVagina
#4YearsOfOneTime
Mahabodhi
#NRLSouWar
Bodh Gaya
#bbcsm1

- 
- 🐝 To date we have had 4 big Twitter campaigns, which included our 2 Give and Gain Days where staff all tweeted from the various projects sending out pictures and updates.

We actually broke Twitter on the first Give and Gain day in 2012, when it refused to upload any more photos. Staff enthusiasm and co-operation in tweeting on these occasions is key to the success of the account and today it stands at 1,367 followers.

- 🐝 Apprentice programme – Your Hired!
 - 🐝 Community Summer Roadshows
 - 🐝 Participatory Budget Events
 - 🐝 OTMP updates
 - 🐝 Trafford Treasure Nominations
 - 🐝 TPAS nominations
 - 🐝 Events & Information
- 

Lets look a bit closer.....

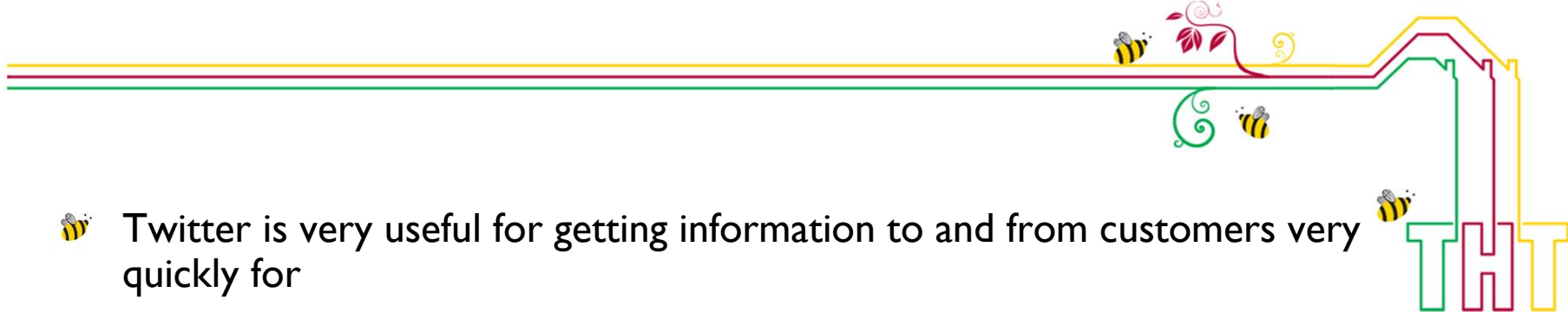
- 🐝 Stats on the Participatory Budget Events, 4 events across the Borough, held over 2 weekends in June:
- 🐝 there were 11 posts made which gave a total of 1,483 views of which 1,208 were organic (people who like the page) and 281 Viral (people who saw our posts because of a friend)
- 🐝 The most viewed PB event post was on 12/6/13 having 221 views and the most viral post was on 22/6/13 with 106 viral views with the total views being 211.

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....continued.....

- 🐝 Apprentice Programme – Your Hired!
- 🐝 For the Apprentice posts there were only 5 posts for the advertisement of applications opening however there was a total of 1,298 views of which 662 were organic (people who like the page) but a whopping 647 were Viral (people who saw our posts because of a friend).
- 🐝 The most viewed Apprentice post was on 30/4/13 having 549 views with the same post achieving the most viral views of 418.
- 🐝 The Apprentice posts achieved an almost 50/50 split between Organic and Viral views, which may well be down to the fact that these posts were aimed at the 16-25yr age group and that were shared more because of the demographic.
- 🐝 Also – THT Roadshows, Vicki, from our Youth Team, posted an album of photos from the Roadshow and Altrincham Festival last week and it received a total of 191 views so far with 111 of them being Organic and 181 of them being Viral
- 🐝 (our facebook posts are tweeted automatically on twitter)



- 
- 🐝 Twitter is very useful for getting information to and from customers very quickly for
example when we get information from GMP about crime in the area we will tweet details so residents in that area can know and retweet




GMP Chorlton @GMPChorlton

March 12, 2012

WANTED! Man posing as gas man,steals cash from 97yr old, check out picture and #bevigilant, spread the word RT RT bit.ly/yFbRhg JP

Retweeted by @TalkTrafford

[View on Twitter](#)



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Re-tweets are very important as they can get your message out to even more people



TraffordHousingTrust @TalkTrafford

2 Jul

Have you found a Trafford Treasure? You can nominate a group or a person who you think has made a difference to... fb.me/E2IVQVYI

