



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

CONNECTING TO OHIOANS

All generations are increasing their use of smartphones and, consequently, social media platforms. According to the [Pew Research Center](#), 85 percent of Millennials, 75 percent of Gen X-ers and 57 percent of Baby Boomers use social media. As the state's leader in affordable housing and as part of its mission to help more people find the homes of their dreams, OHFA realizes that online communication is a vital tool in reaching Ohioans. By increasing its social media presence and following across various platforms, OHFA encourages social media users to visit the Agency's websites and increases Ohioan's awareness of OHFA's brand.

However, in an online world where users are frequently bombarded by visual and textual information, quality content is key to gaining followers and creating website conversions and growing brand awareness. OHFA takes a multimedia approach to communicating all aspects of what the Agency does on social media.

PLANNING TO AN AUDIENCE

In order to gain and retain followers, businesses need more than just quality content; they must also be consistent in posting that content. Each month, OHFA prepares a social media calendar that illustrates what will be posted each day on each major social media platform: Facebook, Twitter and Instagram. This calendar is prepared at the end of the previous month and takes into account predictable social media trends; for example, June is Homeownership Month, so content regarding that theme was scheduled accordingly throughout the month.

While planning social media content, OHFA also takes into account that each platform speaks to a different type of audience. OHFA's Twitter following is policy-oriented and garners the most engagement with relevant news articles surrounding housing. Therefore, each day, OHFA tweets approximately ten times during peak hours for its followers (typical business hours) with relevant housing news. This content encourages engagement with this particular audience and also centers OHFA in the state and national conversations about housing.

OHFA's Facebook's audience, however, is more consumer-facing. This audience engages more with posts regarding homeownership and events. In order to appeal to this audience, OHFA regularly posts customer testimonials, lighthearted articles related to housing, blog posts, videos, ground breakings and grand openings of properties and more. Instagram's audience is similar to Facebook, so OHFA chooses to focus on having high-quality images to post on this visually driven platform.

DIVERSIFYING CONTENT

Social media users want a variety of content; in an internet world where users are constantly bombarded with images and information, brands must diversify their content in order to stand out amongst the other businesses and organizations their followers see.

Each year, OHFA visits Ohioans who have purchased their homes through OHFA's programs and affordable housing developments that OHFA has funded to film an annual customer video. In the past, these homeowner and resident stories have been compiled into a single video ranging between 10 and 20 minutes. However, shorter video content on social media usually performs better than longer video content. In order to address this change in followers' preferences, OHFA broke older videos into shorter segments that told the stories of individuals and developments. This year, when filming the annual video, OHFA decided to create shorter videos from the start. These posts generate more reach and engagement than any other posts on OHFA's Facebook page. As Facebook and Instagram begin to favor video content in their platforms' algorithms, OHFA will continue to use this content to connect with more Ohioans.

OHFA also wanted to better tell the stories of residents, homeowners and housing-related issues. To do so, OHFA created [Stories of Home](#), a blog that lives on OHFA's website. This blog covers a range of topics, from customer testimonials to homebuying tips and more. OHFA's Office of Housing Policy also contributes monthly content to this blog, which performs well on OHFA's policy-minded Twitter. These research-oriented blogs allow OHFA to discuss relevant topics in the housing industry with its followers in a timely manner. To make this blog as engaging as possible, OHFA has taken a multimedia approach; each written blog post also includes beautiful photography, captivating videos, interactive graphics, charts and more.

In the past, OHFA's social media content has focused heavily on its homeownership programs. In recent years, OHFA has attempted to highlight its development programs more on social media, in order to inform Ohioans about the importance of affordable housing in their state. From video interviews with residents to blog posts and research-focused articles, OHFA attempts to tell the stories of these developments in ways that will capture the attention of followers and increase their awareness of OHFA's development programs.

