Content, content, content.

RETHINKING COMMUNICATIONS IN HOUSING



A structure we need to challenge ...

SPLITTING COMMUNICATION INTO DISCIPLINES ISN'T ALWAYS HELPFUL

- Pigeonholing roles e.g. internal/external risks recruitment of people with a limited skill set and worse – a lack of cross over between members of your team
- The best communication work is collaborative
- Especially in a sector like ours



We are lucky to work in housing!

- People think of building, cranes and bricks when they hear housing, but our work revolves around one thing – people
- This gives us access to a huge pool of engaging content that other sectors could only dream of
- We need to understand content and how to use it the medium it is used on is less important than getting that right
- Focusing on gathering and using content will make your life as a communications team much easier

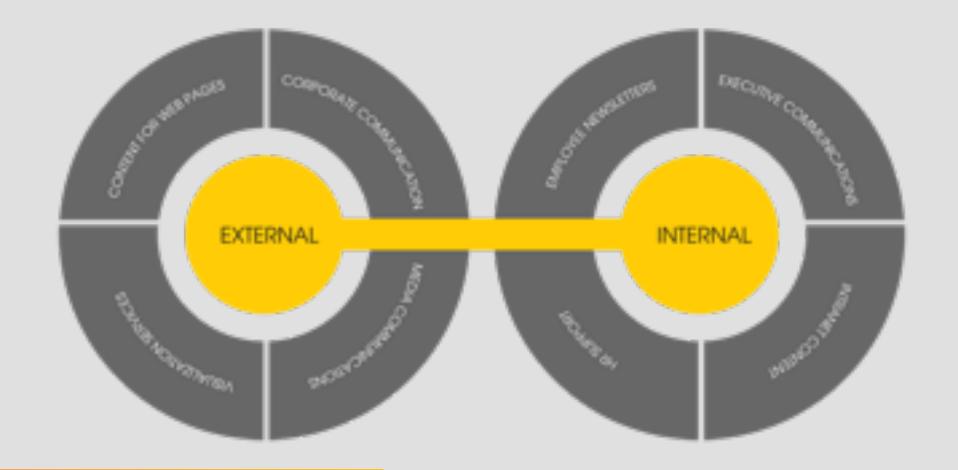




Why does it matter?

- Engaging your workforce is the most important thing you can ever do
- We are lucky enough to work in a sector which means our teams
 deliver one of the most important things people will ever have, yet we
 miss the opportunity to tell this story constantly
- How many of your staff do you think could articulate what social housing is?
- We have a duty to engage our teams that is how we help them to buy into our mission and our strategy. That's how we make them see the role they play in that. That's how we drive productivity and motivation and ultimately provide great services.
- Helping our people to understand the bigger picture is crucial





THE MYTH – INTERNAL AND EXTERNAL COMMUNICATION SHOULD BE DEALT WITH DISTINCTLY

- Totally wrong!
- Best teams work where a team member is responsible for a project and leads across platforms
- Content is the thing that all of this has in

More myths about internal communication

- It needs to be dull and functional and about things like payroll
- It should always be about your organisation and its activity and not your people
- It's completely unconnected to external PR
- Nonsense! Every story that goes on your website, into a press release or comment piece should, in some version, be used internally
- The best internal communication helps your staff to feel a sense of belonging and a sense of purpose – striking that balance is key
- Always put yourself in the shoes of a different colleague. We're lucky in communications to see everything that happens – many do not in their roles



'Almost everyday is different and I love that' - we speak to Anne Healy about her role



Diame Davies



Anne tells us how she helps vulnerable tenants in our From the Frontline feature

Links

Other news

FOSTERING A SENSE OF PURPOSE

- Tell stories about your organisation through people

Being diagnosed with autism made everything click into place



Shirte Deuter

ONEPLACE



John Griffith talks being diagnosed with autism for National Inclusion Week

As part of National Inclusion Work, we've featuring things from our staff highlighting the importance of inclusion.

Links

Other news

IF YOU GET INVOLVED IN AWARENESS WEEKS – ADD SUBSTANCE

 Avoid being tokenistic and get people in your organisation to talk about their experience – it's way more powerful!





Did you know we have a scheme which helps get people into employment? Find out about it here



District Services





Find out about our Connectitie scheme which helps people get the skills they need

Some of you may not realize we have a schome that has helped people in Country gain the skills they need for employment - and we are hoping to help over more!

We wanted to find out more about our ConnectMe scheme, so we spoke to Group Woney Advice Team Leader Wichael Clarke and Economic Engagement Manager Selama Ellis to find out how people can get itselved.

