

Ohio Housing Finance Agency's Multimedia Outreach

Ohio Housing Finance Agency
Communications: Integrated Campaign

HFA Staff Contact

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Category: Communications
Subcategory: Integrated Campaign
Entry: Doorsteps



Welcome to Doorsteps – an integrated, multi-channel campaign hosted by the Ohio Housing Finance Agency. Doorsteps is comprised of three key mediums: the Doorsteps podcast; the Stories of Home blog; and the Doorsteps twitter account @ohiodoorsteps. Since July 2018, Doorsteps has created and amplified stories, visuals and data that aim to inform OHFA stakeholders and the Ohioan's about the state's housing needs. Doorsteps has successfully amplified the importance of affordable housing in Ohio.

FULL SUBMISSION

Every year, the Ohio Housing Finance Agency develops an Annual Plan that outlines the Agency's strategic goals and identifies its key stakeholders. Although OHFA has robust engagement with some stakeholders, namely multifamily development partners and institutional lenders, we consistently aim to expand our impact throughout the state by strengthening our relationships with the public, community groups and other local housing-related organizations.

Doorsteps was created to facilitate engagement with organizations throughout Ohio that work on housing-related issues, in addition to connecting with constituents across Ohio. We had several key objectives when creating this platform. First, to heighten OHFA's brand awareness throughout the state, especially among key audiences such as potential OHFA customers and policy makers. Second, to influence the positive perception of OHFA's work, which largely centers on affordable housing. Third, create and advance relationships with new partners and community groups.

To do this, the Office of Communications and Marketing works with the Office of Housing Policy to develop a calendar of outreach media. The team works together to develop timely, topical posts that connect the housing data available to the Office of Housing Policy with the marketing resources of the Communications office. Podcast, blog posts, and data infographics are strategically placed on a shared calendar, so new material is released about twice a month. The topics covered, target audience, and style of media are varied to reach a broad audience. Recent posts include topics such as the impact of COVID-19 on school-aged children, what to expect when looking to buy a home and the impact of the Low Income Housing Tax Credit program on veterans in Ohio.

The podcast aims to increase awareness of partner organizations and communicate the importance of affordable housing and its connection to multiple facets of life. Relationship building with organizations throughout Ohio also guides topic selection. For example, the Doorsteps podcast has incorporated interviews with groups and organizations working on innovative and unique housing topics, such as disaster recovery.

The Doorsteps team also works to incorporate topics related to current events. The team focuses on relevant subjects to create its blog posts. Readers are exposed to the impact of OHFA's work through popular subjects, engaging them in content they might not otherwise express interest in or seek out. Toward the onset of the COVID-19 pandemic, OHFA quickly shifted scheduled posts to create more timely content related to the pandemic and its potential impact. Through blog and infographic posts on student homelessness and food insecurity, Census undercounting and limited internet access, we drew the connection between housing and the impact COVID-19 could potentially have on Ohioans.

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We strategically utilize Twitter, Facebook, Instagram and LinkedIn to grow the number of listeners, readers, and subscribers. And, we engage with partner organizations to expand our social footprint. When sharing a recent blog post on social media about Ohio's libraries, OHFA connected with the state library system, several larger systems and local libraries to spread awareness and share content with these related organizations. In addition, OHFA tagged these groups in social posts, driving expanded outreach and engagement, which lead to multiple re-shares and individual responses. Practices like this enable our material to reach a larger audience and those who may not have heard of our content.

These efforts have been largely successful. As previously shared, our first goal was to heighten OHFA's brand awareness. We've tracked progress in this area through mentions via other media outlets, a growing number of listens to the podcast (which has grown to 3,239 listens since July 2018), the number of page clicks on the Stories of Home blog, and an increased number of Twitter followers. Figure 1 shows the pageviews for the top 10 Doorsteps blogs, each generously contributing to the 11,416 total Doorsteps pageviews in the 2019-2020 fiscal year. These top posts represent a variety of topics, demonstrating the varied interest of OHFA readers. Doorsteps analytics for the past year are detailed below (Figures 3-7).

The benefits provided by our campaign, Doorsteps, far outweigh the minimal costs. The podcast is the only component of the campaign with an associated cost. These costs include the initial investment of a recording device and two microphones as well as the annual subscription fee to Audioboom, which hosts the podcast and distributes it to a variety of platforms such as Apple Podcasts and Spotify. Stories of Home and the Twitter account are both free and distribute content.

The OHFA team has created a methodology that includes use of varying multimedia channels to appeal to a wide swath of audiences, while maintaining its core mission to highlight the need and value of affordable housing across Ohio. Blogs, podcasts, and other content are necessary tools to create space for all Ohioans to understand and engage with those values. Any campaign or effort to increase awareness, influence the perception of affordable housing, and develop new relationships must have quality content to carry out its goals.