In addition, events provide opportunities to create unique and engaging content. OHFA representatives attend grand openings and ground breakings of affordable housing developments the Agency funded. At these events, OHFA records short videos, takes photos and writes short posts celebrating these properties and the work they do. OHFA also follows this approach for other events, including conferences, homeownership forums, OHFA trainings and more. OHFA also created a Facebook event to promote the Race for a Place (to Call Home) 5K and to encourage people to register for the race.

OHFA's social media attempts to create website conversions, so more Ohioans visit OHFA's website and learn about the Agency's homeownership and development programs. However, OHFA cannot just have engaging social media content; its website must also be appealing to visitors in order for them to spend time on the web pages. For example, on OHFA's homeownership-focused website (myohiohome.org), OHFA created an [eligibility tool](#). This tool allows Ohioans to input basic information, such as location, income level, career and more, to help them determine if they are eligible for any of OHFA's homeownership programs.

EXAMINING GROWTH

To determine what social media content and strategies are successful, OHFA compiles monthly social media and website reports. These reports examine traffic, reach, engagement, demographics and more to determine the best ways to engage with followers and drive website conversions.

HERE TODAY, HOME TOMORROW

Each spring and fall, OHFA runs paid social media and digital advertising campaigns. This spring's theme, Here Today, Home Tomorrow, illustrates OHFA's mission: Whether you're a senior, an established family or an individual searching for something more, OHFA can help you find the home of your dreams. The campaign focuses heavily on OHFA's homeownership programs, since spring and summer are traditionally homebuying season, but OHFA continues to post about housing industry news and the Agency's affordable housing programs throughout the campaign as well.

OHFA runs paid social media advertising on Facebook in the form of a Likes campaign and boosted posts. Likes campaigns entice Facebook users to visit a business's page through an engaging image and statement written by the organization. Boosted posts involve using money to promote posts already performing well on OHFA's Facebook account. OHFA takes a multimedia approach to this paid content as well by promoting videos, images, links and articles.

This year, OHFA decided to use the shortened videos created throughout the year to advertise on YouTube. YouTube allows smaller businesses to advertise before, during and after YouTube videos or in other locations throughout the platform. As this platform increasingly gains users across all generations, YouTube proves itself to be an affordable option for video advertising online. OHFA's

Ohio Housing Finance Agency

Category: Communications - Creative Media

Entry: How OHFA Uses Social Media to Connect with Ohioans



shortened customer videos create brand awareness in communities that might not follow OHFA on other social media platforms or in groups of people already interested in housing-related videos on YouTube.

CONCLUSION

As people begin communicating more online, housing finance agencies must take advantage of the opportunities to spread messages about homeownership and the importance of affordable housing. According to the [Pew Research Center](#), 95 percent of teenagers have access to a smart phone, and 45 percent say they are online “almost constantly.” As this generation continues to age, enter the workforce and eventually seek housing, HFAs must take advantage of online platforms as spaces to communicate with these younger generations.

By planning messaging across social media platforms through an editorial calendar, OHFA ensures brand consistency as the Agency reaches out to Ohioans online. This consistency will help more people become aware of and remember OHFA as they spend time on social media platforms. Furthermore, by creating organic and paid social media content, OHFA can show a variety of content to people all over the state of Ohio. Communicating on social media allows OHFA to reach more Ohioans than traditional media or in-person forums would allow. OHFA strives to continue innovating online to help more Ohioans find the places they can call home.

Ohio Housing Finance Agency

Category: Communications - Creative Media

Entry: How OHFA Uses Social Media to Connect with Ohioans



VISUAL AIDS

1. **Social Media Calendar**
2. **Twitter Post**
3. **Facebook Video Post**
4. ***Stories of Home* Page**
5. **Facebook Post Focusing on Multifamily Housing for Fair Housing Month**
6. **April Social Media Report**
7. **Social Media Statistics**

