

**MEMO**

**TO: POAH/NHS/CIC  
RENEW WOODLAWN**

**FROM: LAURIE R. GLENN  
THINKINC.**

**RE: SOCIAL MEDIA STRATEGY FOR RENEW WOODLAWN LAUNCH**

**DATE: FRIDAY, MAY 6, 2016**

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**Overview**

**Renew Woodlawn** is an initiative that is being launched to give prospective homebuyers incentives - including grants for down payments and other assistance - to purchase and rehabilitate homes.

**Goal:** To build awareness, participation and buzz of **Renew Woodlawn** program and the **Woodlawn neighborhood** in general using a high level of monitoring and engagement by all partners.

**General Strategy**

- A Renew Woodlawn Twitter account has been created @renew\_woodlawn. In addition, a Facebook page is being created (in-progress by end of day) where all information about the program lives and all partners are contributing.
- Draft and schedule (via [Hootsuite](#) or Bufferapp) social media posts on Twitter and Facebook. Monitor for and re-tweet posts from partner organizations, key individuals involved with the event, Media, etc.:
  - Visual elements to support event across all channels (previous photos, graphics, videos related to event or participants in events)
  - Create images from inspirational homeownership quotes
  - Use numbers/data to support initiatives
- Create Twitter lists, including media, targeting tweets when appropriate
- Throughout campaign post:
  - Videos (first homeowner, etc.)
  - Share elements of her story/testimonial (from existing article by NHS staffer)
  - Identify key Woodlawn stakeholders already with Twitter and FB following (Influencers) and partner with them to promote program
  - Pull out key program points from fact sheet to highlight in individual posts
- Invest in advertising. ThinkInc. recommends strategic advertising, especially on FB. Promoting the Renew Woodlawn Facebook page could have significant reach.

**General Messaging**

- Community, grassroots initiative
- By Woodlawn for Woodlawn
- Creating a neighborhood of homeowners
- Strengthens neighborhood
- Benefits of homeownerships
- Impact on families