

Inside VIHFA

Virgin Islands Housing Finance Authority

Communications: Integrated Campaign

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INSIDE VIHFA

The Virgin Islands Housing Finance Authority (VIHFA) developed a strong media relation strategy and launched an aggressive and multi-faceted communication campaign geared at increasing community engagement, streamlining communication, and highlighting the positive impact that the Authority has on the community. The Authority realized that we had a message to deliver, had a definite purpose in delivering that message, and committed ourselves with the necessity of getting that message across and accomplishing that purpose. This campaign integrated targeted, engaging, and insightful outreach across various multimedia platforms to include radio, social media, television and virtual and in person community meetings. We have created dedicated media platforms for citizen engagement, including a Communications email inbox for citizens to write into, re-energized the Citizens' Participation Committee, and intentionally structured engagement campaigns that span external media sources, from television to print.

Radio: The Authority vigorously tapped into eight (8) local radio stations to engage with residents, respond to public concerns, highlight the positive impact that the VIHFA has on the community and provide access to essential resources.

Social media: We developed two mini-video series (Inside HFA and Facetime with VIHFA) that increase public awareness of the EnVIsion program and programs within the Authority. We created impactful videos, infographics, and blog posts and increased our use of social media to promote our programs and services, and to connect with potential homebuyers and renters.

Television: The Authority took its mini-video series directly into the homes of residents and broadcasted our message via the Government Access channel which broadcast our message to some 40,000 viewers.

Print and Online Media: The Authority actively engaged and utilized local print and online media to ensure our messaging was reaching the masses. We proactively pitched stories to journalists and used press releases to announce new programs and services, while highlighting successes.

Community Meetings: The Communication team lead the Authority through a series of community meetings and public outreach session to discuss the launch of various programs and garner feedback and input on how funding can be used to benefit the community.

Our integrated campaign resulted in a 300 percent jump in engagement on social media – tripling engagements and interactions, a 50 percent increase in outreach - moving from 157 primary emails to 500+ constituents and improved community trust and public buy-in.