

## **Communications - Creative Media** **MassHousing's Social Media Strategy**

Not long ago, a housing finance agency's communications strategy could be quite successful using press releases, op-eds and the occasional public service announcement, along with a good website. Times have changed. Today, there are numerous channels for disseminating information. Tech-savvy consumers and business partners, armed with mobile devices, expect to be able to connect in a variety of ways, and they are growing accustomed to receiving frequent and timely information directly from the source, not filtered through the media.

MassHousing has fully-embraced "social media" to spread the word about affordable housing opportunities and the results have been encouraging. But a successful social media strategy involves far more than a Facebook or Twitter account with the occasional post or tweet. To get results, social media channels must receive consistent branding, coordinated messaging and frequent and useful updates. MassHousing is using these tools in concert to better reach its many customers and constituencies.

### **Our Social Media Channels**

Though each social media channel must be used differently based on tools and audience, each plays an important role in MassHousing's larger online communications strategy.

#### ***MassHousing Blog* – <http://masshousing.typepad.com>**

Launched in July 2007, the MassHousing Blog features relatively short, pithy and occasionally humorous articles and essays on all things affordable housing. Blog posts are primarily authored by Corporate Communications staff and occasionally by senior management, and target housing industry professionals. There have been more than 20,600 lifetime visits to the MassHousing blog, and an average week now sees about 160 visitors.

#### ***Twitter* – [twitter.com/masshousing](http://twitter.com/masshousing)**

MassHousing launched a Twitter feed in January 2009. Along with news and announcements about the Agency's products and programs, housing news and related resources are posted for followers, all in concise, catchy messages of 140 characters or less. The Agency's Twitter feed currently boasts 950 followers, representing government and nonprofit organizations, developers, property managers, media and individuals interested in affordable homeownership and rental housing.

#### ***Facebook* [facebook.com/masshousing](http://facebook.com/masshousing) / [facebook.com/MassachusettsFirstTimeHomebuyers](http://facebook.com/MassachusettsFirstTimeHomebuyers)**

MassHousing maintains two English-language pages on Facebook. The corporate page (launched April 2009 | 263 Likes) is used to communicate Agency news and events to an audience comprised mostly of consumers. The First-Time Homebuyers page (launched March 2011 | 27 Likes) is used to inform prospective homebuyers of programs, news and events that may be of interest and to encourage an open dialogue where buyers can share their experiences and ask questions of their peers.

#### ***LinkedIn* - [www.linkedin.com/company/masshousing](http://www.linkedin.com/company/masshousing)**

MassHousing began utilizing the networking site LinkedIn as a communications tool in the summer of 2011, but 354 followers have already been amassed. The messaging here is for an audience of housing and mortgage professionals, and it is used to position MassHousing as a thought-leader in affordable housing. In addition to the company page, MassHousing hosts a private group (33 members) for lenders who originate MassHousing mortgages.

**YouTube – [youtube.com/masshousingvideo](https://www.youtube.com/masshousingvideo)**

The MassHousing YouTube channel hosts videos of all sorts, from groundbreakings and ribbon-cuttings to footage from television programs and conferences to interviews with MassHousing partners and customers. The 31 videos that have been posted to YouTube, most of which have been produced internally, have been viewed 2,626 times.

**Flickr - [flickr.com/masshousing](https://www.flickr.com/masshousing)**

MassHousing uses Flickr to build engaging photo storybooks (“sets” in Flickr-speak) that combine narrative with images from Agency events, ribbon-cuttings and groundbreakings. MassHousing has created 21 photo sets on Flickr, which have been viewed 1,472 times.

**How It All Works**

MassHousing uses its blog, YouTube and Flickr to create text, video and photo content that is distributed on Twitter, Facebook and LinkedIn. Facebook can also serve as an authoring tool for photo slideshows, as well as discussions, polls and other content.

**Branding and Consistency**

Though each social media channel is independent, the Agency has made them cohesive through consistent visual branding and coordinated messaging. All of the social media channels feature a unique red and white “MH” icon, and the background images that appear on the various social media sites share a similar look and feel. In addition each new content item that is created is distributed on multiple venues, each in concert with the others.

**Driving Traffic**

MassHousing has made a strong commitment to social media, and is increasing its reach online through consistent, coordinated effort. The Agency’s internal and external websites now feature “chiclets” that lead to social media channels. The monthly newsletter links to blog posts, videos and slideshows. Even Agency email signatures have links to the social media channels. Perhaps most importantly, regular entries are made on each social media channel that go beyond self-promotion and are truly useful to the particular audience.