The scheme is something we should be actively encouraging these straggling with unemployment to apply for

Links

Other news

BREAK IT DOWN

- Put yourself in the shoes of your colleagues and ask – what will they need/want to know about this?
- Use interviews and Q&As



MAKE IT EASY

- Use whatever tools are available to you and if you need new ones make the case for them!
- A weekly update is good





What is Ottore First?

Block on our organisation with customer service bearing programms, Clinical First, Nav. Workel.

We are working with Mary Sobar International SMSS over the next year on a programme which will belone transform our continuer service and

MAKE IT INTERACTIVE AND EASY

- If you have an intranet have pages for major projects
- Microblogs on each page so people can get involved and give their views and check in

What's rest!

Log on to the Citizen First pertui-

When the training has been completed, staff receive an email ariting figure to register on the Citizen First Learning Josephia

It's important that you use the estail finit and ing in an this provides a series of activities to help you get a deeper understanding of the most and god time into practice.

If you have registered you can log in to the partial (aggs if you haven't registered you can out up an account worky (aggs.)

Contact Leans False in our Learning and Sendagment False If profits ploggling to access the partial.

Start soling the language

We want everyone in start using the look and believagues they have



Training to be a trainer - Day Offices First trainers tell as more.

Faul collingue; all set is be-published a highestic

Market Street

If the Co. Common S.





We paked members of the tours who drove the project forward what it has been like to be involved. Here's what they said.



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IF YOU'RE GOING THROUGH CHANGE, COMMUNICATE ABOUT IT THROUGH YOUR STAFF

- Do this through bespoke channels too











VIDEO: What a week we had for World Wellbeing Week



Saura Probett 1st auf 2016



USE VIDEO WHENEVER YOU CAN

- It helps to bring any story to life
- Doesn't have to be production quality



From the frontline

Rachel Slater, safer neighbourhoods officer, WM Housing



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ment

Inside Housing puts the spotlight on the everyday heroes of the housing profession

Tell us about your job.

in a nutshell, i'm like a housing police officer with civil powers. My role involves dealing with serious criminal

SOME GREAT PIECES OF EXTERNAL CONTENT START INTERNALLY

- Repurpose them for trade
- Use them on your website
- Use them on your social channels
- Get the most out of this fantastic content!

functions, help execute warrants at properties and attend crime-related meetings.

How did you get into housing?

I initially joined WM Housing in 2010 as a response officer on the safer neighbourhoods response team. My current role is a complex one, which can be challenging at times but I love the enforcement part.

Even my career background has predominantly been in the enforcement area. My first role was at a magistrates' court where I trained as a clerk, then I served for 10 years with Durham Police and West Midlands Police.

"I'm like a housing police officer with civil powers"

What happens during a typical day?

I can have my whole day planned out and then a call will come in and I must act immediately. One example was when I was in court one morning for a case wearing a suit and heels, then by afternoon I had a hard hat and hi-vis over them as I was speaking to contractors.

What is the best part of your Job? I love achieving good results for the our partner agencies.

I also love teamwork and the vari I work with across the organisation departments to achieve the best ou

What's the worst part?

Seeing the harmful impact and trau victims of serious anti-social behavi as well as the effect it has on their fa lives.

If you could be prime minister fo would you do?

As part of this, rd include more s accommodation for those with ill m and complex needs.

What's the most private thing yo admit to your colleagues?

My driving skills developed from lea tractor at the age of nine on my frier

"There is now such a positive culture of openness and sharing I would never have shared my story before but now I want to."



'Remember you are never alone and it's important to talk'

Elaine Davies - 1st Nov 2019

Laura Folan talks about being diagnosed with MRKH syndrome as part of National Fertility Week

Like (50) Comments (19)

If you take nothing else back from today, take this:

You have to get internal communications right! Focus on telling stories through your people.

The discipline in all communication is to remember that the most important thing is:

the content!



What else could you do with this?

- Talk to the family who got the home and write up their story you will use it again and again (annual reports, stakeholder communication etc.)
- Think about how you can make this story appeal to colleagues not by posting the press release on your intranet but telling the story behind the development – speak to the team responsible, how did they make this happen, what does it mean to them to be able to work on projects like this?
- Don't be afraid to invest in good photography it is worth it's weight in gold
- Tell the story again ... and again ... and again. Why only tweet about this once? Programme in social media posts for all of your stories over a period of weeks and months, telling a slightly different part of the story each time





Our new developments

We hold a foundation for life for hundreds of people across the West Michaels every year.