SOCIAL MEDIA CALENDAR

2018		May				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	01 FB: Older American Twitter: Clips IG: Older Americans	02 FB: EmpowerOne Twitter: Clips IG: Public Hearing	03 FB: Reno/Hearing Twitter: Clips IG: Renovate	04 FB: Outside Article Twitter: Clips IG: None	05 FB: None Twitter: Clips IG: GO Tiffin	06 FB: Heroes - Nurse Twitter: Clips IG: Nurse
07 FB: Prop. Feature Twitter: Clips IG: Kevin Video	08 FB: Outside Article Twitter: Clips IG: Target Area	09 FB: HMIS Twitter: Thread/Clips IG: None	10 FB: Target Area Twitter: Clips IG: HMIS	11 FB: Article on House Twitter: Clips IG: Prop Feature	12 FB: None Twitter: Clips IG: Décor Article	13 FB: Mothers Day Twitter: Clips IG: Mothers Day
14 FB: HMIS Blog Twitter: Clips IG: HMIS Blog	15 FB: GO Twitter: Clips IG: Homeowner	16 FB: HTC Twitter: Clips IG: None	17 FB: Newsletter Twitter: Clips IG: HTC/Newsletter	18 FB: Bike Article? Twitter: Clips IG: GO	19 FB: 811 Twitter: Clips IG: Neighborhood	20 FB: None Twitter: Clips IG: 811?
21 FB: Gardening Twitter: Clips IG: Resident	22 FB: Press Release Twitter: Clips IG: CSB	23 FB: Homeowner Twitter: Clips/Blog IG: IM	24 FB: Home Program Twitter: Clips IG: None	25 FB: Outside Article Twitter: Clips IG: Blog	26 FB: None Twitter: Clips IG: Multifamily	27 FB: Back Blog Twitter: Clips IG: Same as FB
28 FB and IG: Mem. Day Office is Closed Twitter: Clips	29 FB: Home Program Twitter: Clips IG: Video	30 FB: Senior Property Twitter: Clips/Senior Stats in Ohio IG: Senior Slider	31 FB: Video Twitter: Clips IG: Resident	01	02	03
04	05	<p>Notes: Clips refer to posting housing related news (news clips). These shorthand notes in a calendar format help OHFA's Office of Communications and Marketing remain consistent on social media and plan messaging throughout the month.</p>				

TWITTER POST



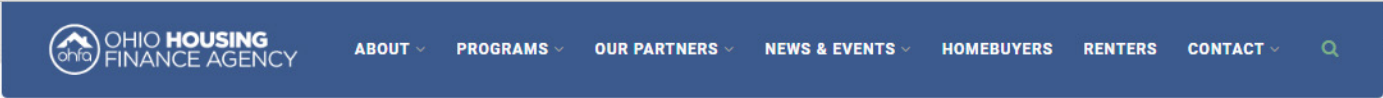
FACEBOOK VIDEO POST



<https://www.facebook.com/OhioHFA/videos/10160233364280287/>

STORIES OF HOME PAGE

ohiohome.org/news/storiesofhome.aspx



STORIES OF HOME

The Ohio Housing Finance Agency is proud to present *Stories of Home* – a blog that features current happenings in the housing industry and also highlights those that have been positively impacted by our Agency's work.



THE DOS AND DON'TS OF PURCHASING YOUR FIRST HOME

POSTED ON JUNE 6, 2018

Purchasing your first home can be a complicated and intimidating process with massive financial repercussions. By following the five dos and avoiding the five don'ts below, you can find the home of your dreams without a nightmarish homebuying process.

[CONTINUE READING →](#)



HERE TODAY, HOME TOMORROW: HOW OHFA HELPED THIS OHIO TEACHER BUY HIS FIRST HOME

POSTED ON MAY 23, 2018

Every year, the Ohio Housing Finance Agency (OHFA) helps Ohioans buy the homes of their dreams with down payment assistance, homebuyer education and more. In 2017, at the age of 27 years old, Matthew finally became a first-time homeowner.

