

**MILL  
RACE.**

Millrace is a strategic content marketing agency that is built on a passion for creating meaningful and connecting content.



We're skilful storytellers, clever creatives, and pragmatic planners working hard to deliver campaigns that speak directly to your audiences.

# What do we do?

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## **Research & Planning**

Fully understanding your organisation will help us to identify how best to approach your requirements.

## **Design & Development**

Written or visual, our team will use your wider strategy to create meaningful pieces of content that resonate with your audience.

## **Implementation**

We deliver content in all the right places, generating engagement and building relationships.

## **Support**

Following delivery, we will be right by your side to track your project's performance and make adjustments along the way.

## Who are we?

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- Designers
- Strategic planners
- Copy writers
- Marketing strategists



## Today

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“There are 45 million people in the UK actively using social media, with 97% of Generation Y (those born between 1980 and 2000) owning at least one social media account. We’ve reached a point where our society has a high expectation on organisational use of social media. It’s no longer enough to communicate with your stakeholders with a retweet of a press release on Twitter, or by posting the occasional job opportunity to Linked in. Activity requires planning, creativity, and thought. “

## Does the Housing Sector have to be on Social Media?

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“Social media is not just about posting aesthetic photos, it is also about creating brand awareness and developing new, accessible channels the housing sector and tenants can use to communicate with one another. Social media can BUILD communities when used right and bring people together by creating and sharing relative or useful information.”

# Does the Housing Sector have to be on Social Media?

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## Tenant/stakeholder needs

- Communication preferences
- Social media “alt text”

## Building a brand

- Being inclusive is not only a requirement but also reflects being a modern brand
- Engage where you need to

## Workforce

- Attract talent
- Make employees feel part of “something”

## Accessible communication channel

- Changes can be communicate quickly – letters, mailshots, emails, etc take longer to produce
- It’s not 9-5

## The digital shift is still shifting.

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A Zoom webinar was held on January 20th to discuss plans/changes to the 'Regulatory Standards' of Housing Associations in Wales by TPAS Cymru and the Welsh Government. This was promoted on channels such as Twitter to provide tenants with opportunities to learn more, ask questions and be updated on changes that affect them.

According to TPAS “These new 'Regulatory Standards' also include clear standards around Tenant Engagement and what is expected of Housing Associations in terms of hearing the tenants voice.”

- 1 - Social media was used for important information gathering
- 2 – Housing will have to respond to how tenants expect to be heard



# Legislation

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Ever changing and daunting

Your own website can make finding legislation information easier and clear

Social media can support these efforts, breaking information up into creative and engaging posts

## What makes for engaging activity?

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- Led by your research
- Community project updates – working in partnership with
- Team updates – meet the team, how your people are changing and influencing
- Company information – policies, departments, growth, focuses (think recruitment)
- Vacancies
- New housing developments
- Interactions – post surveys, how to, opening hours, deadlines and “social customer service”
- Message from the CEO, Board, Leaders
- Social selling – encouragement of buy to let schemes, housing purchase opportunities

## Content with purpose

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### **Attract New Tenants**

Create strong communities in the housing sector, however, social media can also be used to attract new tenants or buyers. This is where frequent updates on developments and properties can be posted and promoted.

### **Provide Useful Information**

Social media themes/campaigns also work very well for engagement, such as ‘#MaintenanceMonday’ or ‘#SafetySaturday’. The consistency allows for a continually posting schedule while also providing tenants with genuinely useful information.

### **Engage with Clients Personally**

Social media isn't just getting your voice heard, it's also about listening to those within the housing sector and the tenants within them. Whether it's answering customer service questions or complaints or taking the time to go through hashtags of people publicly telling their stories, social media is a way to connect with your tenants and buyers on a more personal and engaging level.

## Content with purpose

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### **Recruitment - Attract A Strong Workforce**

A theme of most housing associations researched is that social media is a hotspot for promoting and advertising job vacancies.

Pobl got very creative and posted a new job vacancy everyday as a Christmas advent on the lead up to Christmas. Not only does this create a regular flow of content, but it keeps people coming back and looking for your content.