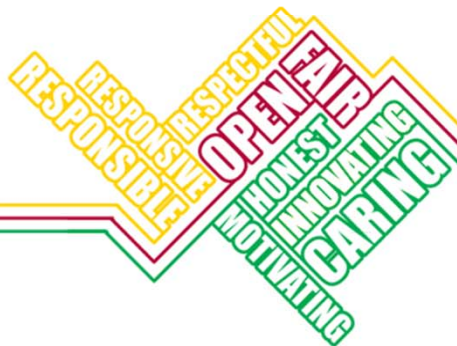
Retweeted by Rob Chilton

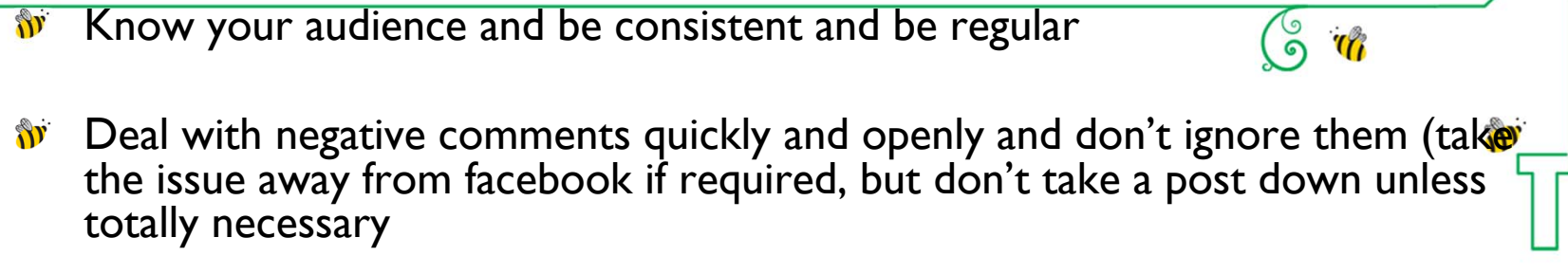
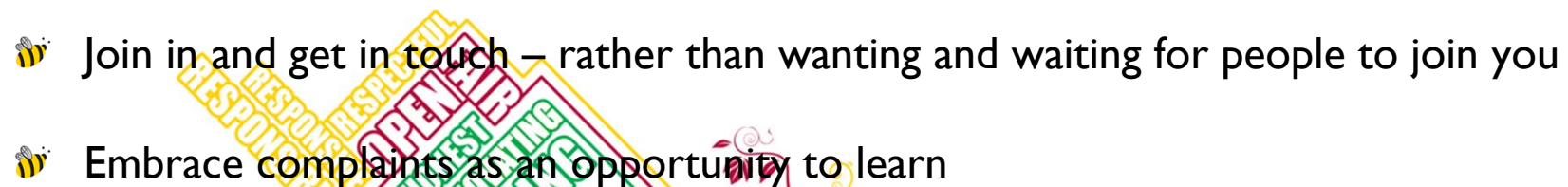
Expand

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My Advise to you – increase your social media activity.....

- 🐝 But - don't neglect digital media – with the growth of smart phones, residents are now accessing social network sites via handsets. 1 in 10 of all mobile users access social networking sites via social media –so introduce it as part of your comms plan
- 🐝 Social media isn't just for news!
don't just use it for rent info, support services etc n- use in a more fun way to engage with audiences esp younger people and anyone who don't want to look at your website
- 🐝 Interact!
Focus on regularly updating facebook and twitter with local news, service updates and fun info



- 
- 🐝 Know your audience and be consistent and be regular
 - 🐝 Deal with negative comments quickly and openly and don't ignore them (take the issue away from facebook if required, but don't take a post down unless totally necessary
 - 🐝 Use different communication methods as well as social media so you reach everyone.
 - 🐝 Find the conversation and join in – build trust, win their confidence and engage
 - 🐝 Don't think too much about your numbers of followers – esp with Twitter – concentrate on follow and be followed by organisations rather than tenants
 - 🐝 Think what social media already exists rather than what you can set up – think about what you are asking people to talk about
 - 🐝 Join in and get in touch – rather than wanting and waiting for people to join you
 - 🐝 Embrace complaints as an opportunity to learn
- 

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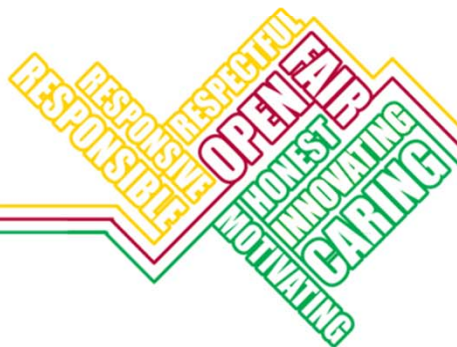
So – why Social Media?

- 🐝 The importance of social media is that you can connect with new people and build relationships with just about anyone who is online!
- 🐝 Share valuable content in many different formats and get a good understanding of how to get the most out of social media (video content/article writing/blogs are all very powerful) & help customers solve their problems!
- 🐝 Social media allows you to grow and build relationships with anyone
- 🐝 You can let people know you are there – so they like and trust you
- 🐝 Have a sound social media strategy and use it the right way to guarantee the success you deserve.
- 🐝 FACEBOOK is great for the personal profile – TWITTER for short, snappy, timely thoughts

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The reasons not to ...

