

Transforming Local Communities Through Social Media

#hoothousing





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Today's Agenda

- Who & What is Hootsuite?
- Smashing the Myth
- Putting the 'Social' in Social Housing
- Educate Everyone Everywhere
- Protecting Your Organisation
- Audience Q&A



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What is Hootsuite

Hootsuite is the most widely trusted and used platform for managing social media. We help businesses grow by building relationships with customers and staying connected to market needs.

Manage all the social networks that matter to your business



Twitter



Facebook



Google +



Instagram



Youtube



LinkedIn



Wordpress





CIO



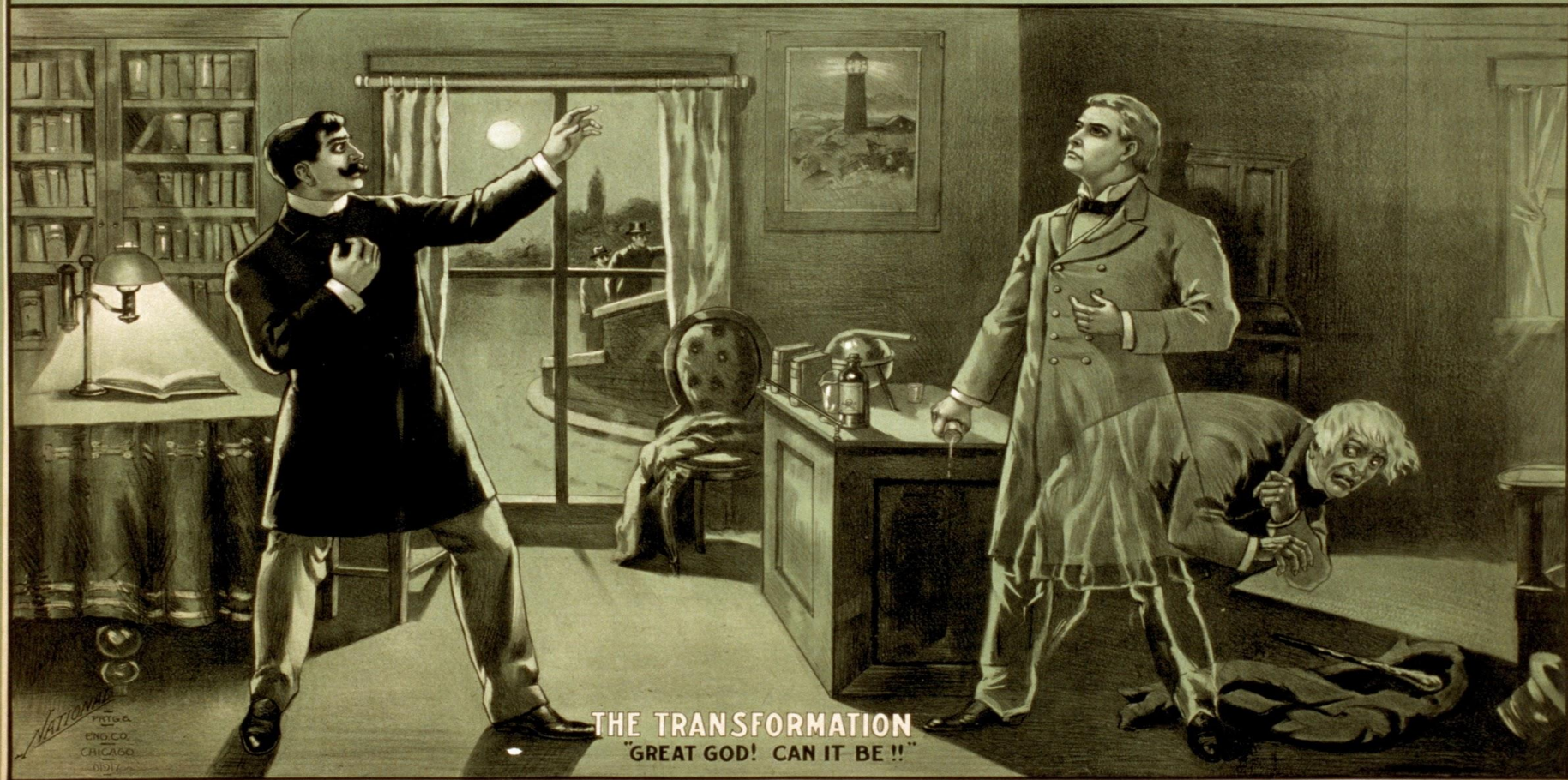
vs.



CMO



DR. JEKYLL and MR. HYDE



THE TRANSFORMATION

"GREAT GOD! CAN IT BE !!"