### **Content for Different Platforms**

Although it's good to tailor content to the different social media platforms, a number of researched housing associations are not sharing all the content they can to their social media channels or they have lots of different accounts that are in isolation. This is alienating your various audiences that occupy different platforms or making your audiences have to search for content which is not good.

Therefore, ensuring ALL relevant content is posted to ALL social media channels is very important to remember.

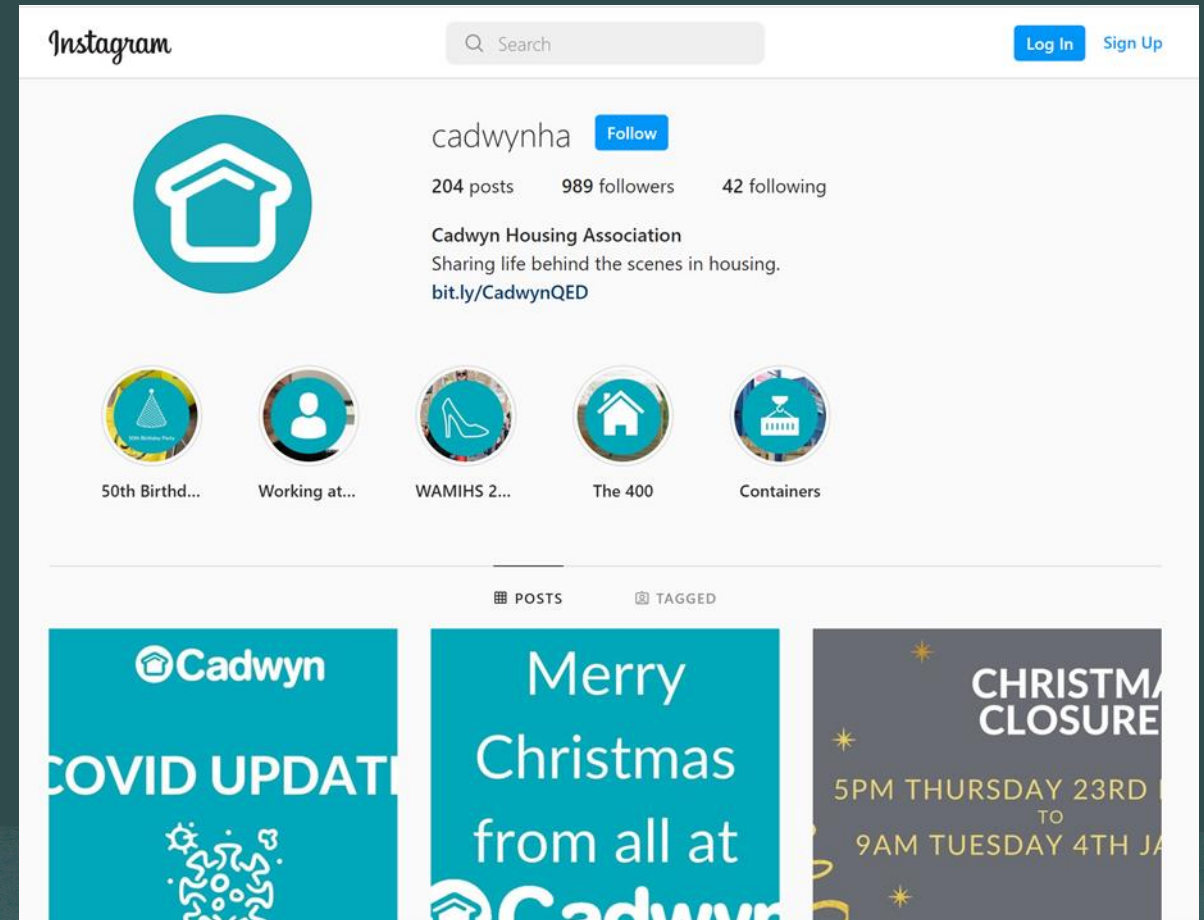


What platforms and why



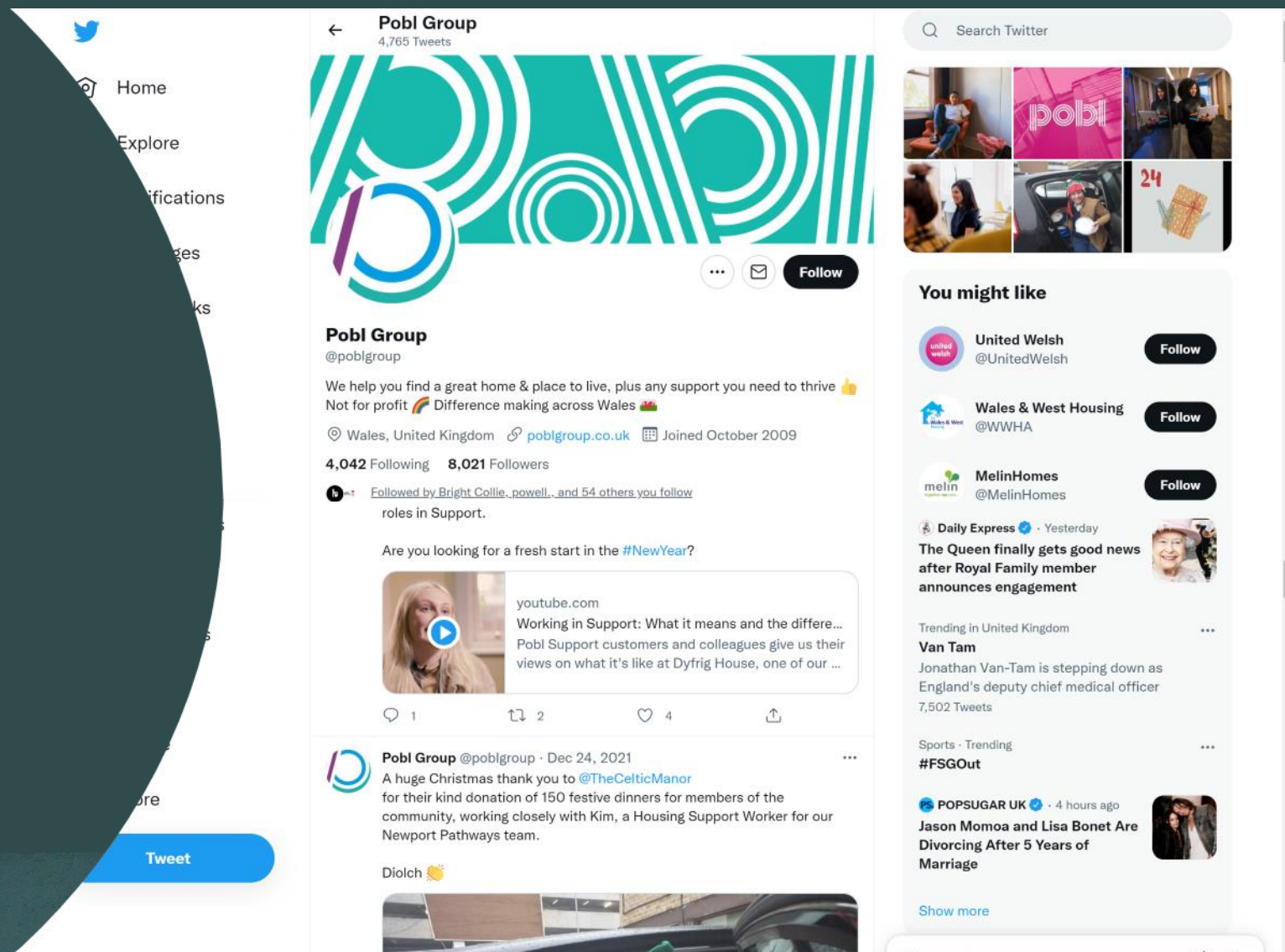
# Instagram

- Long the home of influencers, brands, bloggers, small business owners, friends and everyone in between, Instagram has topped well over 1 billion monthly users.
- Who's on Instagram (and Why): Instagram has become one of the most popular social media platforms for teens and young adults. Use of the app slowly drops off with age but stays consistent across both men and women, so if your tenants/stakeholders are under 40, then Instagram can't be ignored.
- The Content that Works Best on Instagram: Beautiful photography, stunning visuals, unique designs, selfie-style video that speaks directly to your audience and a cohesive theme to your content will help you stand out on Instagram.