**Case Studies**

***Future of Home Ownership in Massachusetts Symposium***

In October 2011, MassHousing brought together representatives from mortgage lenders, real estate brokers, government and academia to discuss the state of the Commonwealth’s housing market and how best to move it forward. The Agency’s social media efforts played a major role before, during and after the event.

In advance of the event, MassHousing posted registration links and promotions on its blog and LinkedIn, and sent email campaigns to Home Ownership partners. During the event, staff live-tweeted, using a hash tag (#FHOMA) which allowed people to follow the conversation. Videos of the sessions were later posted to YouTube, photos were placed on Facebook, and the event was summarized on the Agency’s blog.

***Old Colony Redevelopment***

MassHousing provided more than \$28 million to help redevelop the Old Colony Apartments in South Boston. It was a large commitment by the Agency, and a high-profile project. In November 2011,

Corporate Communications staff posted to YouTube a video of progress at the community; the video was distributed via the Agency's websites, blog, Facebook, Twitter and LinkedIn. In March 2012, a second video prepared and posted from the ribbon-cutting event was posted to YouTube, and text and photos were posted on Facebook. This content was distributed through concise tweets and brief write-ups on LinkedIn and Facebook.

### **Innovative**

In developing and implementing a broad, cohesive social media communications strategy, MassHousing is following the example major consumer brands and is taking the lead among HFAs.

### **Replicable**

All of the sites in MassHousing's social media portfolio are available to other HFAs. There is no cost to use any of these sites at a basic level. In addition, the sites require no technical knowledge to set up, and can be maintained by internal staff.

### **Reach Targeted Audiences**

Social media allows MassHousing to tailor its messaging and repurpose the content for each specific customer or business partner. For instance, the Agency can speak to professional partners on LinkedIn and to consumers on Facebook. A review of followers on LinkedIn and Twitter shows representatives from property management companies, developers, government agencies, nonprofits, real estate brokers and lenders. Nearly 300 consumers "like" the Agency's two English-language Facebook pages.

### **Achieve Measurable Results**

Each social media channel offers tools to analyze performance. Staff have written 134 posts to the blog, which have generated 20,663 page views. There are 932 followers on Twitter, and 354 on LinkedIn; 290 individuals like the English-language Facebook pages. The 31 videos which have been posted to YouTube have been viewed 2,626 times. The 21 photo story sets on Flickr have been seen 1,472 times.

### **Benefits that Outweigh Costs**

There are few direct dollar costs associated with social media. Aside from the \$149 annual fee the Agency pays for its blog (an optional expense that allows for more design customization), all of the social media channels are free. Corporate Communications staff members are the main authors and administrators of the sites. Though the time commitment varies, staff spends an average of five hours each week updating the social media channels.

### **Effective Use of Resources**

The audiences of MassHousing's social media channels have all chosen to interact with the Agency by following, liking or subscribing to the various channels. The opportunity to speak to one's target audience in a venue where they are requesting those messages is unique and certainly deserving of staff resources.

### **Achieve Strategic Objectives**

MassHousing's use of social media helps reach out to potential customers and business partners, and to strengthen relationships with existing ones. Because staff knows to whom they are speaking, they can better craft and target their message. And, because they are free and easy-to-use, social media allows MassHousing to broadcast more information than ever before.

Blog (<http://masshousing.typepad.com>)

The screenshot shows a Windows Internet Explorer browser window displaying the MassHousing Blog. The address bar shows the URL <http://masshousing.typepad.com/>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar contains navigation buttons and a search icon. The browser's status bar at the bottom shows "Done" and "Internet".

The website header features the MassHousing logo and navigation links: [blog home](#), [contacts](#), [site map](#), and [privacy](#). Below the logo is the text "The MassHousing Blog". A secondary navigation bar includes [HOME OWNERSHIP](#), [DEVELOPERS](#), [RENTAL HOUSING](#), [ABOUT US](#), and [PRESS ROOM](#).