Read about our new developments: 1



...





A WEBSITE CASE STUDY

Something which brings your work to life

Helping people onto the housing ladder

Wood of Thermore Reprises and houself are collected at advantables month, had we palm help partiple to Committy sorted the focusing Ladder with the cost from contenting options; such as altered particularly and help to their fagnations below received at our subpolitary company which

From bed and breakfast to a home of their own:

Kristy's story

"I block it flame, I'm you'd the moon.

"The bounding in particle as I've from to Millsonial All my life of my family in teaching"

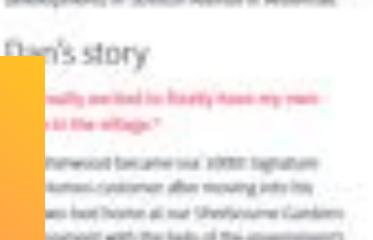
Mile are proud to help thousands of people in Country to get a funda every year and building new homes furtil us to do the for more people.

totally Wassert and her prong tool is not had been long on temporary accommutation in the city for six months before tending a two-feedroper-forms at one of our ferw developments in Street, Author in Millerhall.

ANNUAL REPORT CASE STORY

builds from the person his.

- Adding real value and colour to your next annual report





Keen to find out more about our first major regeneration project as Citizen?



Distributed (S)



Our Director of Regeneration, Kevin Roach, talks us through what will be happening to residents in Wyken and the timescales for the project

Our first major project as Citizen will be the regeneration of an area of Wylen.

The 122m regeneration project will see an area of Coventry transformed over the next five years. It's new homes will be built, and ELE flats refurbished as part of the project.

Our Director of Regeneration, Kevin Roach, talks us through what will be frappening to residents and the towercales for the project.

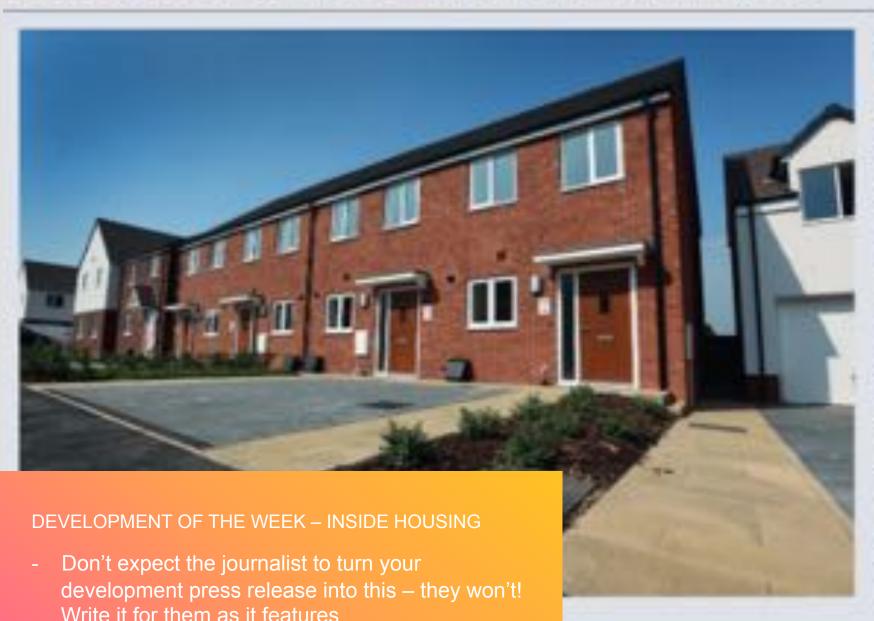
Links

Other news

AN INTERNAL FEATURE

 Break it down – focus it more on the team that has delivered it and why it's significant for your organisation

Development of the week Hall Green, Birmingham



Local authority: Birmingham City Council

Housing association: Citizen

Developer: Galliford Try Architect: BM3 Architects Number of homes: 100

Cost: £14.5m

Completion date: February 2021
The scheme: This mixed-tenure
development is built on a former
greyhound racing track in Hall Green,
Birmingham. It consists of 20 shared
ownership properties, 32 affordable
rent apartments and 48 social rent
properties.

The development is set to transform Hall Green by providing much-needed accommodation for renters and purchasers.



IS IT VIDEO WORTHY?

Video is now inexpensive but adds real value







Customer services.

Your questions

Our social purpose

Get up to date with our latest news.