[CONTINUE READING →](#)

QUICK LINKS

[News Releases](#)

[Publications](#)

[Stories of Home](#)

[Media Kit](#)

[Training](#)

[Events](#)

[Request for Proposals](#)

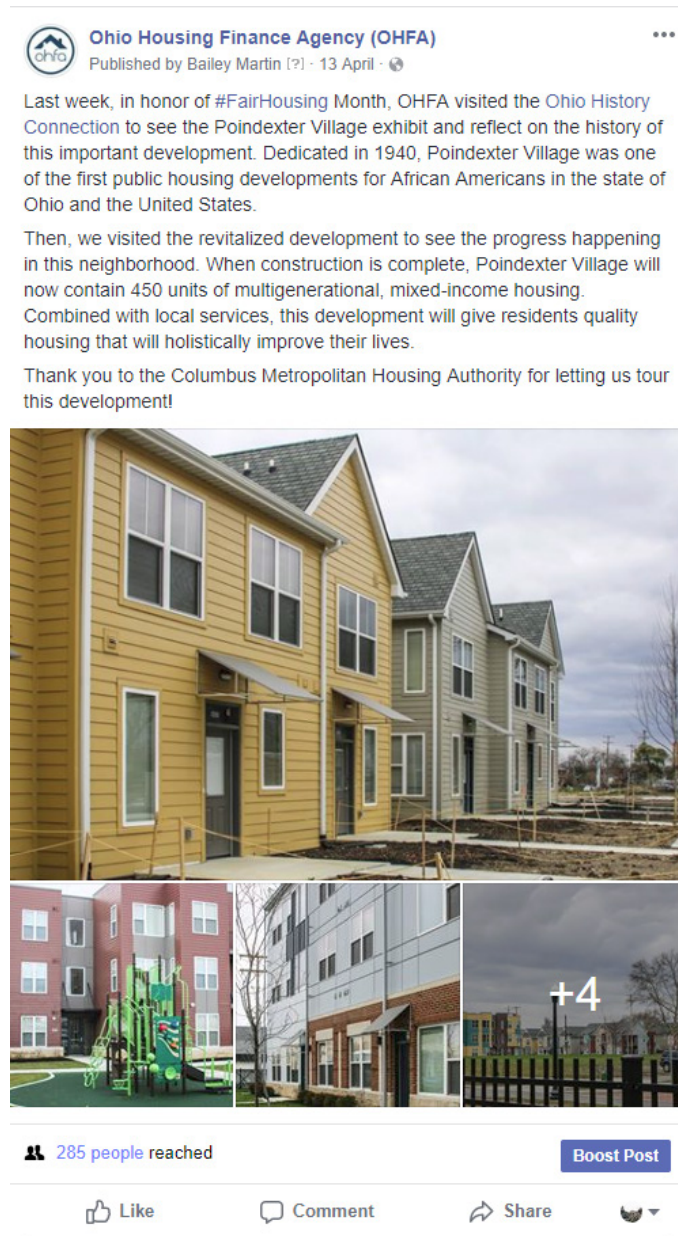
POST ARCHIVES

[June 2018](#) (1)

[May 2018](#) (3)

<http://ohiohome.org/news/storiesofhome.aspx>

FACEBOOK POST FOCUSING ON MULTIFAMILY HOUSING FOR FAIR HOUSING MONTH



Ohio Housing Finance Agency (OHFA)
Published by Bailey Martin (?) · 13 April · 🌐

Last week, in honor of #FairHousing Month, OHFA visited the Ohio History Connection to see the Poindexter Village exhibit and reflect on the history of this important development. Dedicated in 1940, Poindexter Village was one of the first public housing developments for African Americans in the state of Ohio and the United States.

Then, we visited the revitalized development to see the progress happening in this neighborhood. When construction is complete, Poindexter Village will now contain 450 units of multigenerational, mixed-income housing. Combined with local services, this development will give residents quality housing that will holistically improve their lives.

Thank you to the Columbus Metropolitan Housing Authority for letting us tour this development!