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VISUALS

Figure 1. Top 10 Stories of Home Blog Posts

Page	Pageviews
	11,416 % of Total: 1.44% (790,975)
1. /news/blog/november-2018/veteranhousing.aspx	955 (8.37%)
2. /news/blog/june-2020/homeownership-steps.aspx	786 (6.89%)
3. /news/blog/october-2018/predictingevictions.aspx	649 (5.69%)
4. /news/blog/october-2019/thirdway.aspx	627 (5.49%)
5. /news/blog/january-2019/homelessness.aspx	590 (5.17%)
6. /news/blog/october-2019/publiclibraries.aspx	530 (4.64%)
7. /news/blog/may-2018/ohioheroes.aspx	490 (4.29%)
8. /news/blog/april-2019/columbus-zoning.aspx	404 (3.54%)
9. /news/blog/july-2019/LIHTCresidents.aspx	374 (3.28%)
10. /news/blog/november-2019/taxcreditprojects.aspx	359 (3.14%)

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Figure 2. Stories of Home Pageviews, Fiscal Year 2019-2020

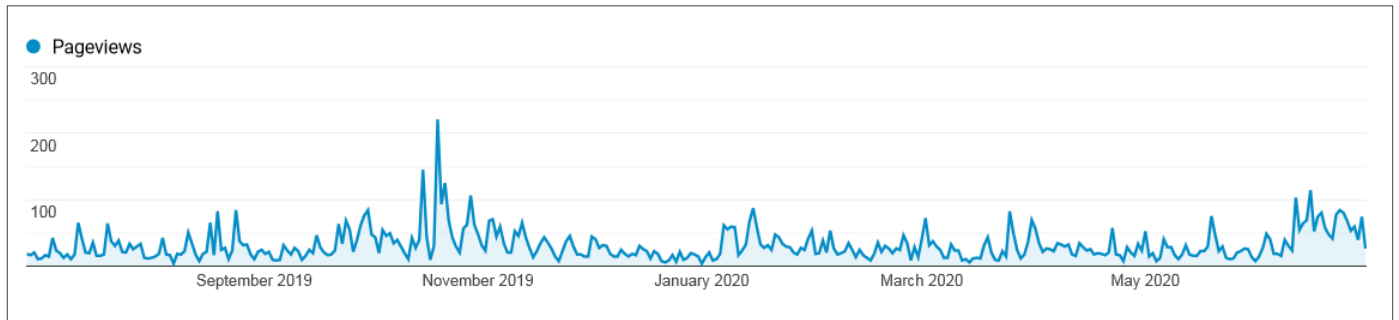


Figure 3. Top 10 Doorsteps Podcast Listens

1,259 Listens
 from Jun 23, 2019 to Jun 21, 2020

Top Episodes

Show Search:

	Title	Date Created	Listens
1	Investing in LIHTC Residents	Jul 23, 2019	235
2	Tricks and Treats of Historic Rehab	Oct 30, 2019	148
3	Closing the Gap on Housing and Transportation	Jan 13, 2020	132
4	What to Expect When You're Expecting...to Buy a Home	Sep 26, 2019	129
5	No Community Reinvestment Act, No Community Development: P...	Mar 17, 2020	97
6	National Housing Week of Action with COHHIO	May 30, 2019	80
7	The Myths of Affordable Housing	Jul 25, 2018	72
8	Revitalizing Over-the-Rhine	May 01, 2019	56
9	Disaster Strikes - Now What?	May 06, 2020	53
10	Housing and the Opioid Epidemic in Ohio	Jan 30, 2019	49

