



Bozzuto Social Media Initiative (BSMI)

Managers Summit – June 10th 2010



Why? The BSMI Goals

1. Generate leads
2. Brand awareness
3. Embrace technology
4. Increase resident retention
5. Listen to our customers






Who Uses Social Media?

In 2009: 61% of Gen X (27-43) & 46% of Boomers (44-62)

Source: Deloitte, "State of the Media Democracy Fourth Edition. Select US Highlights," provided to eMarketer, December 15, 2009.

Which networks are people using?

			
Generation Y	65%	14%	9%
Generation X	76%	18%	13%
Boomers	73%	13%	13%

Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler,"
provided to eMarketer , July 13 2009.



Who Uses Facebook?

103,085,520 Total users in the US

Of these: 43% male & 54% female

31% are
college
alumni

29% of Facebook users are **35-54**



Who Uses Twitter?

2009 **18 million** adult Twitter users

2010 **26 million** projected adult Twitter users

2011 **32 million** projected adult Twitter users



**Get in
NOW!**

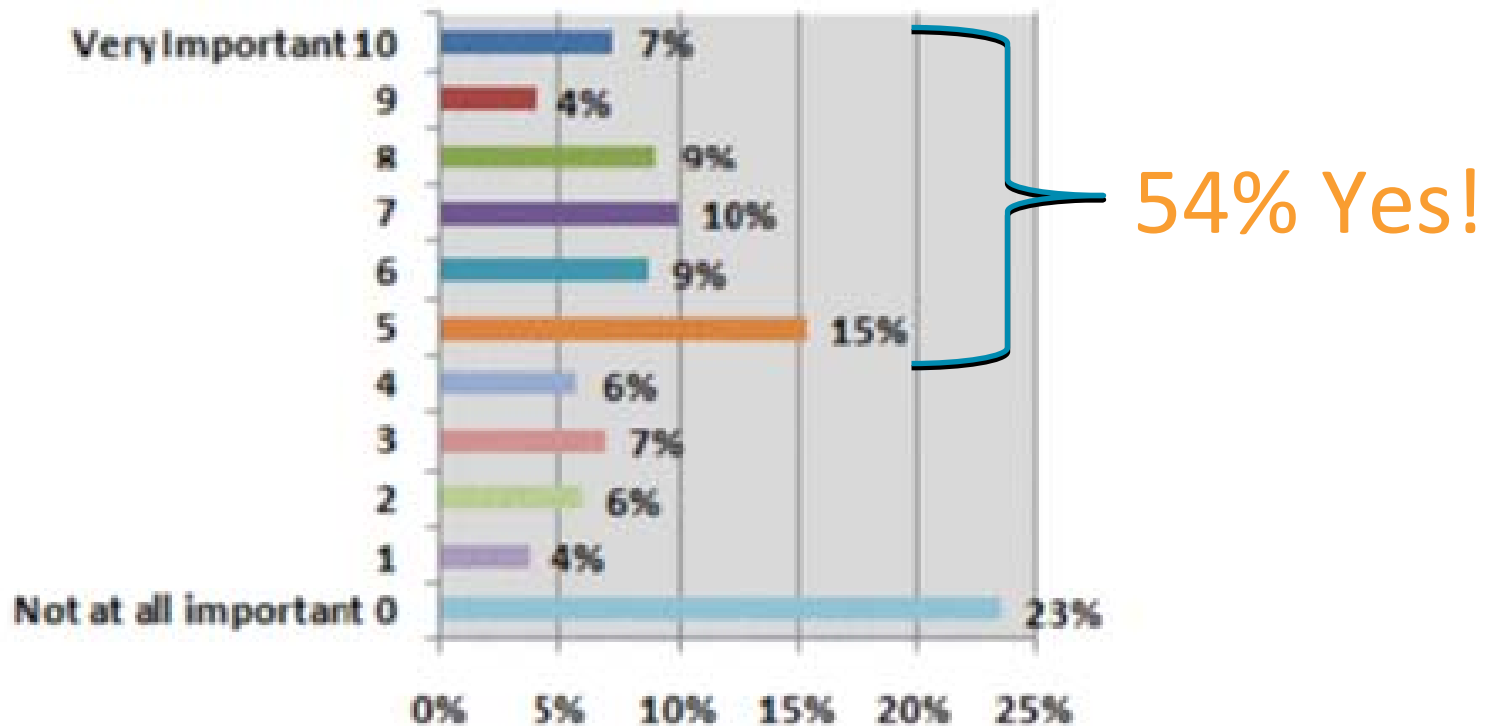


Note: Ages 18+ Internet users who access Twitter via any platform at least monthly
Source: eMarketer, April 2010



How Residents Use Social Media

How important is a apartment community's social networking page for communication?