11-WP11969-R200

Our Development Team are shortlisted for two Inside Housing Development Awards

Our Development Trust has been shortlisted for two awards at this year's inside Housing Development Awards.

The team are hoping to collect the Birst Development Team and the Birst Approach: to Modular Construction award, following on from the completion of our first two

And a former or a lot observe, Willeshall, Covering this summer,

AWARD ENTRIES

The content is there! Half of your work is done

face on Wednesday 27th November at The ondon.

sent Awards are the most prestigious in the sector and ids, developers and architects to celebrate the best trus fifter DM.

truly outstanding year last financial year; from aphetions, starts and sales, to signing a landmark deal. tie with House England and Indibition our Best



Good content is good content – another example:

You write an award entry on behalf of one of your teams, submit it and then forget about it until you find out whether the team is shortlisted. Your work is done...





Wrong!

If you've done a good job, what have you done in the process of putting your entry together?

- Gained evidence and testimony which shows what a great job your team has done
- Told a story about the big successes of the last year
- Talked about some fantastic colleagues and how their work is helping you to achieve your organisation's strategic objectives

Don't waste this by only using it once!



Ask yourself what you could do with the content you've gathered:

- A feature on the team for your intranet or staff newsletter
- A feature for your website
- A case study for the relevant section of your website
- A series of social media posts that could last you months
- A piece in your next annual report
- Etc. etc. etc.

Content is not single use! Why waste the work you have done and only use it once?





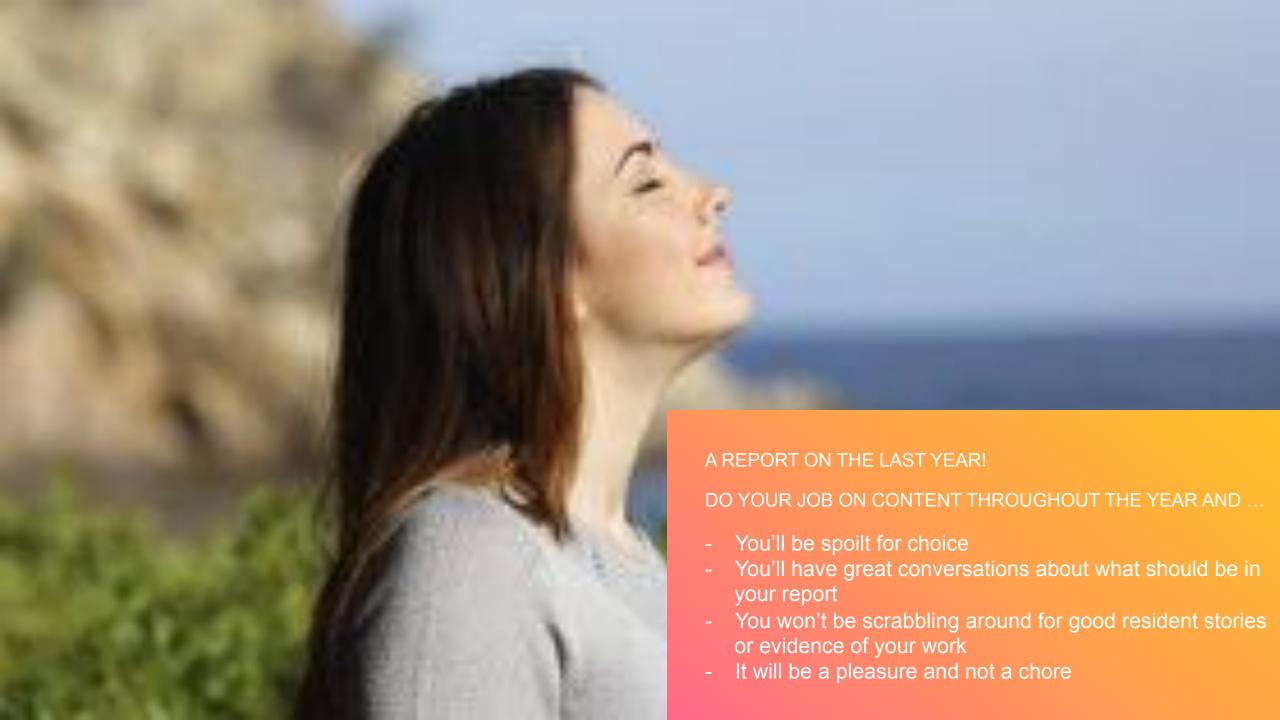
YOU NEED TO DO THIS IN THE PLANNING STAGES Think what you want to get out of every story and every situation Think ahead – is this something that could be good for your annual report, could it be awardworthy, would it make a great internal feature? Have a planner and work from this This mindset will help you gather stories, pictures and videos you will need for all uses