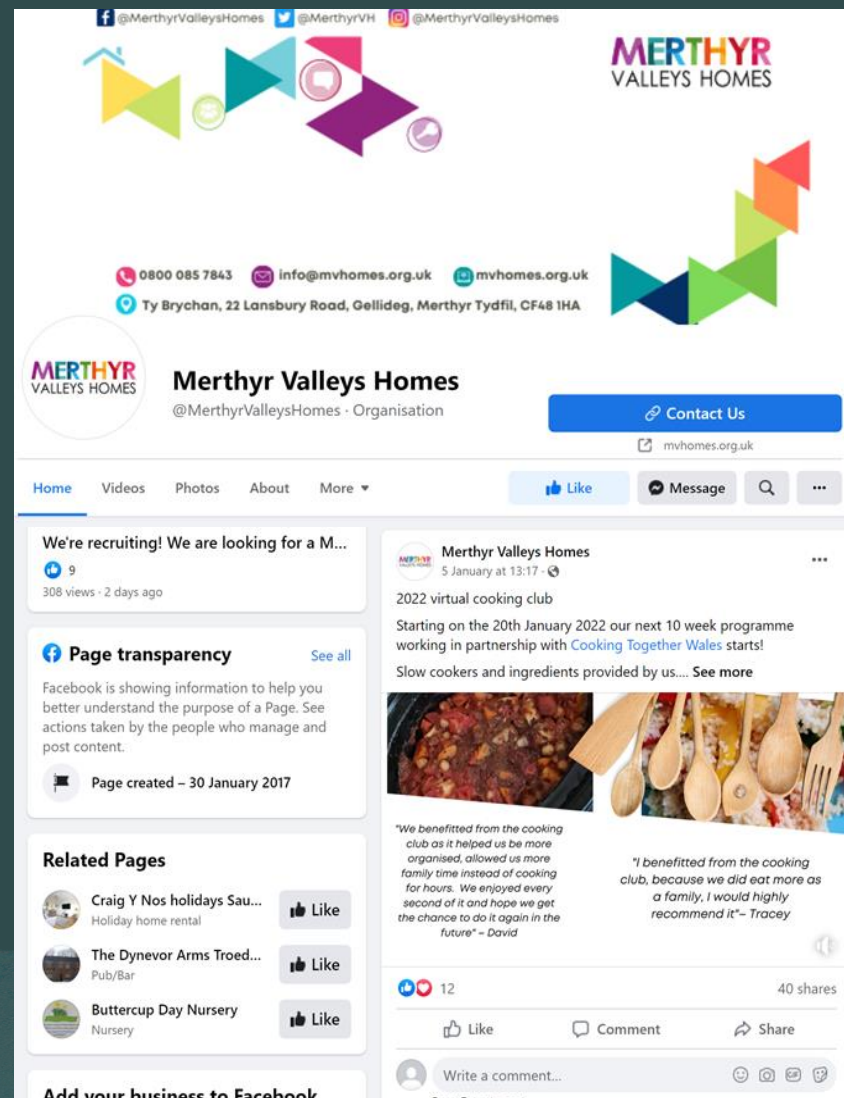
# Twitter

- While Twitter's monthly active user numbers have hovered consistently around 300 million for a while now, a whopping 40% of those users are active on the site multiple times daily, suggesting that if your audience uses the platform, they're likely very engaged.
- Who's on Twitter (and Why): 63% of Twitter users are between the ages of 35 and 65, with males making up nearly two-thirds of those people.
- The Content that Works Best on Twitter: Twitter has become a very popular medium to communicate breaking news, digest bite-sized content, and communicate directly with your users in real-time.