The main content area is dated "June 01, 2012" and features a post titled "Fast and Furious". The post text reads: "Anyone following MassHousing's homeownership activities might have noticed that new, innovative home financing options have been coming out of the Agency with the speed of the high performance muscle cars in the now cult classic 'The Fast and the Furious.' In case you missed any announcements, here's a refresher." The post includes three sub-sections: "No-MI Mortgage, January 15, 2012", "Single Premium MI, May 1, 2012", and "Refinance Program for MassHousing Borrowers, May 15, 2012". A fourth sub-section, "RightRate for Lower-Income Borrowers, May 23, 2012", is partially visible. The post concludes with: "There are still more new products and services on the drawing boards at MassHousing, which we hope to roll out in the weeks and months ahead. Stay current with MassHousing by following us on [Facebook](#), [Twitter](#) and [LinkedIn](#), or by visiting [masshousing.com](#). And if you are a homebuyer or homeowner, be sure to ask your lender what new MassHousing products might be right for you."

A sidebar on the right contains a "LINKS & RESOURCES" section with "Archives" and "Categories" lists. The "Archives" list includes months from June 2012 to September 2011. The "Categories" list includes Development, Groundbreakings & Ribbon Cuttings, Home Ownership, and Rental Housing. Below the categories is a "Subscribe to this blog" link with an RSS icon.

Twitter: [www.twitter.com/masshousing](http://www.twitter.com/masshousing)

The screenshot shows a Windows Internet Explorer browser window displaying the Twitter profile for MassHousing (@MassHousing). The browser's address bar shows the URL <https://twitter.com/#/MassHousing>. The browser interface includes a McAfee security bar and several open tabs, one of which is titled "New apartments to be called...".

The Twitter profile header for MassHousing includes a red and white "MH" logo, the name "MassHousing", and the handle "@MassHousing". A bio reads: "A self-supporting public agency, MassHousing provides financing for affordable homeownership and rental housing, without the use of taxpayer dollars." The location is listed as "Boston, MA" and the website as "http://www.masshousing.com". Statistics show 372 tweets, 136 following, and 946 followers. An "Edit your profile" button is visible.

The main content area is titled "Tweets" and features a list of recent tweets from MassHousing. The tweets include:

- A tweet from 23 hours ago: "New apartments are going up in Leominster. [bit.ly/KMFvml](http://bit.ly/KMFvml)"
- A tweet from 19 Jun: "MassHousing's Tom Gleason was on the Emily Rooney Show with advice for first-time homebuyers. [bit.ly/N5FVPn](http://bit.ly/N5FVPn)"
- A tweet from 19 Jun: "Live, right now, on WGBH 89.7 FM in Boston, MassHousing's Tom Gleason talking first-time homebuying in Boston with Emily Rooney and others." (This tweet is partially cut off on the right side of the image)
- A tweet from 19 Jun: "Hear MassHousing CEO Tom Gleason on Emily Rooney's radio show, 89.7 FM today at 12:00 noon. Topic is affordable home ownership in Boston." (This tweet is partially cut off on the right side of the image)
- A tweet from 18 Jun: "MassHousing, Boston Community Capital team up on pilot program to lower energy costs at affordable housing developments [bankerandtradesman.com/news150495.html](http://bankerandtradesman.com/news150495.html)"
- A tweet from 15 Jun: "House hunting this weekend? Here's some information and advice for finding the right home, visiting open houses [bit.ly/Mvh1LA](http://bit.ly/Mvh1LA)"

On the left side of the profile, there are navigation links for "Following", "Followers", "Favorites", and "Lists". Below these are "Similar to you" suggestions for accounts like Boston Cares, HUD New England, and CWU. At the bottom of the profile area, there is a copyright notice: "© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers".

Facebook (Corporate): [www.facebook.com/masshousing](https://www.facebook.com/masshousing)

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook page for MassHousing. The browser's address bar shows the URL <https://www.facebook.com/masshousing>. The page features a large cover photo of a modern residential building with colorful accents. Below the cover photo is the MassHousing logo, a red square with the letters 'MH' in white, and the name 'MassHousing' with 263 likes. A description identifies it as a Government Organization that provides affordable housing. The page includes an Admin Panel at the top, a navigation menu on the right, and a main content area with a status update field and a recommendation for a post by LaVerne Randolph. A sidebar on the right contains an advertisement for MassHousing.

MassHousing - Windows Internet Explorer

https://www.facebook.com/masshousing

facebook Search for people, places and things

MH MassHousing Home

Admin Panel Edit Page Build Audience Help Show + Create A Page

Now  
May  
2012  
2011  
2010  
Joined Facebook

**MH**  
MassHousing  
263 likes · 3 talking about this · I was here

Government Organization  
A self-supporting public agency, MassHousing has provided more than \$13 billion to create and preserve affordable homeownership and rental housing in Massachusetts.