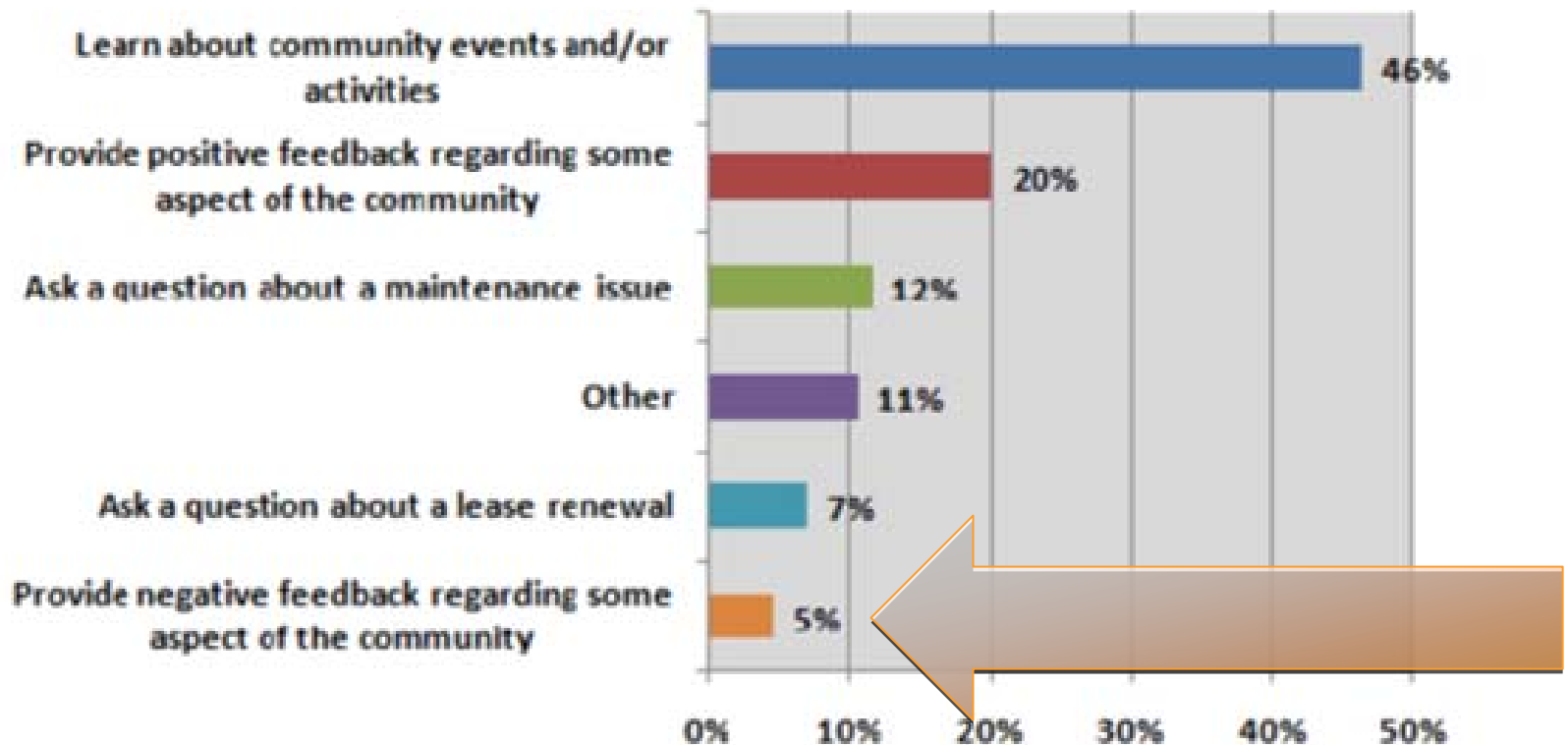


Source: J Turner Research 3/31/2010



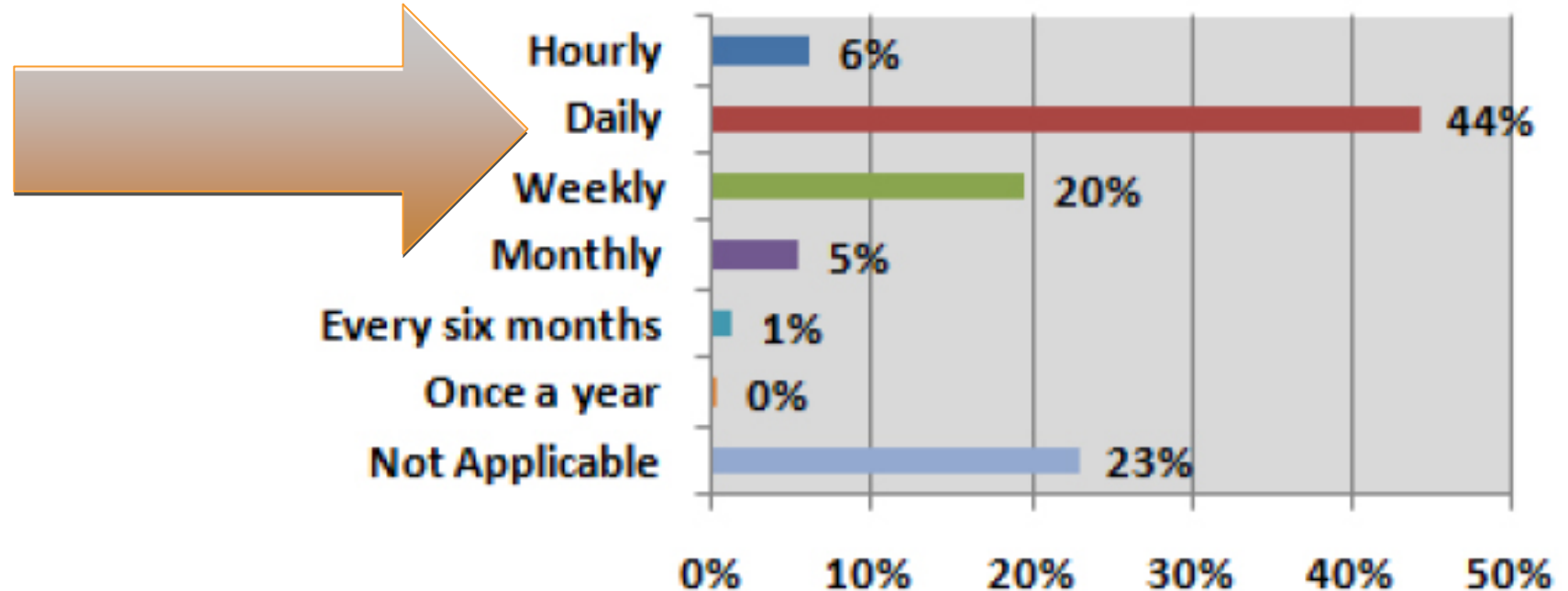
How Residents Use Social Media

Which of the following have you engaged on a property's social networking page?



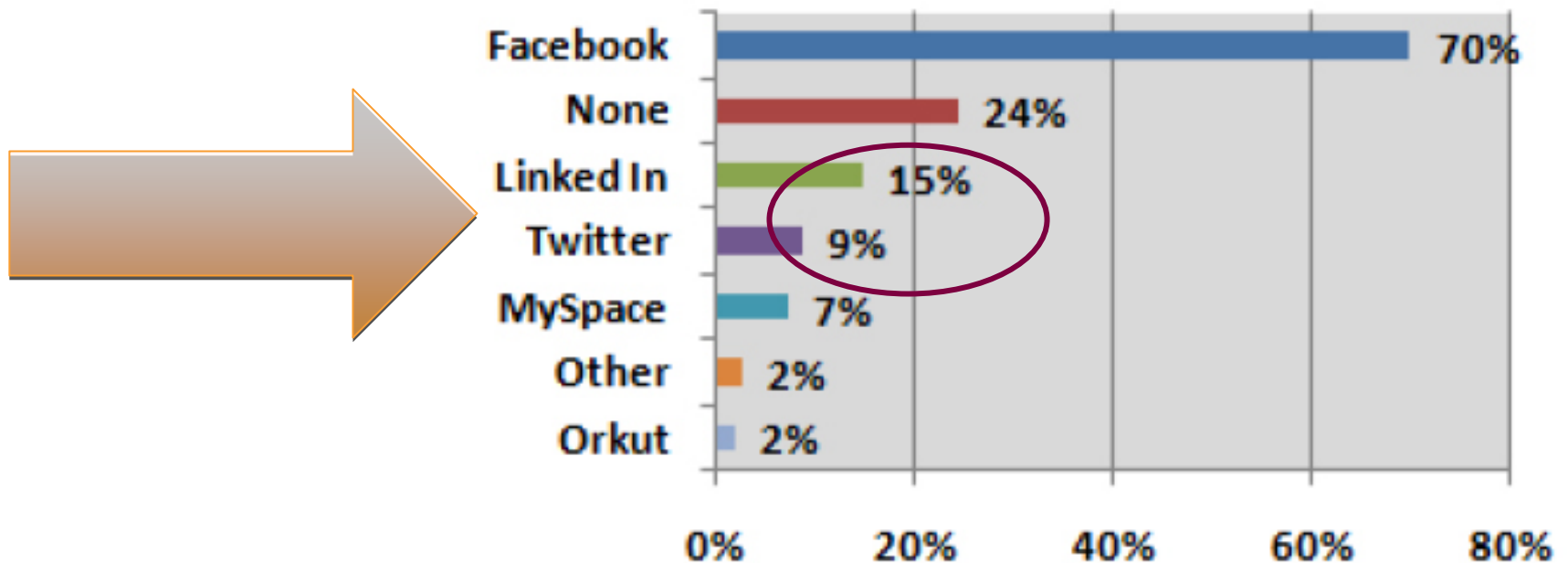
How Residents Use Social Media

How frequently do you use social networking?