# Facebook

- With nearly 2.5 billion monthly users, Facebook is hands down the largest social media site in the world. While that practically ensures at least some of your audience regularly uses the platform, it's developed a somewhat negative reputation amongst younger users that are increasingly turning to other alternative sites.
- You might consider leveraging Facebook groups to gather your customers or community in one place online. Facebook groups, unlike Facebook business pages, aren't for advertising, but they can be helpful in creating conversation. It does seem to be a place tenants use for updates.
- Who's on Facebook (and Why): Usage is spread pretty evenly amongst males and females, while users tend to get increasingly active as age increases (especially beyond the 40+ year old demographic).
- The Content that Works Best on Facebook: Lean heavily on short videos, eye-catching images and attention-grabbing headlines to attract an audience. For Facebook groups, interactive content and conversation-starters are the way to go. Consider live streams and polls.



# Tik Tok

- This new kid on the block is less than two years old, but received over 1 billion downloads of their video-based app during their first year of operation. Today, TikTok reportedly sees over 800 million monthly users, which instantly places it amongst the top social media platforms in the world in terms of sheer user figures.
- Who's on TikTok (and Why): Around 50% of TikTok's audience is under the age of 35, with the majority of that audience concentrated amongst those between the ages of 16 to 24.
- The Content that Works Best on TikTok: Entertaining, interesting, comedic and sometimes nonsensical short-form video content, usually set to the tune of popular songs. Think fun, catchy music-video style content.
- You Should Prioritise TikTok if: You want to reach (and entertain) a young audience with fun video-based content that doesn't often have a direct connection to your products or services. Being overly self-promotional on this platform won't build you a loyal following, so be prepared to take the approach of entertaining first.



## In-house or with support

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- Consider the size of the Communication function
- Adhoc in house – think tik tok, quick communication updates, responding to comments
- Planned supported – knowing what to map out strategically based on housing long term plans
- Skillset – video motion, design, copy writing
- Analytical approach
- Question it! How does it elevate your brand? How does it fit with the focus? How does it communicate directly into the lives of tenants?

# Consider the skills you need

- Planning
- Design
- Copy writing
- Analytical-mind
- Strategy - what's the goal?