About Photos Likes Map Events

Highlights

Status Photo / Video Event, Milestone +

Public Post

Recommendations See All

LaVerne Randolph  
After more than 40 years, MassHousing continues to finance...  
about 6 months ago

Likes

Put Your Ad Here  
MassHousing  
MH  
A self-supporting public agency, MassHousing has provided more than \$13 billion to create and preserve...  
Like · MassHousing likes this.  
Advertise Page

Done Internet 100%

Facebook (First-Time Homebuyers): [www.facebook.com/massachusettsfirsttimehomebuyers](http://www.facebook.com/massachusettsfirsttimehomebuyers)

The image is a screenshot of a Windows Internet Explorer browser displaying the Facebook page for "Massachusetts First-Time Homebuyers". The browser's address bar shows the URL <https://www.facebook.com/massachusettsfirsttimehomebuyers>. The page features a cover photo of a smiling family (a man, a young child, and a woman) with the "MASSHOUSING" logo overlaid. Below the cover photo is a red square logo with the letters "MH" in white. The page name "Massachusetts First-Time Homebuyers" is displayed, along with a notification that 27 items are being talked about. A "Community" section describes the page as a place for people who want to buy a home in MA to learn about the process and meet others who are in the same situation. The "Likes" section lists several organizations, including Hilltown Community Development Corporation (HCDC), Community Teamwork, Inc., and Pro-Home, Inc. A "Status" section shows a post from the page shared a link 23 hours ago. On the right side, there is an advertisement for the page with the "MH" logo and a description of the page's purpose.

Massachusetts First-Time Homebuyers - Windows Internet Explorer

https://www.facebook.com/massachusettsfirsttimehomebuyers

facebook Search for people, places and things

Massachusetts First-Time Homebuyers Home

Admin Panel Edit Page Build Audience Help Show + Create A Page

How  
May  
2012  
Joined Facebook

MASSHOUSING

MH

Massachusetts First-Time Homebuyers 27 items • 9 talking about this

Community  
A place for people who want to buy a home in MA to learn about the process and meet others who are in the same situation. Also for people who have recently bought a first home in Massachusetts and who can share their experiences.

About Photos Likes Events

Put Your Ad Here  
Massachusetts First-Time Homebuyers  
MH  
A place for people who want to buy a home in MA to learn about the process and meet others who are i...  
Like • Massachusetts First-Time Homebuyers likes this.  
Advertise Page

What's on your mind?

Massachusetts First-Time Homebuyers shared a link. 23 hours ago

MassHousing's Tom Gleason provided insight and information for first-time homebuyers, June 19 on The Emily Rooney Show. Listen

Likes See All

- Hilltown Community Development Corporation (HCDC) Community/Government
- Community Teamwork, Inc. Local Business
- Pro-Home, Inc. Community Organization

Internet 100%

YouTube: [www.youtube.com/masshousingvideo](http://www.youtube.com/masshousingvideo)

masshousingvideo - YouTube - Windows Internet Explorer

http://www.youtube.com/masshousingvideo

File Edit View Favorites Tools Help

McAfee

masshousingvideo - YouTube

Page Safety Tools

YouTube

Search

Browse Movies Upload

deepak karamcheti...

**MH** MassHousing YouTube Channel [Subscribe](#)

6 subscribers 2,654 video views

Featured Feed Videos

Search Channel

Like Share

75 Cross Street Groundbreaking.wmv

31 views

by masshousingvideo 2 weeks ago

Uploaded videos 1:18 of 31 [Play all](#)

75 Cross Street Groundbreaking.wmv

masshousingvideo 31 views 2 weeks ago

Work is under way at 75 Cross St. in Danversville where the Danversville Community Corporation is developing an S-

About MassHousing YouTube Channel

Find videos on programs and events from MassHousing, the affordable housing bank of Massachusetts

- masshousing.com
- MassHousing blog
- twitter.com/masshousing
- facebook.com/masshousing
- linkedin.com/masshousing

by masshousingvideo

Latest Activity Jun 1, 2012

Date Joined Sep 15, 2010

Country United States

Featured Playlists

Uploaded videos

by MassHousing YouTube Channel

view all v

Rental Lending | Home Ownership Lending

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LinkedIn: [www.linkedin.com/company/masshousing](http://www.linkedin.com/company/masshousing)

**LinkedIn** Account Type: Basic Deepak Karamcheti Add Connections

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Companies > MassHousing

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MassHousing is a self-supporting not-for-profit public agency created in 1966 to support affordable homeownership and rental housing opportunities in Massachusetts. MassHousing does not use taxpayer dollars, but sells bonds to fund its programs. Since its inception, MassHousing has provided more