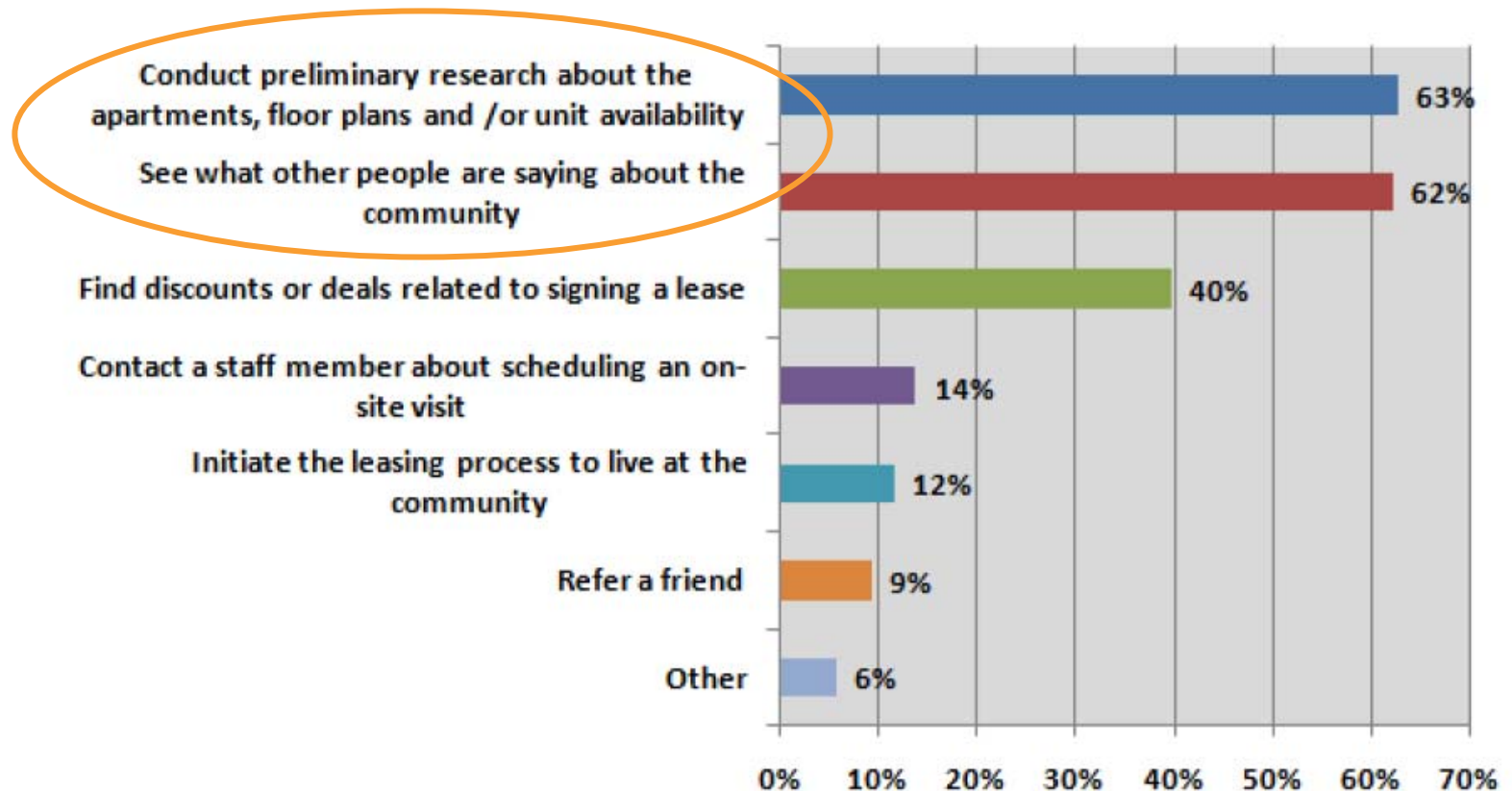
How Residents Use Social Media

Which social networking websites do you use ?



What About Prospects?

Why do you visit apartment social pages?

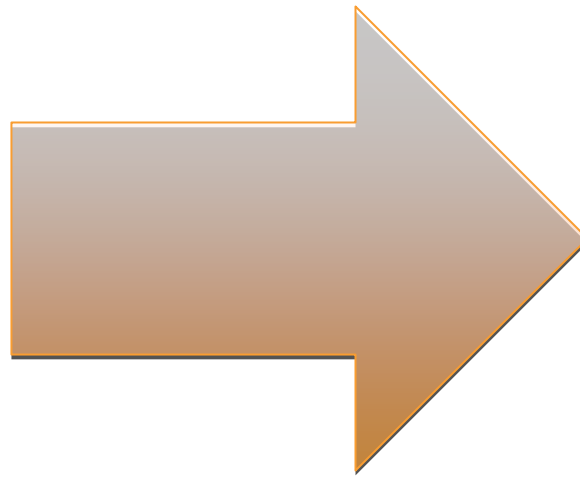


Source: J Turner Research 3/31/2010



What Is BSMI?

Property's Social Media



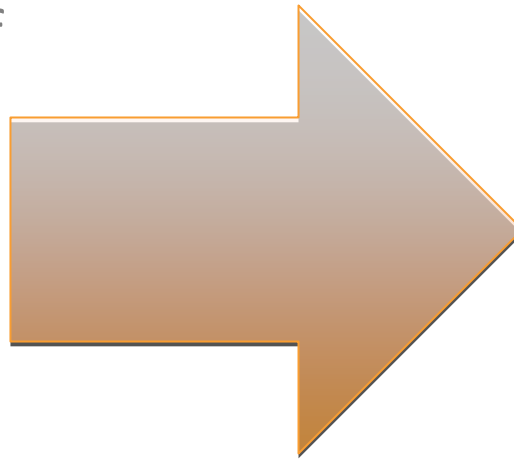
Residents & Prospects!





Property Fan Pages

- Online communities
- Communicate with staff and other residents
- What's happening on and around property
- Creates “buzz” about the property



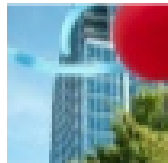
Residents & Prospects!





Replicate our successes

Resident Appreciation – Identify brand evangelists

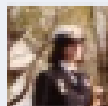


220 Twentieth Street Hey 220 Residents- I hope you remember that today is 220 Twentieth Street Residents Appreciation Day! Stop by Noodles and Company for your free dinner tonight!!!

March 29 at 1:49pm · Comment · Like

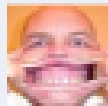


Catie Buffington and Rochelle Bohaty like this.



Suzanne Pleau Kinnison Thanks for dinner! I had to work late and didn't want to cook!

March 29 at 6:45pm



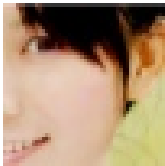
Mike Keck How did I manage to miss out on this one!

April 1 at 1:55pm



Replicate our successes

Residents Make Their Own Events



Ysabella Chen Dear Riverhouse neighbours:

I am a resident at Ashley building. Several friends and I who live in Riverhouse are planning to have a "Good Neighbour" Happy Hour on Friday, April 23. We cordially invite you to join us. We hope the Happy Hour will bring us opportunities to get to know each other, build up friendship and sh...

[See More](#)

April 21 at 8:39pm · [Comment](#) · [Like](#) · [Flag](#)



Replicate our successes

Fabulous Property Events!