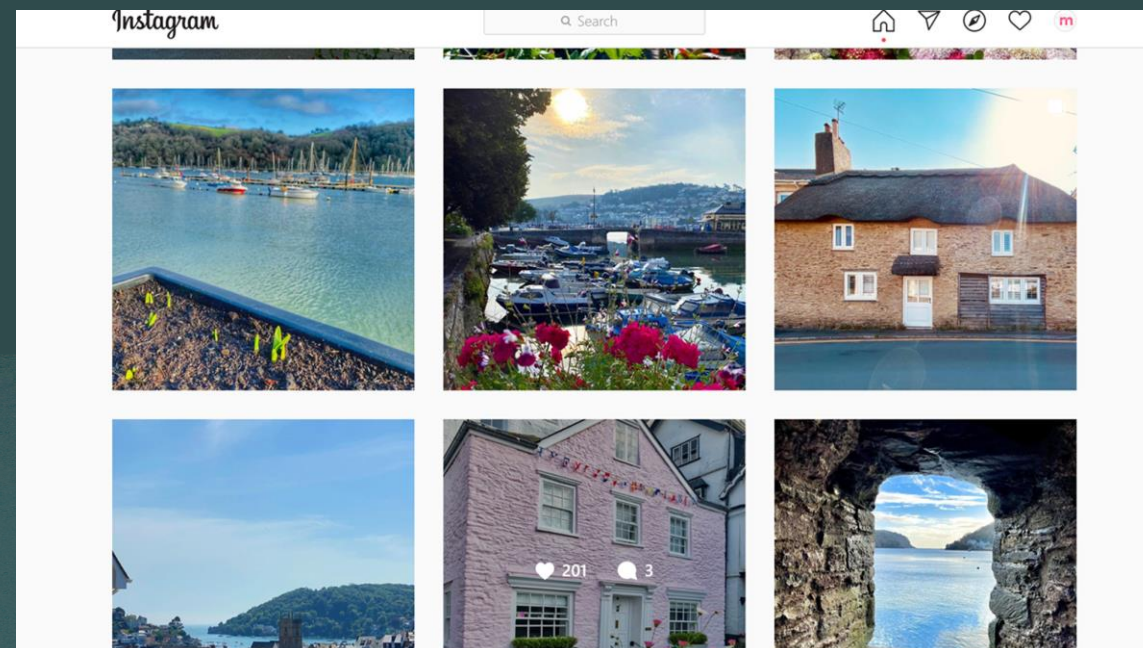
### Monthly team planning

This month						
	Owner	Status	Timeline	Due date	Priority	
Finalize kickoff materials		Done	<div style="width: 100%;"></div>	Oct 12	★★★★☆	
Refine objectives		Working on it	<div style="width: 75%;"></div>	Oct 5	★★★★★	
Identify key resources		Stuck	<div style="width: 25%;"></div>	Oct 2	★★★☆☆	
Test plan		Done	<div style="width: 100%;"></div>	Oct 1	★★★★★	

Next month						
	Owner	Status	Timeline	Due date	Priority	
Update contractor agreement		Done	<div style="width: 100%;"></div>	Nov 28	★★★★☆	
Conduct a risk assessment		Working on it	<div style="width: 75%;"></div>	Nov 21	★★★★☆	
Monitor budget		Stuck	<div style="width: 25%;"></div>	Nov 17	★★★★☆	
Develop communication plan		Done	<div style="width: 100%;"></div>	Nov 13	★★★☆☆	

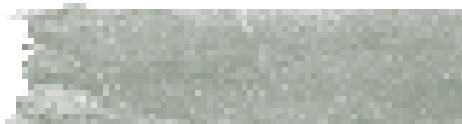
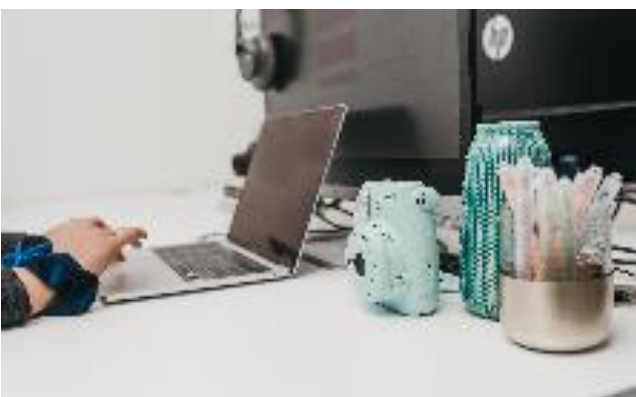
<b>Engagement</b> <b>255</b> engagements <small>↗ 221 from 34</small>	<b>Engagement</b> <b>108</b> engagements <small>↗ 60 from 48</small>	<b>Post Engagement</b> <b>386</b> engagements <small>↗ 308 from 78</small>	<b>Engagement</b> <b>548</b> engagements <small>↗ 483 from 65</small>
<b>Engagement &gt; Type</b> Reactions <small>↗ 192</small> <b>223</b> Shares <small>↗ 16</small> <b>18</b> Comments <small>↗ 13</small> <b>14</b>	<b>Engagement &gt; Type</b> Likes <small>↗ 52</small> <b>93</b> Retweets <small>↗ 7</small> <b>14</b> Replies <small>↗ 1</small> <b>1</b>	<b>Post Engagement &gt; Type</b> Carousel album <small>↗ 217</small> <b>278</b> Photo <small>↗ 91</small> <b>108</b>	<b>Engagement &gt; Type</b> Reactions <small>↗ 451</small> <b>511</b> Shares <small>↗ 24</small> <b>27</b> Comments <small>↗ 8</small> <b>10</b>



## Your next steps

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- Consider what you know about tenants communication needs already and what might be changing
- Do you need to produce surveys?
- Ask what is important for your association to share? What are the short and long term objectives?
- Who will create?
- Who will action and manage?



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