[... more](#)

**Company Updates**

**MassHousing** <http://www.bankerandtradesman.com/news150495.html>  
Pilot Program To Lower Energy Costs At Housing Developments  
bankerandtradesman.com  
Boston Community Capital (BCC), a Roxbury-based community development group, is partnering with MassHousing on a pilot program to reduce energy costs by at least 20 percent at between five and 10 affordable apartment...  
Shared with all followers • 124 impressions  
Like • Comment • Share • 2 days ago


**MassHousing** We've assembled a number of links and resources to help rental housing professionals prevent, confront substance in their communities: [www.masshousing.com/substanceabuse](http://www.masshousing.com/substanceabuse)  
Promoting Healthy Housing Communities  
masshousingrental.com  
The documents, links and other items on this page were originally collected as part of MassHousing's 2012 Community Services Conference, Promoting Healthy Housing Communities: Substance Abuse Prevention, Intervention and...  
Shared with all followers • 128 impressions • 2 clicks • 1.56% engagement  
Like • Comment • Share • 7 days ago

Follow

356 Followers

Add a Follow Company button to your web site

Follow Get it now



**EARN YOUR MBA OR EXECUTIVE CERTIFICATE.**

LEARN MORE

Type  
Government Agency

Company Size  
201-500 employees

Website

Done Internet 100%

Flickr: [www.flickr.com/masshousing](http://www.flickr.com/masshousing)

MassHousing's photostreams on Flickr - Windows Internet Explorer

http://www.flickr.com/photos/masshousing/sets/

File Edit View Favorites Tools Help

McAfee

MassHousing's photostreams on Flickr






















Signed in as MassHousing Help Sign Out

Home You Organize & Create Contacts Groups Explore Upload **new**

Search

### MH Your photostream

Sets Galleries Tags People Map Archives Favorites Popular Profile

 <b>2012 MassHousing MBE/WBE...</b> 3 photos   Edit	 <b>Western Mass. MBE/WBE Trade...</b> 10 photos   Edit	 <b>Youth RAP Field Day 2011</b> 6 photos   Edit	 <b>Appleton Mills...</b> 6 photos   Edit	 <b>2011 Community Services...</b> 6 photos   Edit	 <b>Castle Square...</b> 5 photos   Edit	 <b>The Regency, New Bedford</b> 9 photos   Edit	 <b>Forest Park Apartments,...</b> 11 photos   Edit
 <b>Silver Leaf Terrace...</b> 3 photos   Edit	 <b>Thomas I. Atkins Apartments...</b> 4 photos   Edit	 <b>2010 Western Mass. Minority...</b> 6 photos   Edit	 <b>Hayes at Railroad Square</b> 3 photos   Edit	 <b>Twenty at Luma</b> 4 photos   Edit	 <b>Washington-Beec h...</b> 4 photos   Edit	 <b>Stevens Corner Groundbreaking</b> 3 photos   Edit	 <b>St. Aidan's Ribbon-Cutting, ...</b> 3 photos   Edit
 <b>20th Anniversary Minority...</b> 7 photos   Edit	 <b>Regency Tower, New Bedford</b> 2 photos   Edit	 <b>Appleton Mills, Lowell</b> 4 photos   Edit	 <b>Franklin Hill, Boston ~...</b> 2 photos   Edit	 <b>Spencer Green, Chelsea, MA</b> 3 photos   Edit			

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## Case Study: The Future of Homeownership in Mass. Symposium

### *Blog post prior to Symposium*

MassHousing Blog: What's in store for "The Future of Home Ownership in Massachusetts?" - Windows Internet Explorer

http://www.masshousing.typepad.com/mh\_blog/2011/10/13/whats-in-store-for-the-future-of-home-ownership-in-massachusetts.html

MassHOUSING  
HOME OWNERSHIP DEVELOPERS RENTAL HOUSING ABOUT US PRESS ROOM

blog home | contacts | site map | privacy  
The MassHousing Blog

Recent Rental Headlines | Main | Partnerships, Restoring Confidence Key to Reintegrating Housing Market »

October 13, 2011

### What's in store for "The Future of Home Ownership in Massachusetts?"

This Monday, October 17, at the DCU Center in Worcester, MassHousing and the Massachusetts Association of REALTORS will bring together national and local housing industry leaders for a day-long discussion of "The Future of Home Ownership in Massachusetts".