285 people reached

Boost Post

Like Comment Share

<https://www.facebook.com/OhioHFA/posts/10160204103690287>

April Social Media Report 1 May 2018

FACEBOOK

Current Likes: 10,660

New Likes: 683

[Top Post \(Boosted\)](#)

**Ohio Housing Finance Agency (OHFA)**
Published by Bailey Martin [?] · 18 April at 11:21 · 🌐

...

Here today, #home tomorrow.

The Ohio Housing Finance Agency strives to help more Ohioans accomplish the dream of homeownership. Visit our website to learn more about how our programs can help you purchase your next home.



My Ohio Home: Welcome Home!

The Ohio Housing Finance Agency offers down payment assistance, career-related interest rate discounts and other loan products to make buying a home or condo easier.

MYOHIOHOME.ORG

Other Popular Posts

[Grants for Grads \(Boosted\)](#)

[Habitat for Humanity](#)

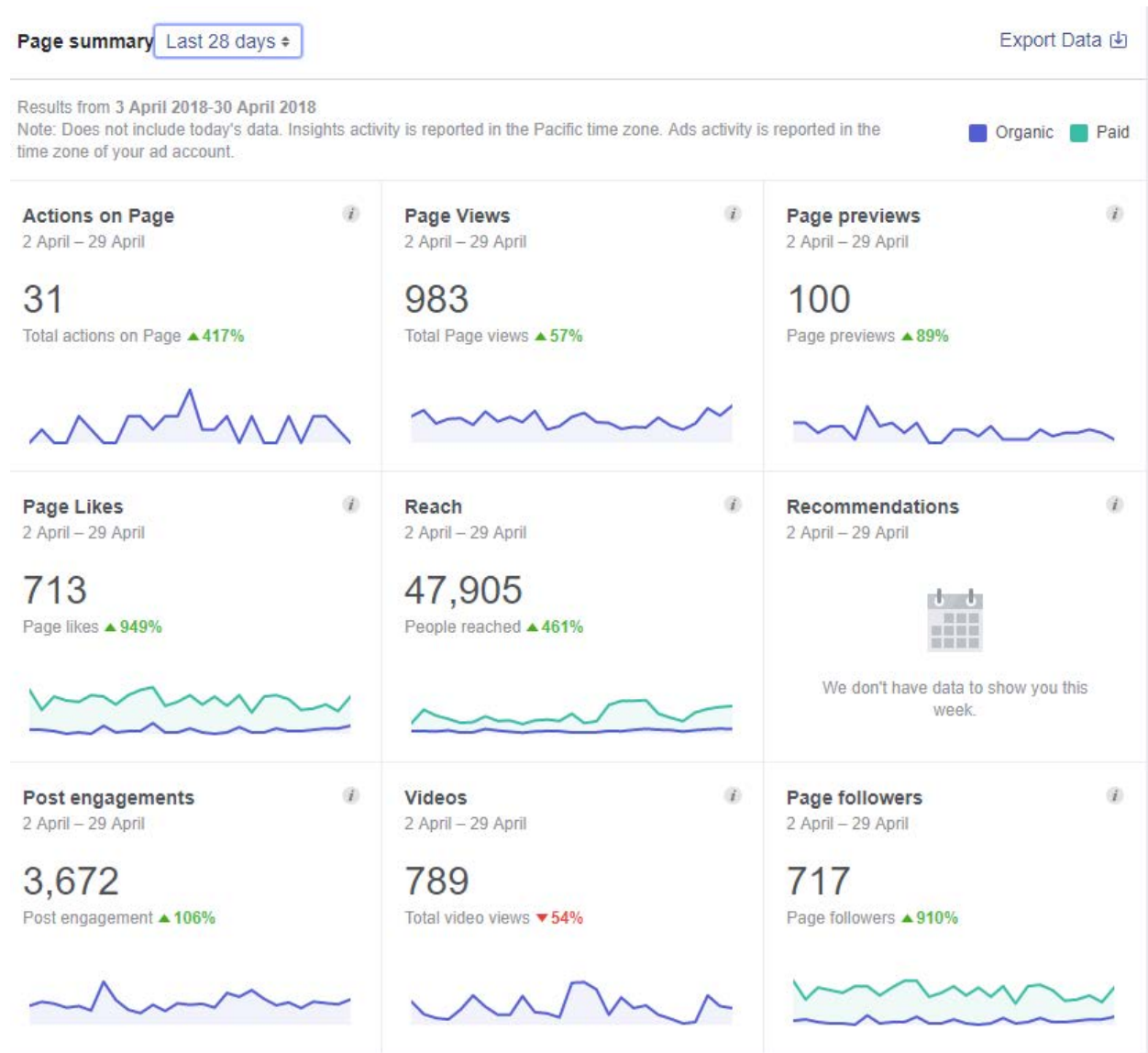
[Race for a Place](#)