This approach with help you immeasurably

- You'll have immense knowledge of the business which instantly makes your work easier
- You'll quickly form networks in your organisation which you can count on again and again
- You'll create a culture of sharing and a healthy competition in your organisation
- You'll have a bank of stories and pictures which you can deploy whenever and wherever you need them
- A classic example annual reports







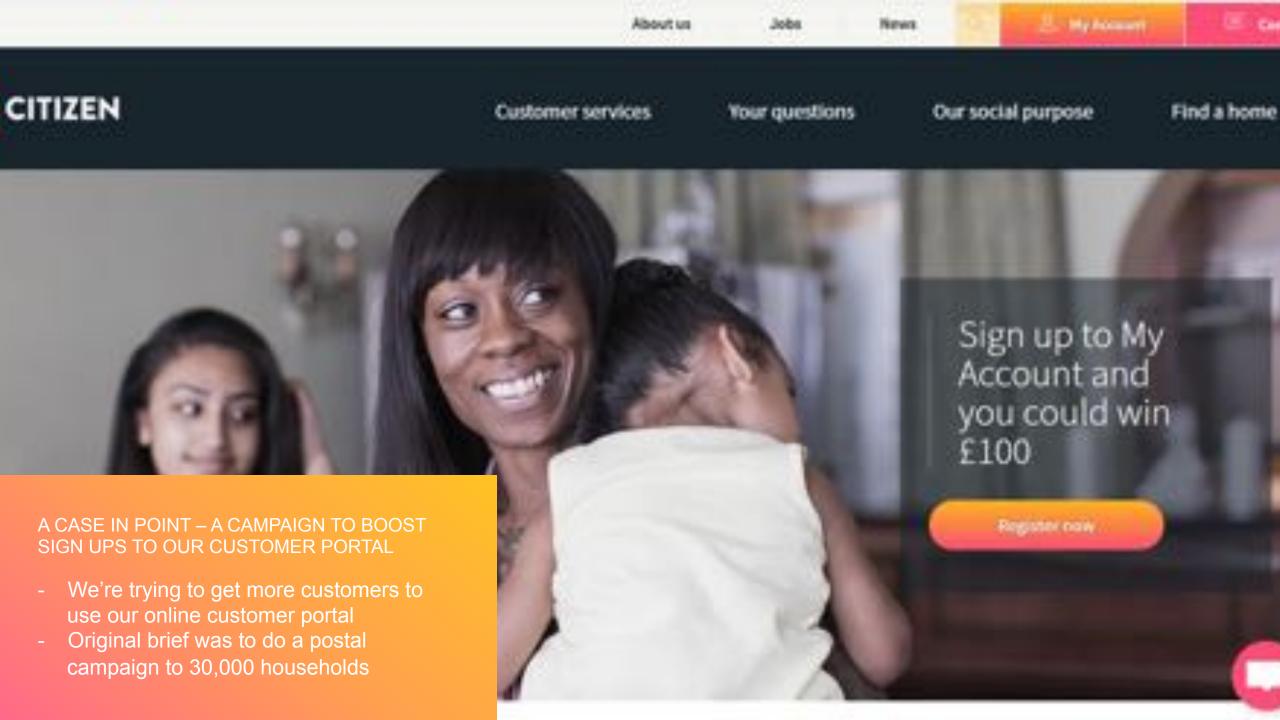
Some things we need to challenge ourselves to do better in communications in housing ...



An example: posted resident newsletters (some of this may make me unpopular)

- Based on an assumption people want to hear about stuff they probably don't
- Extremely costly with no indication of readership or return on investment
- It's not good enough for us to say 'some residents still can't access the internet' – do we have data to back this up? Are we segregating by need?
- The newsletter format is a from a bygone era most people don't even read a local newspaper yet we are assuming they will take the time to read about our work
- The only way we should be communicating with customers is the way
 that all good organisations do by telling them about things that are likely
 to be useful to them and doing it in a targeted way