Guest speakers and panelists include representatives from federal, state and local governments, banking, real estate, and housing policy and research organizations. Panel topics include:

- The Future of Home Ownership in Our Cities
- The Relationship Between Home Ownership, Jobs and Economic Growth
- Home Ownership as a Political Priority in Massachusetts and Washington, D.C.
- The Future of Home Ownership Financing

This is a unique opportunity to hear from thought leaders in all areas of the housing market, and we hope it will spur a productive discussion on where housing is... and where it's heading. It's \$45 to register, which includes lunch. You can register [online](#) until the end of the day on Friday, October 14. And you can register at the door on the day of the event (cash or check only, please).

Posted at 01:28 PM in [Home Ownership](#) | [Permalink](#)

#### Trackback

Trackback URL for this entry:  
<http://www.typepad.com/services/trackback/6a0d0000090e76033014e5c3de767f0e>

Listed below are links to weblogs that reference [What's in store for "The Future of Home Ownership in Massachusetts?"](#):

#### LINKS & RESOURCES

##### Archives

- June 2012
- May 2012
- April 2012
- March 2012
- February 2012
- January 2012
- December 2011
- November 2011
- October 2011
- September 2011

##### Categories

- Development
- Groundbreakings & Ribbon Cuttings
- Home Ownership
- Rental Housing

Subscribe to this Blog

## *Tweets from before and during the Symposium*

MassHousing (@MassHousing) on Twitter · Windows Internet Explorer  
https://twitter.com/MassHousing

Home Connect # Discover Search

**MH** MassHousing (@MassHousing) 17 Oct  
Recurring themes at today's housing symposium: jobs, education, public/private partnerships are key to housing, economic recovery #thoma  
Expand

**MH** MassHousing (@MassHousing) 17 Oct  
@TimMurray\_MA addressing housing pros: "The economy and housing are first and foremost on our minds, and we want to work with you" #thoma  
Expand

**MH** MassHousing (@MassHousing) 17 Oct  
"There is an incredible appetite for homeownership," says Harvard's Eric Belsky. #thoma  
Expand

**MH** MassHousing (@MassHousing) 17 Oct  
Northeastern U's Barry Bluestone discussing homeownership and the economy: "If we don't fix housing, we don't recover" #thoma  
Expand

**MH** MassHousing (@MassHousing) 17 Oct  
#Worcester Mayor O'Brien, #NewBedford Lang cite public/private partnerships as key to economic revitalization, home ownership success #thoma  
Expand

**MH** MassHousing (@MassHousing) 13 Oct  
See what's in store for 'The Future of Home Ownership in Massachusetts,' Oct. 17 in Worcester, seats still available [bit.ly/1p0ts4v](http://bit.ly/1p0ts4v)  
Expand

**MH** MassHousing (@MassHousing) 11 Oct  
Attention homebuyers: Attend BHC University this Saturday, 10/15, to learn about all aspects of the homebuying process [t.co/boston\\_gov@BHCBoston](http://t.co/boston_gov@BHCBoston)...  
Expand

**MH** MassHousing (@MassHousing) 8 Oct  
New blog post, "Recent Rental Headlines" [bit.ly/1mL2au](http://bit.ly/1mL2au)

***Photo and caption posted to Facebook during the Symposium***

The screenshot shows a Facebook post from the page "Massachusetts First-Time Homebuyers". The post features a photograph of a panel discussion on a stage. The caption reads: "MassHousing Executive Director Tom Gleason moderating the Future of Home Ownership Financing panel at today's conference." Below the caption are options to "Tag Photo", "Add Location", and "Edit". The post also includes a comment box, a "Like" button, and a "Share" button. The page header shows the date "October 17, 2011 via mobile IP". The post is sponsored by "Green Works" and "Alameda Save On Insurance".

Massachusetts First-Time Homebuyers  
October 17, 2011 via mobile IP

MassHousing Executive Director Tom Gleason moderating the Future of Home Ownership Financing panel at today's conference.

Tag Photo Add Location Edit

Like Comment Share Edit

Write a comment...

Sponsored Create an Ad

Green Works Watch our Reverse Graffiti art installation to see the beautiful result! <http://bit.ly/5me>...

Like This Page

Alameda Save On Insurance Get a Free Insurance Quote & See How Much You Could Save As A Penn State Mum.

Wordix Need a break? Cross Words with your friends and real players now!

Plus New 300,000 people played this.