West End 25 Apartments <http://www.facebook.com/album.php?aid=177348&id=138673616699>



Art Soiree @ WestEnd25 Grand Opening

By: Art Soiree

Photos: 89



May 7 at 12:05pm · Comment · Like



Twitter

Cocktail Party



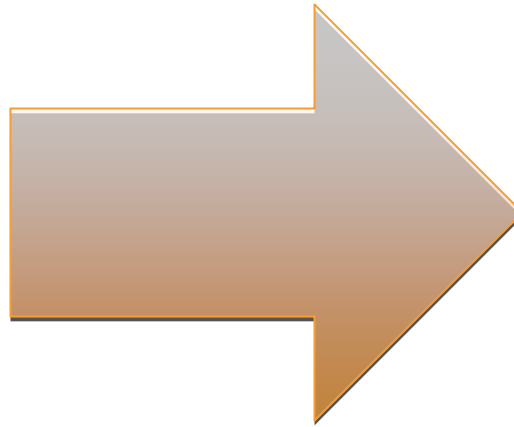
=





Property Twitter Profiles

- Separate channel from Facebook
- Easy for property to connect with people, groups & businesses
- Generating new leads and spreading a property's brand name



Residents & Prospects!



Twitter Secrets...Revealed!

- It's not really about what you are doing or what you had for breakfast
- It's not even really about Twitter
- It's about people having conversations with other people

Twitter Basics: Getting the Lingo



RT

Following

Lists

Tweet

#

Follower

Retweet

@

140 Characters



One Hundred & Forty Characters

Tweet

Inside peek: the @LiveFitzgerald glass
bridge is nearing completion! ☆

#artinprogress

<http://twitpic.com/1003g6>

11:48 AM May 17th via Twitpic

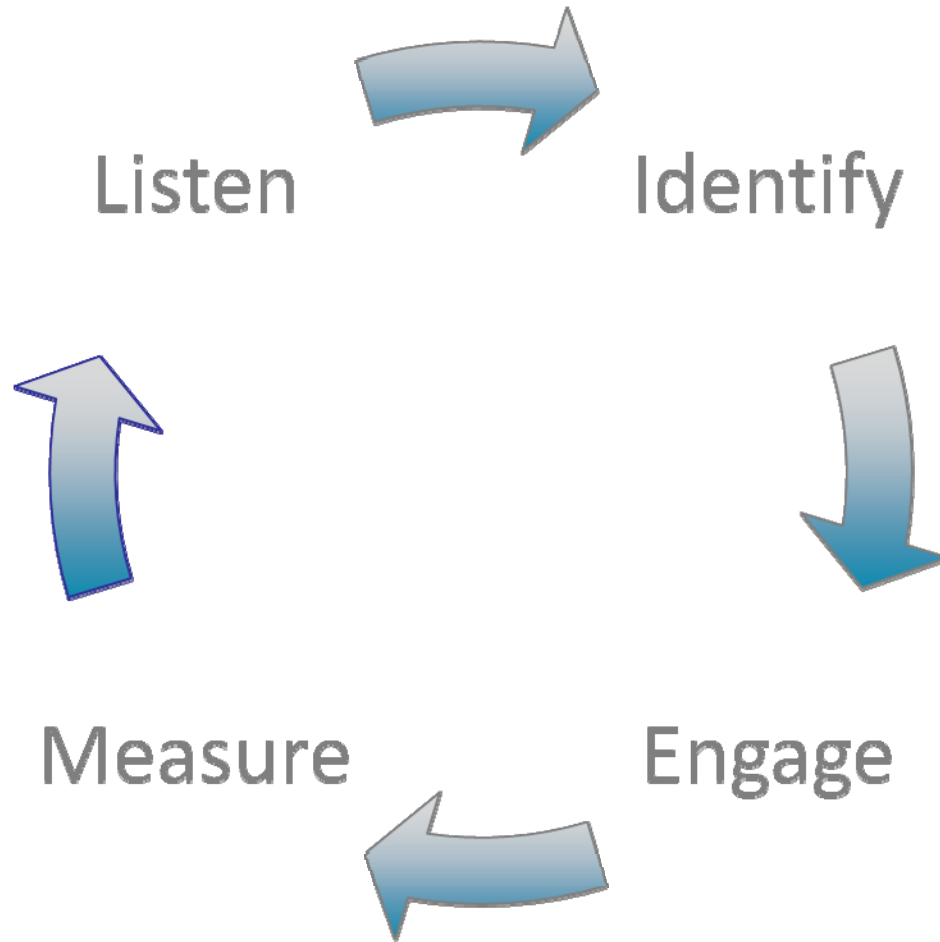
↩ Reply ↻ Retweet



LiveFitzgerald
Fitzgerald Baltimore



Twitter Process





Leverage open conversation

Sweepstakes Brings New Friends!



/9a1Pms

7:09 AM Mar 8th via Facebook

@NY_Sports_Rich we'll keep our fingers crossed! The #DMV definitely has a lot to offer.

12:20 PM Feb 19th via HootSuite in reply to NY_Sports_Rich

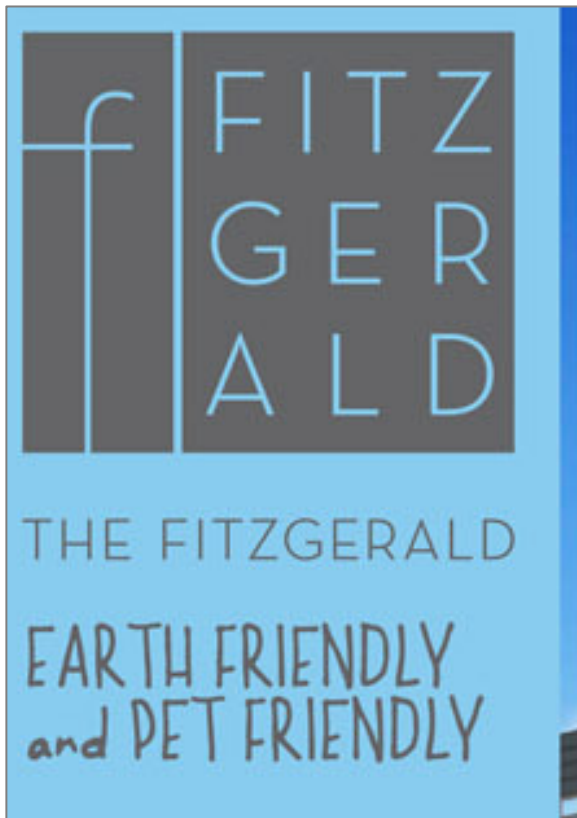
@NY_Sports_Rich thank you for the #FF recommendation, and thanks for entering our sweepstakes! Congratulations.