Showing 1 to 10 of 17 episodes

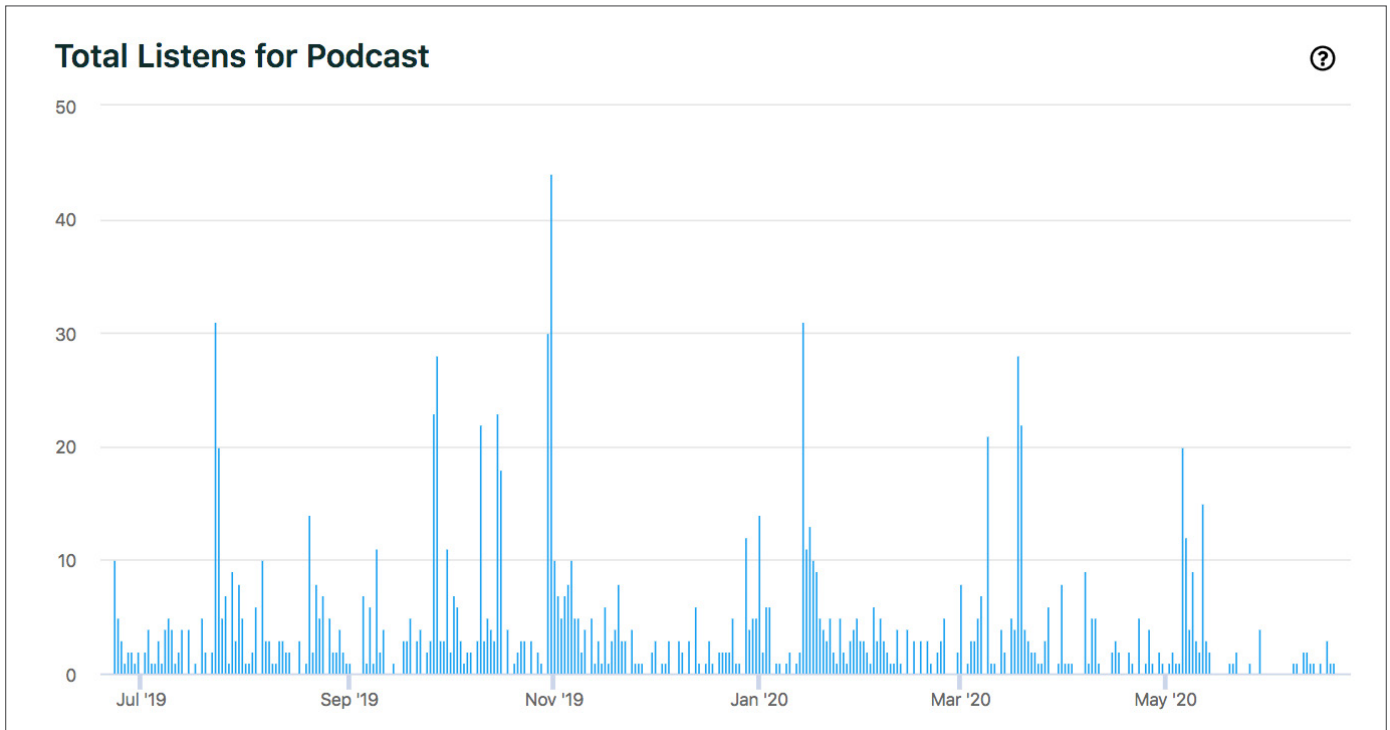
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Figure 4. Doorsteps Podcast Total Listens, Fiscal Year 2019-2020



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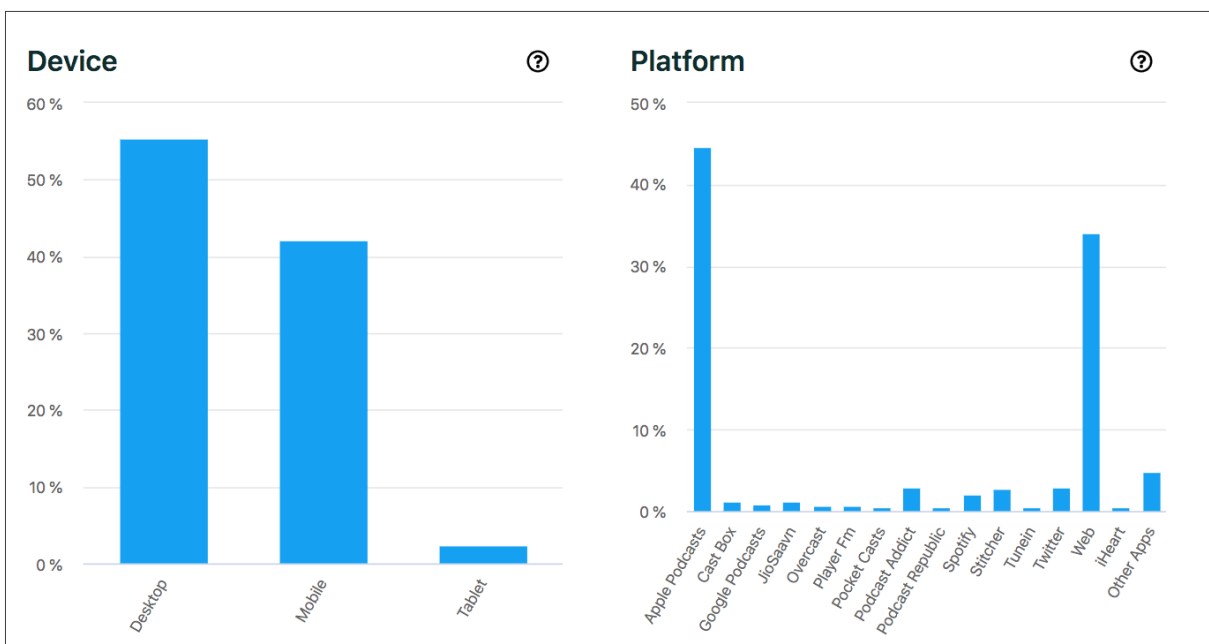
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Figure 5. Doorsteps Podcast Listen Locations