Wall Photos: 5 of 12 Tag Photo Options Share Like

## Panel discussions posted to YouTube after the Symposium

The screenshot shows a web browser window displaying the YouTube channel 'masshousingvideo'. The channel's profile picture is a blue square with the 'massHOUSING' logo and a key icon. The channel banner features a vertical image of a house with the text 'Rental Lending | Home Ownership Lending' written vertically on the right side. The video list includes:

- Washington-Beech Apartments Ribbon-Cut!**  
masshousingvideo · 58 views · 5 months ago  
A ribbon-cutting ceremony marks the completion of the redevelopment of Washington-Beech in Boston's Downtown neighborhood.
- The Future of Home Ownership in Massachu**  
masshousingvideo · 18 views · 5 months ago  
Worcester, MA Governor Tim Murray delivers the keynote address at 'The Future of Home Ownership in Massachusetts,' October 17, 2011 in Worcester.
- The Future of Home Ownership in Massachu**  
masshousingvideo · 21 views · 5 months ago  
A discussion on the Future of Home Ownership Forum, featuring Chris Owen from South State Bank, Patrick Lawler from the Federal Housing Finance Agency, and Paul Proctor.
- Masshousing First-Time Home Buyer**  
masshousingvideo · 131 views · 6 months ago
- Deen Energy Retrofit at Castle Square Analt**

The browser's address bar shows 'http://www.youtube.com/masshousingvideo'. The bottom of the browser window displays the 'Done' button and the 'Internet' icon.

## Blog post after the Symposium

MassHousing Blog October 2011 - Windows Internet Explorer

http://masshousing.typepad.com/masshousing\_blog/2011/10/index.html

MassHousing

blog home | contacts | site map | privacy

The MassHousing Blog

HOME OWNERSHIP DEVELOPERS RENTAL HOUSING ABOUT US PRESS ROOM

September 2011 | **Month** | November 2011

### October 2011

October 19, 2011

#### Partnerships, Restoring Confidence Key to Reinvigorating Housing Market

Panelists and attendees represented a variety of professions and interests related to the Massachusetts housing market, but all seemed to agree on the vital role housing plays in the greater economic recovery, and the need for increasing consumer confidence and broad partnerships to improve housing.

"The Future of Home Ownership in Massachusetts," a housing symposium hosted by MassHousing and the Massachusetts Association of REALTORS October 17 in Worcester, brought together Realtors, lenders, government officials and nonprofit housing advocates for a discussion on how best to move forward the Commonwealth's stalled housing market. Through panel discussions and an ongoing dialogue, a number of ideas and strategies came to light.



From left, Paul Pouliot from the Federal Home Loan Bank of Boston and Patrick Lasker from the Federal Housing Finance Agency participate in a panel titled "The Future of Home Ownership Financing" moderated by MassHousing's Tom

#### LINKS & RESOURCES

Archives

- June 2012
- May 2012
- April 2012
- March 2012
- February 2012
- January 2012
- December 2011
- November 2011
- October 2011
- September 2011