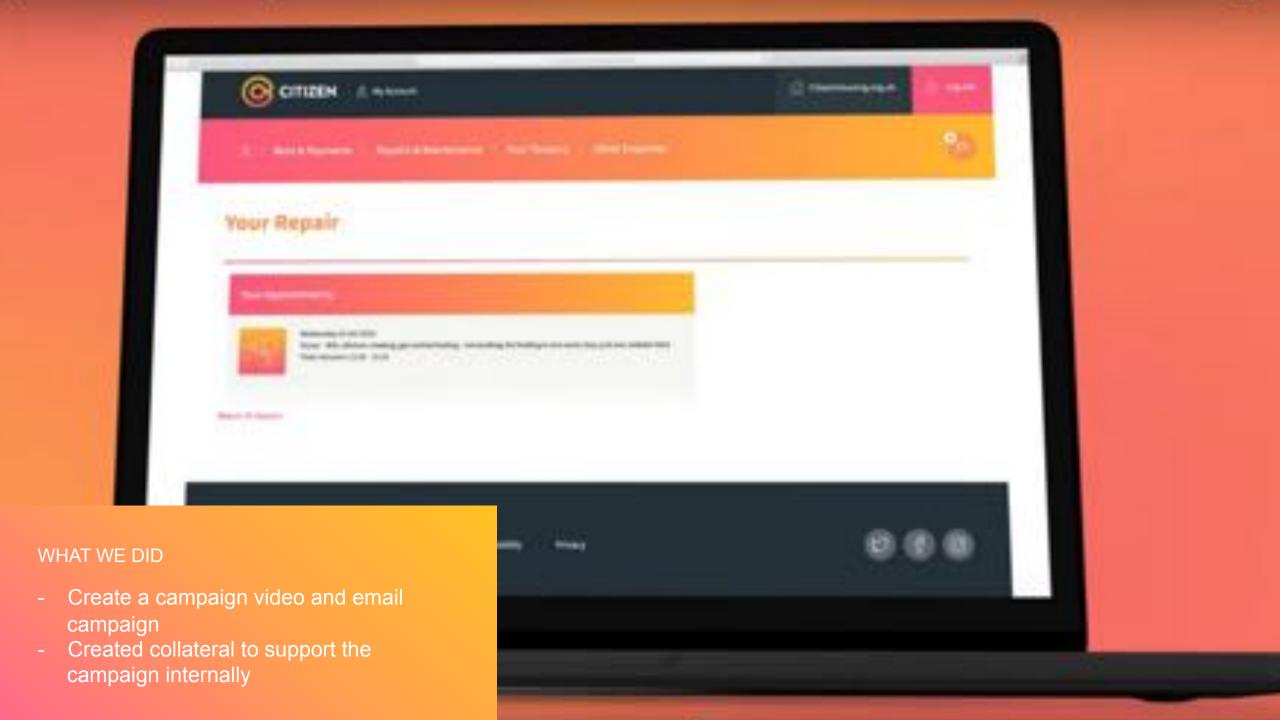




Challenging the brief

- Postage costs to send 30,000 printed mailouts circa £20,000 with no ability to measure success or track sign ups
- Not reflective of behaviour the distinction between someone opening a
 piece of post and going onto their device to click through is all important







In 2018 what % of adults in the UK were recent internet users according to Government research?

90%

It's just not good enough for us to say 'some people still can't get on the internet' – this doesn't justify irresponsible spending. If we're making decisions to retain posted communication this needs to be backed up by data.

Three ideas to take back to create content which will increase your engagement and help you





IDEA 3: LOOK AT YOUR WEBSITE AND USE IT TO PROGRAMME IN MONTHS OF SOCIAL MEDIA CONTENT

- How many sections/pages does your website have?
- Not all content has to be original!
- E.g. link to your leadership team page with a tweet about a member of the team, link to the about us page with a message about being proud to play a part in solving the housing crisis. Etc. etc.



Meet our Executive Director of Development Nick Byrne who joined our organisation in June 2016.

Nick is responsible for our ambitious development programme and aims to provide a mixed-tenure programme of 650 homes a year for affordable rent, shared ownership and market sale.

Nick says he is proud to work for Citizen because: "we have a desire to provide innovative services that put our oustomers at the heart of our work and set us aside from the pack."

Find out more about Nick and our Executive Leadership Team here: https://blt.ly /2KesVyj





Organic impressions: 2,907 Impressions

Show stats ~

And finally a call to arms – what you do matters!

- As communications professionals we have to make a case for what we do more than most - that's why it's so important we do what we do well
- Otherwise the myth that our work is fluff and doesn't add value will persist
- Creating content and producing communication that engages staff, customers and stakeholders in a way which drives your strategic objectives forward is NOT a nice to have – it is critical to the success of any organisation









Remember what you do matters hugely!

We all have a responsibility to get it right.

Thank you