Top Countries		?	Top Cities		?
Rank	Country	Listens	Rank	City	Listens
1	United States	95.9 %	1	Columbus	15.8 %
2	India	1.1 %	2	(unknown)	4.6 %
3	Morocco	0.7 %	3	New Albany	3.4 %
4	United Kingdom	0.7 %	4	Erie	3.1 %
5	Canada	0.4 %	5	Cincinnati	2.9 %
6	Germany	0.4 %	6	Cleveland	2.8 %
7	Ireland	0.2 %	7	New York	2.5 %
8	Mexico	0.2 %	8	Chicago	2.3 %
9	Zambia	0.2 %	9	Canton	2.2 %

Figure 6. Doorsteps Podcast Streaming Platform/Device

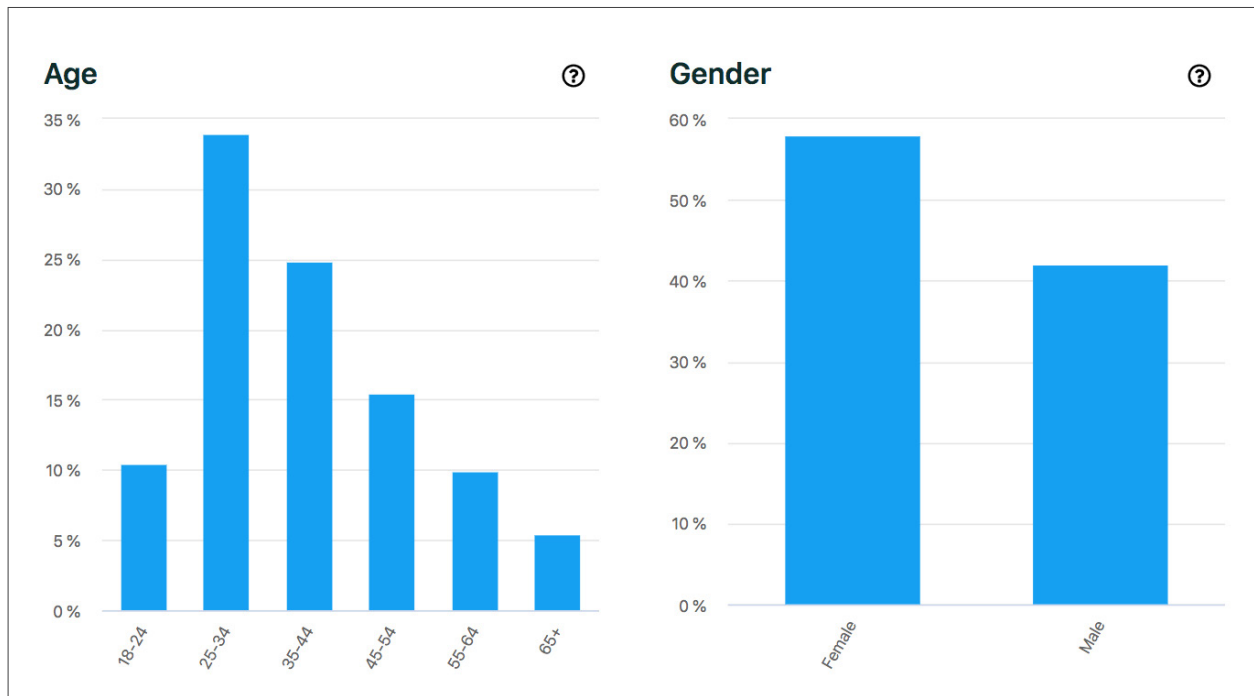


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Figure 7. Doorsteps Podcast Demographics



COST BENEFIT ANALYSIS

	Benefits	Costs
Doorsteps Podcast	AudioBoom Subscription	\$99/year
	Recording Equipment	\$300
	Engage with Partners	
Stories of Home Blog	Platform to share research on housing issues	Free
Doorsteps Twitter	Connect with much larger audiences and promote/share the work conducted	Free