- 🐝 There is a permanent record
- 🐝 People will say bad things about you – cyber bullies/trolls
- 🐝 There **is** such a thing as bad publicity (however dealt effectively and efficiently, this can be overcome)
- 🐝 Staff will get it wrong (but that is actually OK!)
- 🐝 Always avoid confrontation – think of the company brand – don't act with personal emotion

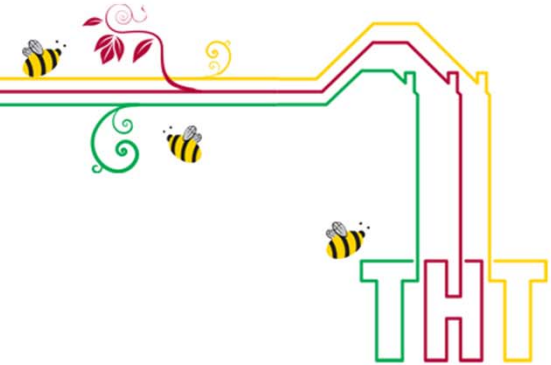


A decorative graphic consisting of a cluster of colorful, overlapping text boxes. The text boxes contain the following words: RESPONSIBLE, RESPONSIVE, RESPECTFUL, OPEN, FAIR, HONEST, INNOVATING, MOTIVATING, and CARING. The words are arranged in a way that they appear to be part of a larger, multi-colored shape, possibly representing a stylized letter or a cluster of values. The colors include yellow, orange, red, pink, purple, blue, and green.

Why we use it ...

- 🐝 Gets information to people instantaneously
- 🐝 Instant feedback
- 🐝 Access to a large audience
- 🐝 Cheap
- 🐝 Tenants want us to use it

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Top Tips and away you go.....

- 🐝 Check in and say hello!
- 🐝 Don't ignore your audience – always monitor your social media activity
- 🐝 Allow posts & allow staff to get involved
- 🐝 Don't think that on the Comms Team can successfully represent your company – all employees can tweet
- 🐝 Control your posts
- 🐝 Free discussions, complaints and content are great ways to engage – and ask questions to get thought and insight
- 🐝 Don't give up!
- 🐝 Have faith - im not getting the stats I want right now, no one will engage with me, this is rubbish! – it takes commitment and nurturing to develop a successful community

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How we use it ...

  Engage communities by geography - Sale West

  Engage communities by age

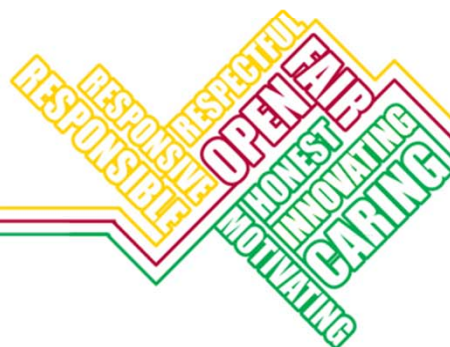


  Youth Facebook page - www.facebook.com/THTyouth

  Facebook - <https://www.facebook.com/traffordhousingtrust>

  Twitter - <https://mobile.twitter.com/TalkTrafford> - residents


  Twitter - <https://mobile.twitter.com/TeamTHT> - CEO twitter feed



How we use it ...

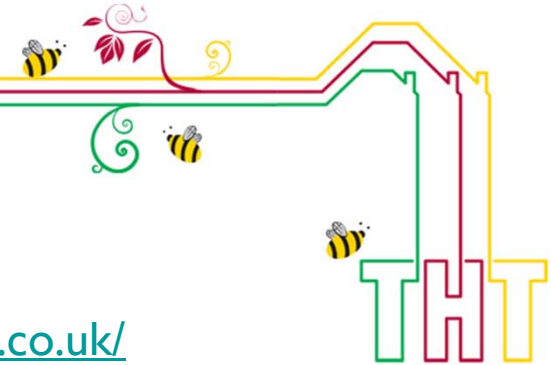
  Blog – from our CEO <http://thtblog-matthew.blogspot.co.uk/>

  YouTube - <http://www.youtube.com/traffordhousing>

 App for customers to download – can pay rent, events calendar, report repairs



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Our successes ...

- 🐝 Set up specific facebook sites for community centres – this has increased attendance at local events and promoted key messages,
- 🐝 Apprentice project – new viral reach 391 people
- 🐝 Recruitment of young people to apprentice project via facebook
- 🐝 Repairs to excellence project consultation over twitter, scrutiny panel consultation over social media
- 🐝 Silver surfers in all our 19 sheltered schemes