12:04 PM Feb 19th via HootSuite in reply to NY_Sports_Rich



Leverage open conversation

Local Events & Property Updates



RT @marylandzoo: Retweet this to win 2 free "Brew at the Zoo" tickets. We will pick 1 random RT at 4pm today 5-26-10 <http://ow.ly/1QbVh>

9:28 AM May 26th via HootSuite

Totally impressed by these 'Strategic Plan' posters from Baltimore Print Studios (@baltimoreprints)! <http://bit.ly/bWcyvn> #locallove

10:54 AM May 25th via HootSuite

RT @matthewpugh @downtowndiane: Lo Bosworth will be partying at @MOSAICbaltimore this Sat <http://tinyurl.com/24tmzxt> #Baltimore #thehills

12:04 PM May 24th via HootSuite

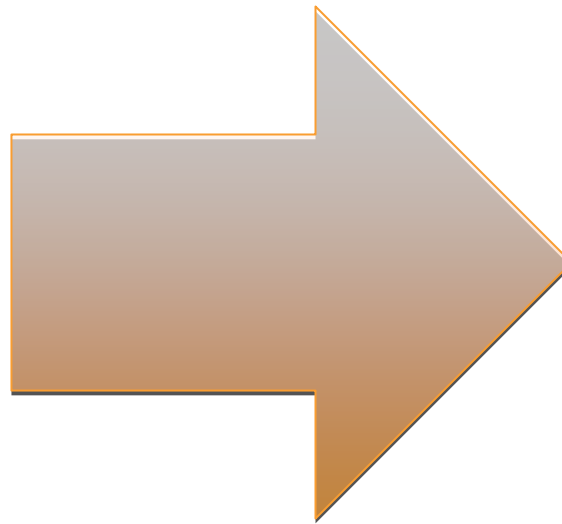
Such a fun museum & a steal of a deal! RT @GrouponBWI \$7 Admission to the @TheAVAM Plus 10% Off at the Gift Shop <http://bit.ly/bjwYGc>

11:31 AM May 24th via web



Other Online Channels

For even further online reach,
properties can leverage:



Residents & Prospects!



How Are We Going To Make
This Happen?



Introducing...



Bozzuto's Brand Champion



The Link Between Social Media & Sales!

Property's Social Media



Brand
Champion



New Residents!



Primary Objective: Build Trust



Primary Objective: Build Community



Each Property Has A Branch Champion



Residents

Prospects



Residents

Prospects



Residents

Prospects



Brand Champion Goals

- Build brand awareness of properties online and offline
- Get people to visit the property (lead generation)
- Create community around property



Brand Champion Goals

- Listen - Learn - Respond to what people are saying (or not saying)
- Create active communication channel with residents
- Create useful resource for community and residents

Brand Champion Responsibilities



Daily Responsibilities

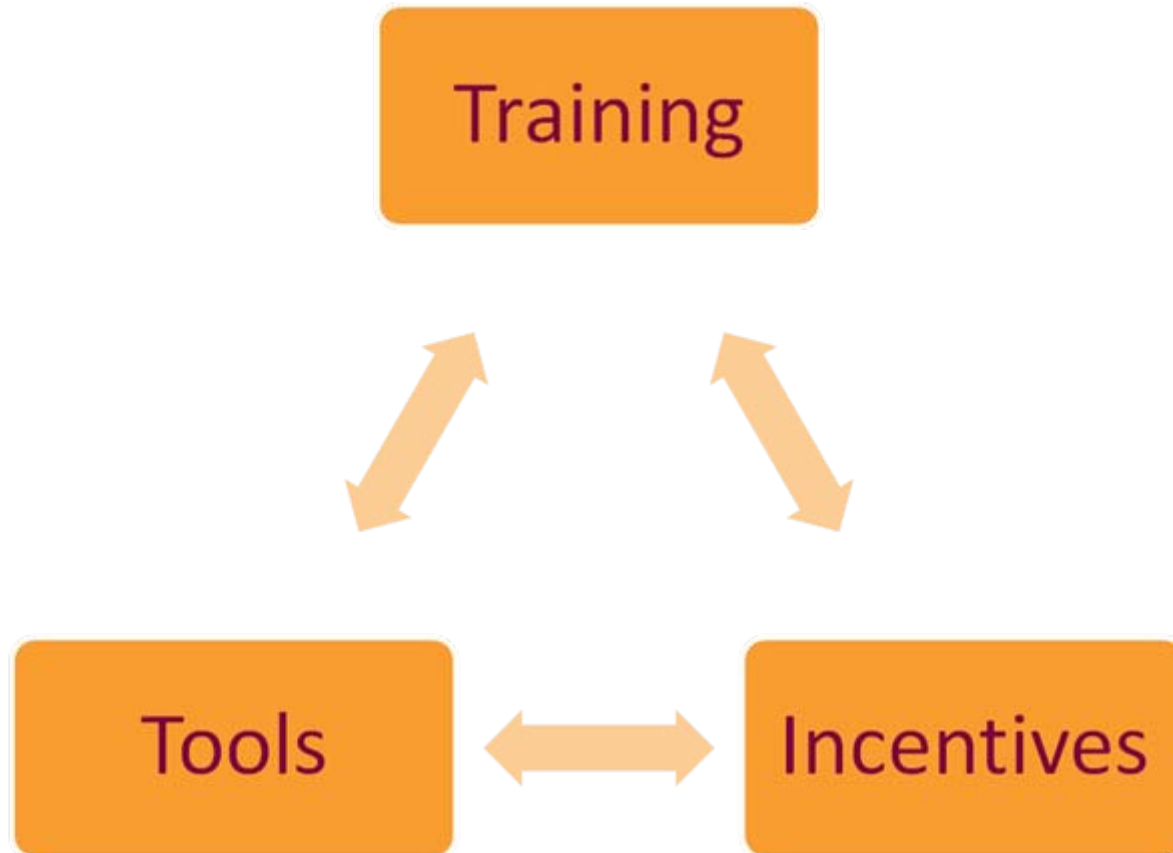
BC = Day-to-day profile management & tweets



PM = Monitoring



Brand Champion Support



Training

Brand Champion

Kick-Off Full Day
Interactive Training



Bozzuto Social
Media Guidebook &
Reference Materials

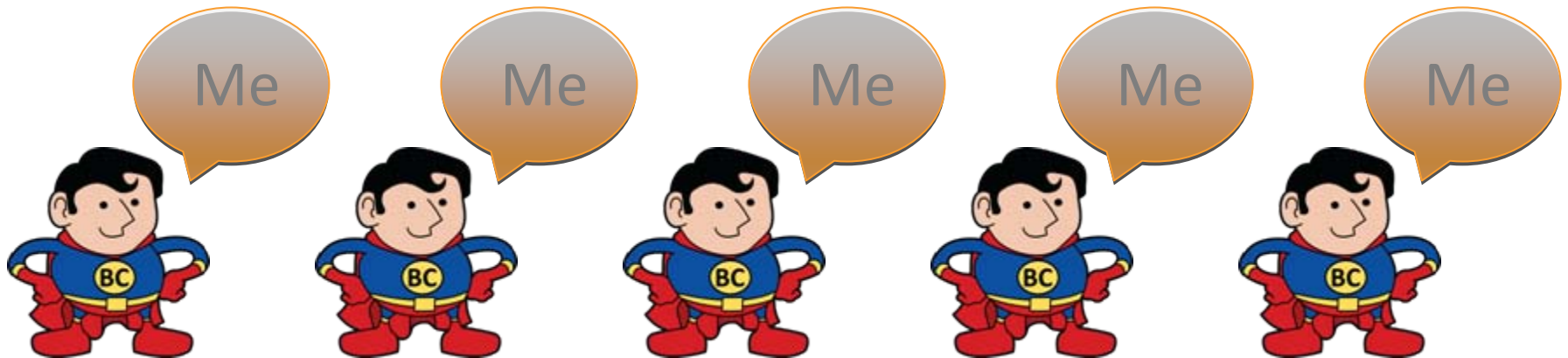


Ongoing Training
Sessions and
Education

Training

Brand Champion - Don'ts

Make updates solely about the property...



Training

Brand Champion - Don'ts

Focusing on quantity of fans and followers, not quality...