NATIONAL
PITTS.
END. CO.
CHICAGO
1917

Myers-Briggs Type Indicator

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- I** Introversion
- E** Extroversion
- S** Sensing
- N** Intuition
- F** Feeling
- T** Thinking
- J** Judging
- P** Perceiving

objective
DECISIVE REALISTIC
analytical **outspoken**
ESTJ DIRECT
practical
STRUCTURED
SYSTEMATIC prefer proven procedures
dependable clear EFFICIENT
objectively critical
logical **self-confident**
organized PRAGMATIC
IMPERSONAL *assertive*
take charge
STRAIGHTFORWARD
responsible
foresee potential problems
matter-of-fact


straightforward
innovative theorizers
ACTION ORIENTED planful
self-confidence CLEAR
MANAGE DIRECTLY tough when necessary
ENTJ fair
assertive
LOGICAL
provide structure **tough**
NATURAL CRITICS challenging
decisive planners
value intelligence objective
theoretical strategic
TAKE CHARGE
THINK AHEAD critical
global thinkers
stimulating CONTROLLED
PREFER NEW CHALLENGES



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THE NEW
DYNAMIC DUO
OF MARKETING

“Is Housing Ready for Digital” Dec 2017


- Too often technology is seen as a service to the business and an operating cost to be managed rather than a strategic business transformation tool
- Lack of competition and little pressure for business focused innovation has led to an ecosystem defined by limited product differentiation, walled gardens and inaccessible APIs
- The barriers to change are too high and opportunities to innovate too few.
- There is little or no understanding of current technology on most boards and senior executive teams.
- Data ownership and governance are neglected across the entire housing sector 

Three Critical Barriers to Change

- There is inadequate visible leadership and accountability for the contribution technology makes to business success.
- To compensate for lack of internal strategic grip and understanding at Executive and Board levels, there is an over-reliance on external consultant-led change.
- Finally, a lack of understanding of the value and use of data is a major issue at all levels in housing businesses.

We are in the age of social and it's here to stay



A large crowd of people is sitting on a grassy hill, looking towards a city skyline in the distance. The scene is captured during sunset, with the sun low on the horizon, creating a warm, golden glow. The people are mostly seen from behind, looking out over the city. The text is overlaid on the image, centered in the upper half.

“The difference between a
COMMUNITY and an **AUDIENCE** is
which way the chairs are facing”

@ChrisBrogan

Characteristics of a True Community

M. Scott Peck

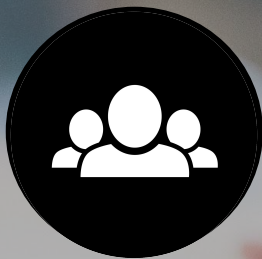
- **INCLUSIVITY & COMMITMENT** Members accept and embrace each other, celebrating their individuality and transcending their differences.
- **REALISM:** Members bring together multiple perspectives to better understand the whole context of the situation.
- **CONTEMPLATION:** Members examine themselves. They are individually and collectively self-aware of the world outside themselves
- **A SAFE PLACE:** Members allow others to share their vulnerability, heal themselves, and express who they truly are.
- **A LAB FOR PERSONAL DISARMAMENT:** Members experientially discover the rules for peacemaking and embrace its virtues. They feel and express compassion and respect for each other as fellow human beings.
- **FIGHT GRACEFULLY:** Members resolve conflicts with wisdom and grace. They listen and understand and respect each other
- **A GROUP OF LEADERS:** Members harness the "flow of leadership" to make decisions and set a course of action.
- **SPIRIT:** The true spirit of community is the spirit of peace, love, wisdom and power.

Adopted by digital immigrants



Why Housing?

Putting the 'social' in social housing



Housing associations face increasing pressures.



Social media widespread in your communities.



Power of social to strengthen communities.

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What we heard yesterday

Outbound

Inbound

Integrate

Educate



Social media is being used in the majority of housing associations to push content out

Inbound posts to social profiles are monitored & handled in some associations by customer service teams, others are on this journey

Integration to CRM or similar to create a "360 customer view" is top of mind

Educating and engaging local communities is important and a priority





Social listening for community development

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Boston City



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Connect your workforce

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**52% of citizens see
employees as
credible sources of
information**



Barcelona City Council

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Educate Everyone Everywhere

#hoothousing





Hootsuite

academy



Develop improved ways of working

#hoothousing



West Midlands Police

A nighttime photograph of a city street, likely in Birmingham, UK. In the foreground, the rear of a red car is visible on the left. The street is filled with motion-blurred double-decker buses, their lights creating streaks of white, yellow, and red. Pedestrians are walking on the sidewalk on the right, their figures also blurred. The background features a mix of modern and historic architecture, with streetlights illuminating the scene. The overall atmosphere is one of a busy urban environment at night.

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Effective crisis management

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New York City

An aerial night photograph of the New York City skyline. The Empire State Building is the central focus, illuminated with warm yellow lights and a blue spire. To its right, the Freedom Tower is visible with its distinctive red and white facade. The city is densely packed with skyscrapers, many of which are lit up. The Hudson River and East River are visible in the background, with the city lights reflecting on the water. The sky is a mix of dark blue and orange, suggesting a sunset or sunrise.

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Manage digital risk

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Protecting Your Social Organization is crucial

Manual sharing is the main route for **social media attacks** in 2015

43% of attacks are targeted at **smaller businesses** (less than 250 employees)

Over **half a billion** personal records were stolen or lost in 2015

There were 528 mobile vulnerabilities in 2015, a **214% increase** from the previous year

In 2015, **over 20,000** phishing URLs were on social

**Champion the power
of human connection**



Thank You!

@Hootsuite_UK



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