[Fair Housing Month](#)

April Social Media Report

1 May 2018

28 Day Overview



The spring campaign has begun, and numbers are going up, except for video content.

TWITTER

Current Followers: 2,216

New Followers: 25

April Social Media Report

1 May 2018

Top Tweet

 **Ohio Housing Finance** @OhioHousing · Apr 22

"If you're spending 30, 40, or 50 percent of your income just on shelter, you are absolutely not going to be in a position to consume and contribute to the economy in other ways."




The rent is too damn high, according to a new Pew report
Since 2001, rental price increases have outpaced median household income growth.
marketplace.org

1 18 16

Top Mention

Top mention earned 34 engagements

 **Habitat for Humanity of Ohio**
@Habitat_org_OH · Apr 11

Thank you to our sponsors @OhioRealtors @BankofAmerica @WestfieldIns @firstenergycorp @OhioHousing @FinanceFund @inspireprgroup @Lowe's and the Ohio Capital Corporation for Housing. Today's event would not be possible without your support.
#HabitatOhioStatehouseBuild

4 9

[View Tweet](#)

April Social Media Report

1 May 2018

Top Media Tweet

Top media Tweet earned 597 impressions

OHFA's Chief Operating Officer, Dr. Holly Holtzen, and Research Analyst, Dr. Bryan Grady, co-authored a paper on previously homeless youth living in transitional housing in Dayton, Ohio: ow.ly/C6Gw30jr1eC
pic.twitter.com/1gYVsnc0Rv



↻ 4 ❤️ 4

[View Tweet activity](#)

[View all Tweet activity](#)

April Summary

APR 2018 SUMMARY

Tweets

246

Tweet impressions

55.5K

Profile visits

1,677

Mentions

40

New followers

25

28 Day Summary

April Social Media Report

1 May 2018

28 day summary with change over previous period

Tweets
233 ↑1.3%



Tweet impressions
52.5K ↑1.2%



Profile visits
1,580 ↑45.8%



Mentions
38 ↑11.8%



Followers
2,216 ↑22



INSTAGRAM

Current Followers: 442

New Followers Since Last Month: 19

Impressions This Month: 5014 (March 4476)

Reach This Month: 3943 (March 3111)

Engagement This Month: 438 (March 402)

Again, large gains over these metrics, though not as large of a gain in followers.

Top Post

ohiohousing
Columbus, Ohio

ohiohousing On Saturday, OHFA and OCCH held the first Race for a Place (to Call Home) 5K! Thanks to all of the support we received from sponsors and participants, we were able to raise around \$20,000 for the @communityshelterboard to help end homelessness in central Ohio! See you next year!

nrpgroup Awesome! 😊

ohiohousing #race #5k #housing #house #home #homeless #affordable

30 likes

APRIL 9

Add a comment...

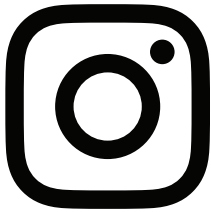
SOCIAL MEDIA AUDIENCE GROWTH, 2017-2018



May 2017
7,300 Likes



June 2018
10,800 Likes



May 2017
185 Followers



June 2018
530 Followers



May 2017
1,970 Followers



June 2018
2,250 Followers