I have 10,000
followers



Not useful

I have only 150, but
I have interacted
with *all* of them



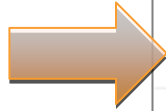
Useful

Training

Brand Champion - Don'ts

Auto-tweeting from Facebook page

From Facebook only



<http://bit.ly/aC60fA>

1:56 PM May 28th via Facebook

I posted 4 photos on Facebook in the album "Future Home of Barn Light Electric" <http://bit.ly/bFJ0pp>

9:13 AM May 28th via Facebook

<http://bit.ly/bDS14Q>

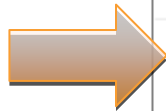
1:03 PM May 27th via Facebook

~ If you're a follower of Remodelista you would have noticed this blog post pop up yesterday! Check out the super...

<http://bit.ly/cWmmCm>

6:26 AM May 27th via Facebook

Boring links



<http://bit.ly/bMlyWX>

6:24 AM May 27th via Facebook

<http://bit.ly/b4KGRE>

1:23 PM May 26th via Facebook

Training

Brand Champion - Don'ts

Waiting too long to answer a tweet or page comment

I really , really cant understand why @UnitedAirlines does EVERYTHING wrong. Can't check-in online. Can't find my itinerary.

about 18 hours ago via TweetDeck



rdubliflife
rick wion



Disappointed customer

No response



UnitedAirlines

RT @evansjourney:
@UnitedAirlines just wanted to say again, THX for awesome customer service over the weekend. Writing a thx u letter to ...

about 5 hours ago via web

First Class Sale! Planning a trip this summer? Fly up front with United's first class sale! See details @
<http://tinyurl.com/34dnnd9>

12:42 PM May 28th via web

@ScottABCNews Check out the Public Art program. Features 26 works by 30 artists- sculptures, murals, installations throughout DIA!

10:42 AM May 28th via web in reply to ScottABCNews

Training Brand Champion - Don'ts

Make fans/followers do too much work...

To enter our contest, you must write a 6,000 word essay and then email it, tweet it, post it on your Facebook *and* add it to your LinkedIn...



..oh and it has to rhyme and be written in iambic pentameter...

Training

Bozzuto Social Media Standards

- Don't post photos of Bozzuto employees with alcohol in hand
- Don't use slang or profanity in any postings
- Minimum of 3 updates per week
- Maximum of 1 update per day



Training

Bozzuto Social Media Standards

- Don't delete negative comments unless they are harmful or inflammatory
- Don't post pricing specials
- Avoid religious terms and links in updates and posts



Training

Bozzuto Social Media Standards

- Avoid links, updates and posts about social commentary, politics and controversial topics
- Respond to all comments positive and negative
- When in doubt, don't post - escalate to PM, regional manager and Lauren



Tools

Brand Champion



Hootsuite

1. Evaluated 25+ social media management tools
2. Web based – can access from any computer
3. Adopted by major brands



Tools

Brand Champion



Hootsuite

1. Team workflow – manage multiple users
2. Facebook, Twitter, LinkedIn, Foursquare and more
3. Schedule updates and tweets
4. Brand monitoring – who's talking about us?
5. Track statistics – clicks and visualizations
6. iPhone app and Blackberry coming soon

Tools

Brand Champion

1. All property Facebook fan pages, Twitter profiles and related accounts already setup.
2. **HootSuite** for daily messaging, management and tracking.

Nancy Goldsmith Portfolio	
Lisa Halliwill	Donna Sturdivant
The Metropolitan	Henderson House
Strathmore Court	Lodge at Seven Oaks
Timberlawn Crescent	Towson Woods
The Glen	The Zenith
MetroPointe	The Fitzgerald

Incentives

Brand Champion

Monthly top BCs in sales reports



Add BC title on business cards and signature



BCs of the year



Additional ongoing training with expert staff

Brand Champion Selection

We're looking for:

- Current users of Facebook, Twitter and any other social media network for at least 1 year.
- Robust personal fan pages, Twitter profiles, LI accounts, Foursquare activity a plus.



Brand Champion Selection

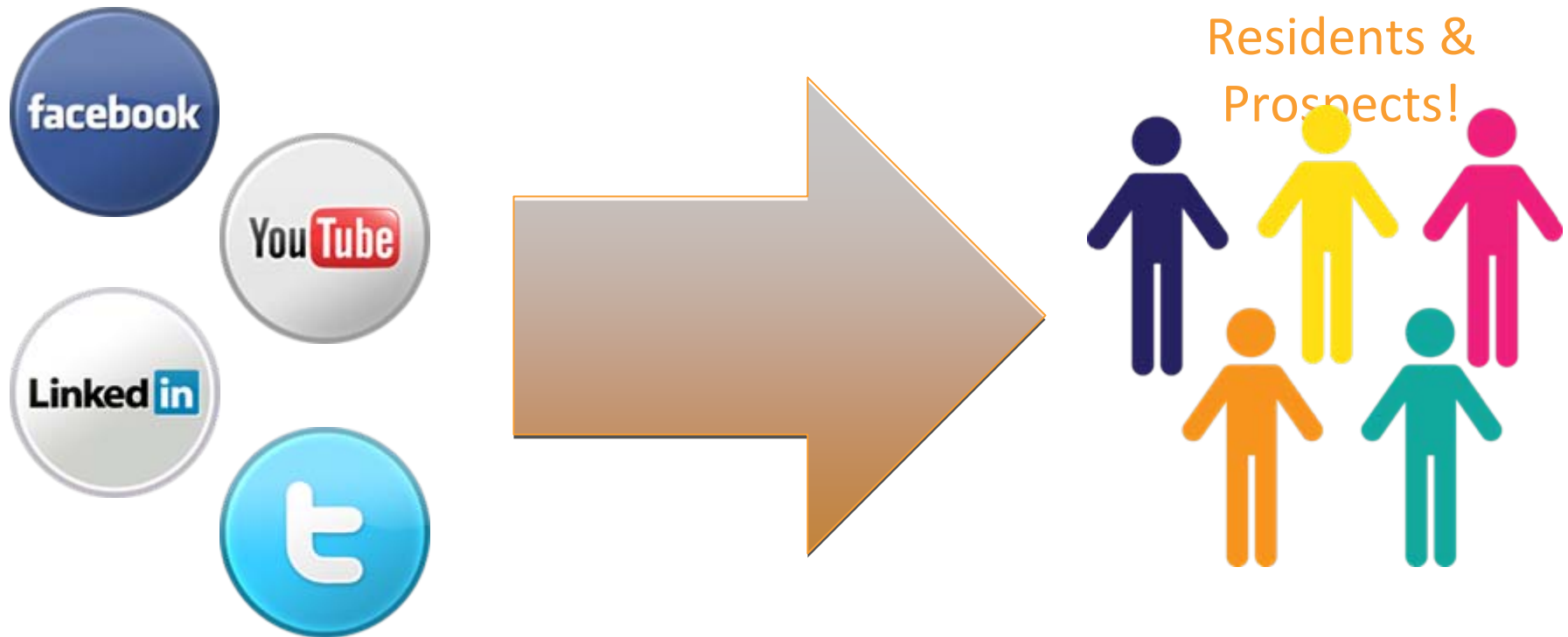
We're looking for:

- Direct experience managing a property (or business) fan page or social media networks a double plus
- Folks who LOVE social media and LOVE talking with residents and prospects
- Excellent spelling and grammar



Remember...It's About Getting New Leads Online

Property's Social Media



Thank You!