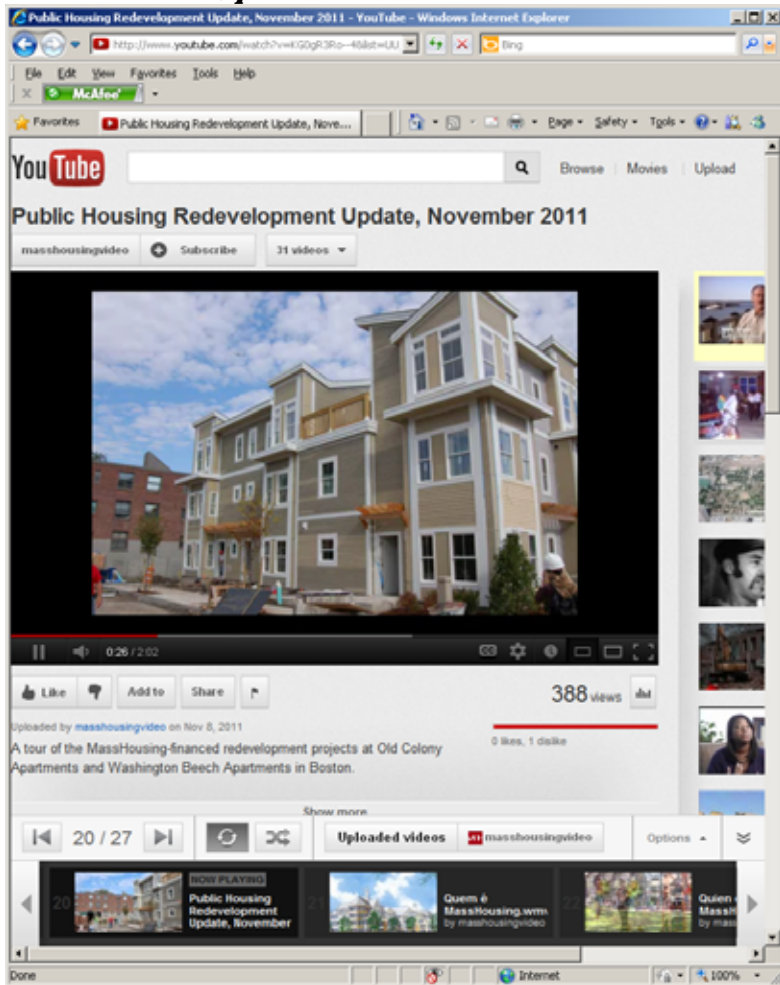
Categories

- Development
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# Case Study: Old Colony Redevelopment

## YouTube Video, posted 11/8/2011



Link from Twitter



Link from Facebook





## Photos posted to Facebook, 3/20/2012

The Homes at Old Colony Grand Opening - Windows Internet Explorer

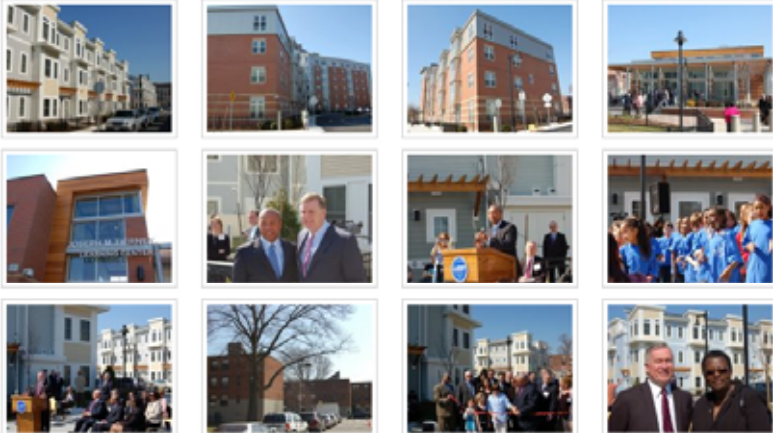
https://www.facebook.com/media/set/?set=ms.10150577951482434.358710.673828424338&type=1

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### The Homes at Old Colony Grand Opening

By MassHousing (Albums) · Updated about 3 months ago · Edit Album

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MassHousing Provided Nearly \$28 Million in Financing for Phase One of the Old Colony Redevelopment in South Boston

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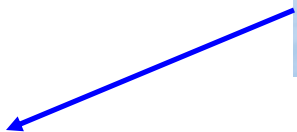
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***YouTube Video, posted 3/29/2012***

The screenshot shows a Windows Internet Explorer browser window displaying a YouTube video. The address bar shows the URL: [http://www.youtube.com/watch?v=VhGjdelprQ8&list=ULU\\_3](http://www.youtube.com/watch?v=VhGjdelprQ8&list=ULU_3). The video player shows a man in a dark suit speaking at a podium. The video title is "The Homes at Old Colony Phase One Ribbon Cutting" and it has 145 views. The description below the video reads: "The ribbon was recently cut for Phase One of the Old Colony Redevelopment in South Boston where 840 units of distressed public housing are being demolished and replaced with new, energy efficient apartments in multiple phases. Phase One resulted in the completion of 116 new apartments, park".

Link from Twitter

The screenshot shows a tweet from the account MassHousing (@MassHousing) posted on 29 Mar. The text of the tweet is: "Phase One of the Old Colony Redevelopment in South Boston is complete. MassHousing provided \$28 million in financing. [bit.ly/1f1Jzgn](http://bit.ly/1f1Jzgn) View video".



Link from Facebook

The screenshot shows a Facebook post from MassHousing dated March 29. The text of the post is: "The ribbon was recently cut for Phase One of the Old Colony Redevelopment in South Boston where 840 units of distressed public housing are being demolished and replaced with new, energy efficient apartments in multiple phases. Phase One RES...See More". Below the text is a video thumbnail with the title "The Homes at Old Colony Phase One Ribbon Cutting" and a description: "The ribbon was recently cut for Phase One of the Old Colony Redevelopment in South Boston where 840 units of distressed public housing are being".