Please Contact Us With Questions

Matthew Kilmurry	Blair Mader
Director of Interactive Marketing	Interactive Marketing Coordinator
(301) 623-3650	(301) 446-2217
mkilmurry@bozzuto.com	bmader@bozzuto.com



Tools

HootSuite

Select property profile

Tweet from here

The screenshot displays the HootSuite web interface. At the top, a tweet composition window is open, showing a draft tweet: "Check out this handy summer schedule from @bthesite. The festivities start 6/5 w/ Charles Village Festival <http://bit.ly/aEt57v>". The character count is 127. Below the draft, there are buttons for "Shrink It", "Send Later", and "Send Now". To the right of the composition window, there are icons for selecting social media profiles. Below the composition window, the main feed is visible, showing tweets from various accounts including @CenterdinBmore, @BaltimorePlaces, @LiveFitzgerald, and @BaltimoreSocial. The feed is organized into columns, with the first column showing tweets from the "Home Feed" and the second column showing tweets from the "@LiveFitzgerald/happening-b" feed. The interface includes a top navigation bar with tabs for "LiveFitzgerald", "Featured", "220TwentiethSt", "RiverHouseApts", "WestEnd25", and "Facebook Pa".

Tools

HootSuite

View home feed

View sent Tweets

The screenshot displays the HootSuite web interface. At the top, there are several browser tabs: 'LiveFitzgerald', 'Featured', '220TwentiethSt', 'RiverHouseApts', 'WestEnd25', and 'F'. Below the tabs, a status bar shows 'Last update: 11:53AM' and an 'Edit Tab' button. The main content area is divided into two columns. The left column is titled 'Home Feed (LiveFitzgerald)' and contains five tweets from various sources including CenterdinBmore, BaltimorePlaces, LiveFitzgerald, Baltimore Social, and CenterdinBmore. The right column is titled 'Sent Tweets (LiveFitzgerald)' and contains five tweets from LiveFitzgerald. Two large orange arrows point from the text 'View home feed' and 'View sent Tweets' to their respective columns in the interface.

Home Feed (LiveFitzgerald)

- CenterdinBmore**
11:33am, Jun 03 from Web
What group-friendly attraction do you like in Baltimore? Tweet us at @centerdinbmore. #baltimore
- BaltimorePlaces**
11:28am, Jun 03 from Schmap
PTF will be at Tri-Speed tonight from 5-7pm for injury prevention screens and physical therapy a... <http://schmap.it/tGCH6T?a> (via @PTFirst)
- LiveFitzgerald**
11:28am, Jun 03 from HootSuite
Check out this handy summer schedule from @bthesite. The festivities start 6/5 w/ Charles Village Festival <http://bit.ly/aEt57v> + #Baltimore
- Baltimore Social**
11:25am, Jun 03 from HootSuite
Cruises from Baltimore: An affordable way to travel - School will be out in a month and what is on everyone's m... <http://ow.ly/i17BwSF>
- CenterdinBmore**
11:24am, Jun 03 from Web
Upcoming event: OLIVER AT TOBYS BALTIMORE - 6/4/2010 <http://bit.ly/coHzew> + #baltimore

Sent Tweets (LiveFitzgerald)

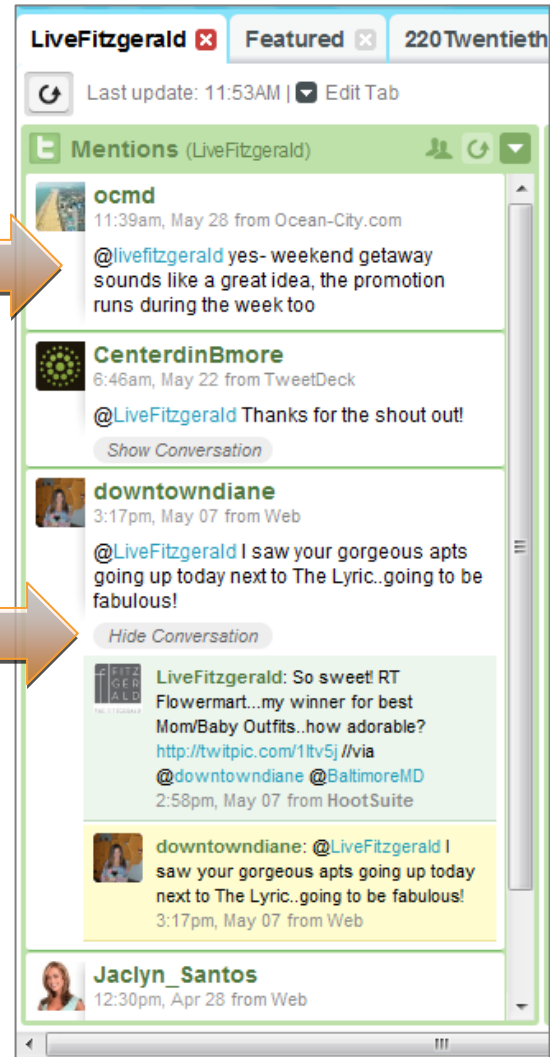
- LiveFitzgerald**
11:28am, Jun 03 from HootSuite
Check out this handy summer schedule from @bthesite. The festivities start 6/5 w/ Charles Village Festival <http://bit.ly/aEt57v> + #Baltimore
- LiveFitzgerald**
9:17am, Jun 02 from HootSuite
Great list of outdoor films! RT @BaltFindLocal: Bmore's free outdoor film season starts Sat. w/ MovieFest at Cross Keys <http://bit.ly/diauU8> +
- LiveFitzgerald**
11:20am, Jun 01 from HootSuite
RT @mica_news: 2 alumni compete on Bravo series "Work of Art" starting June 9: <http://bit.ly/bhrc0K> + ; The Sun coverage: <http://bit.ly/ay6fJu> +
- LiveFitzgerald**
10:15am, May 28 from HootSuite
Weekend getaway? RT @downtowndiane: @OCMD Ocean City Rest Wk Starts 5/30. Visit <http://bit.ly/aXoC7y> + for participants #Maryland
- LiveFitzgerald**
1:52pm, May 27 from HootSuite
Sweet deal! RT @TheBozzutoGroup: View 14 -- luxury apartments in DC -- are now

Tools

HootSuite

See @
replies

& conversations



Tools

HootSuite

Setup search columns for key terms

The screenshot displays the HootSuite dashboard with three search columns. The top navigation bar includes tabs for 'LiveFitzgerald', 'Featured', '220TwentySt', 'RiverHouseApts', 'WestEnd25', and 'Facebook Pages'. Below the navigation bar, the 'Last update: 11:55 AM | Edit Tab' status is shown. The three search columns are:

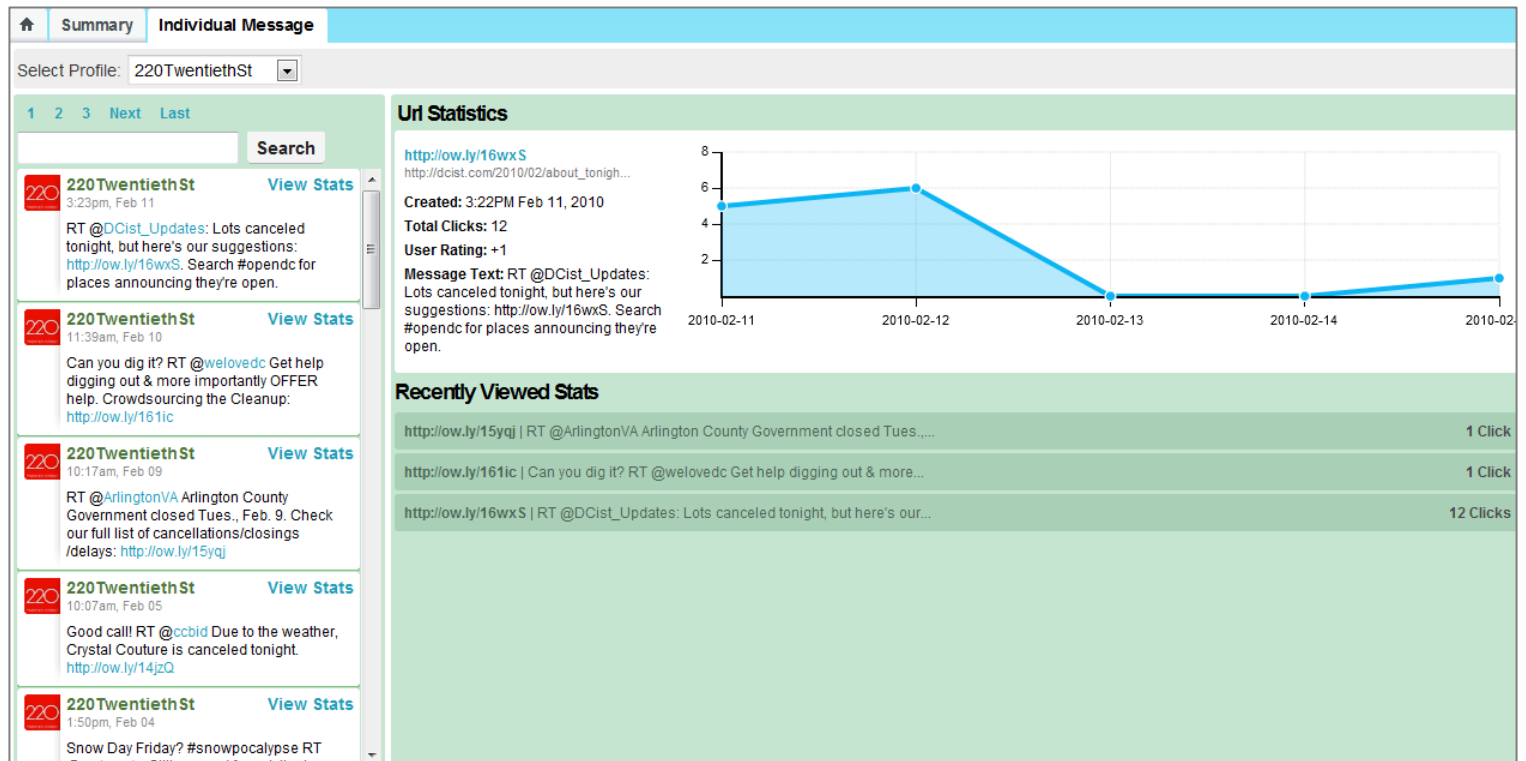
- @LiveFitzgerald/happening-b**: Contains tweets from 'baltimoresun', 'CenterdinBmore', 'BaltimorePlaces', 'Baltimore Social', and 'CenterdinBmore'.
- #baltimore (Search)**: Contains tweets from 'baseballws', 'BaltimoreFans', 'topix_md', 'jayluvv', 'LiveFitzgerald', and 'coloneltamar'.
- "baltimore pride" (Search)**: Contains tweets from 'SaraMcTea', 'MzJenniSolida', 'BaltActivists', 'UshutChoMouf', 'WillTweet4Pumps', and 'kdawg1313'.

Two large orange arrows point from the text 'Setup search columns for key terms' to the search columns for '#baltimore' and '"baltimore pride'".

Tools

HootSuite

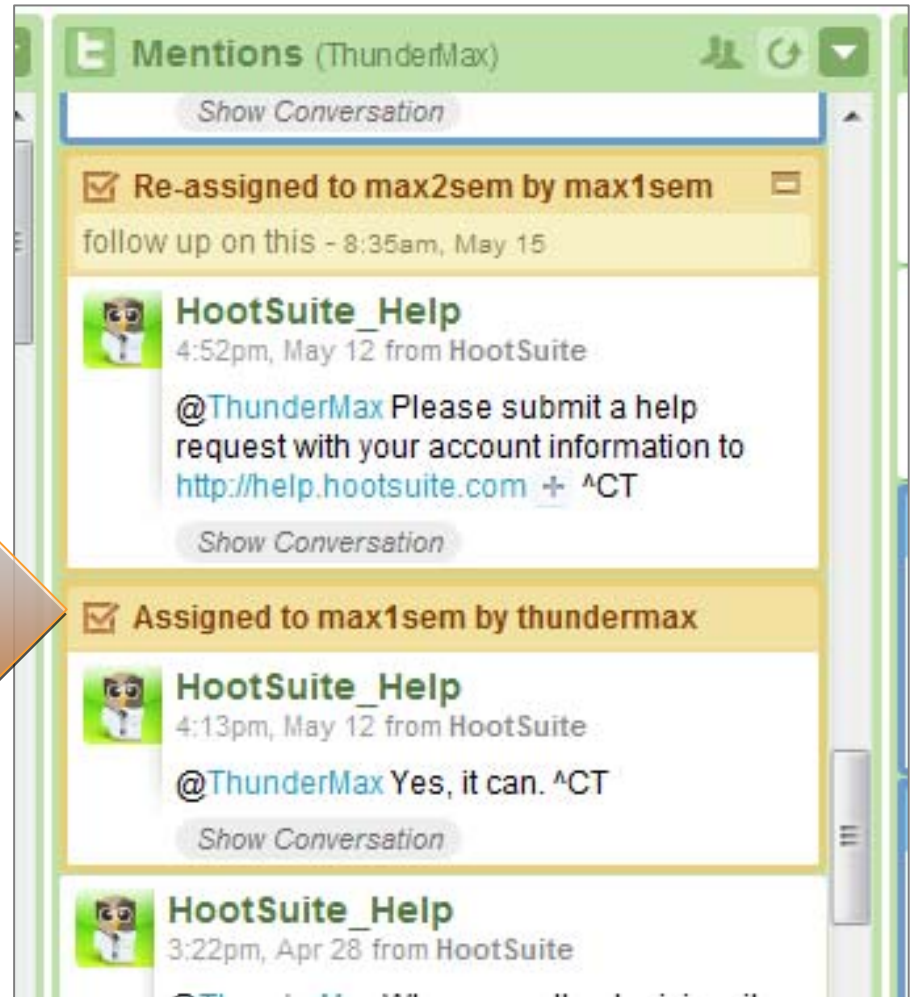
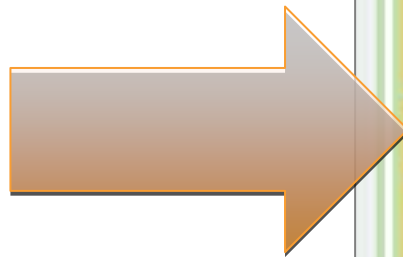
View clicks for individual messages



Tools

HootSuite

Assign
tweets to
team
members



Tools

HootSuite

See when team
member has
responded

