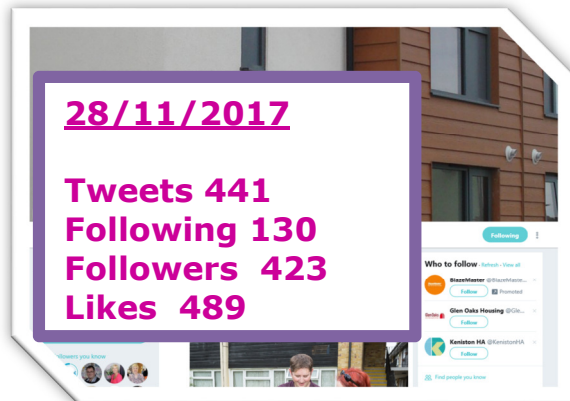


## KHG Comms Group: update and next steps between now and end February

### Improve Twitter account



#### Goals:

- More visibility and accountability
- More traffic to the website
- To create a positive impression of social housing in Kent
- Engage with your followers

#### Key messages (tweets should keep reminding your audiences of these):

- Ensure that high quality affordable homes are delivered across Kent and Medway.
- Forum for social housing organisations in Kent
- 'Voice of Housing in Kent'
- Represent the collective voice of Kent's housing bodies providing advice and a 'Kent perspective' to regional and national bodies

Twitter profile, banner – add in key messages to profile, change banner pic (something relating to Kent)

Twitter Bio – change to:

*Forum for #socialhousing in #Kent | Over 80 members county-wide | collective voice of #affordable housing in Kent and Medway.*

Pinned tweet:

*We're the collective voice of housing in Kent delivering advice and Kent's perspective to regional and national organisations. More about us: <http://www.kenthousinggroup.org.uk>*

## **Increasing followers**

1. Follow all members/ make sure they're following KHG
2. Follow, like and share key accounts including: media, political influencers, developers, financiers, funders, architects, S/O sales/marketing agents, health, welfare, employers agents, planning, LA accounts, Kent news accounts, key housing bloggers.
3. Share KHG members news content

## **Images**

*Ask members to supply one image each (by end January) to include*

- Development sites
- Families at home
- Rural scheme
- City/town centre scheme

A request to members - let's increase our profile – we need your help please!

Send us links to content from blogs/news articles from your own websites so we can re-tweet and share and make sure you're following KHG on Twitter.

Email [KHGcomms@mhs.org.uk](mailto:KHGcomms@mhs.org.uk)

## **Setting up the group:**

- **Website article – drafted**
- **List of comms contacts - in progress**
- **Draft invite to comms group – in progress**
- **Set up shared space (SLACK) completed.**

### ***Add to website:***

Rebecca - could the following be added onto the website under sub groups and as a news article:

### ***New for 2018 - Kent Housing Communications Group.***

*An alliance of affordable housing communications professionals, sharing campaigns, research and aiming for consistent housing messages county-wide.*

*We aim to make it easier for key messages to be heard by sharing resources and working in partnership with each other.*

*Our joint campaigns include:*

- *Universal Credit – it’s a monster change but it doesn’t have to be scary*
- *Tenancy Fraud Key Amnesty*

*If you’re interested in becoming a member or want to find out more information about getting involved, partnering or contributing to our campaigns, please register your interest by emailing **[KHGComms@mhs.org.uk](mailto:KHGComms@mhs.org.uk)** or tweet us **@KentHsgGroup***

*If you work in a housing association or local authority communications team, we’d love to hear from you - get in touch to find out more. **[KHGComms@mhs.org.uk](mailto:KHGComms@mhs.org.uk)***

### **Comms Forward Plan**

Universal Credit	mhs homes/Golding Homes	It's a monster change, but it doesn't have to be scary. Four simple steps to preparing for Universal Credit. Get ahead with your rent/get a bank account/budget/Get online	<a href="mailto:Sarah.boast@mhs.org.uk">Sarah.boast@mhs.org.uk</a>	Medway and Maidstone residents
Tenancy Fraud	Swale BC/Ashford/Circle/Golding/TCHG/Amicus/Maidstone/mhs homes	This is initially about the potential to set up a Key Amnesty across a number of providers in an agreed area/s. We need to agree who wants to be engaged, how this will work, comms planning etc so that all participating organisations are ready and set to go when its launched, assuming its possible to do!		

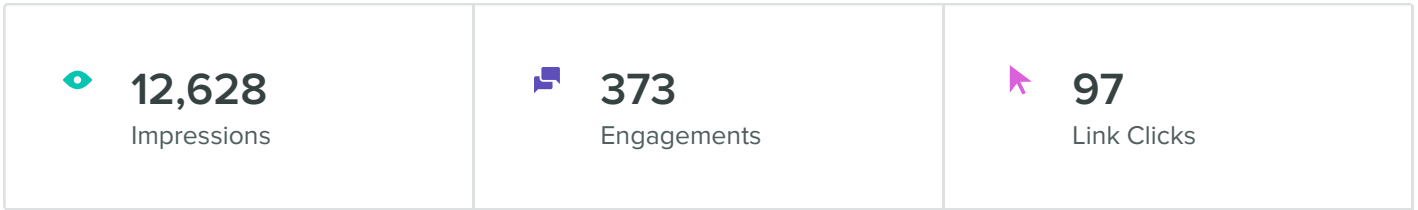


Group Report  
for **Kent Housing Group**

Nov 22, 2017 - Jan 12, 2018

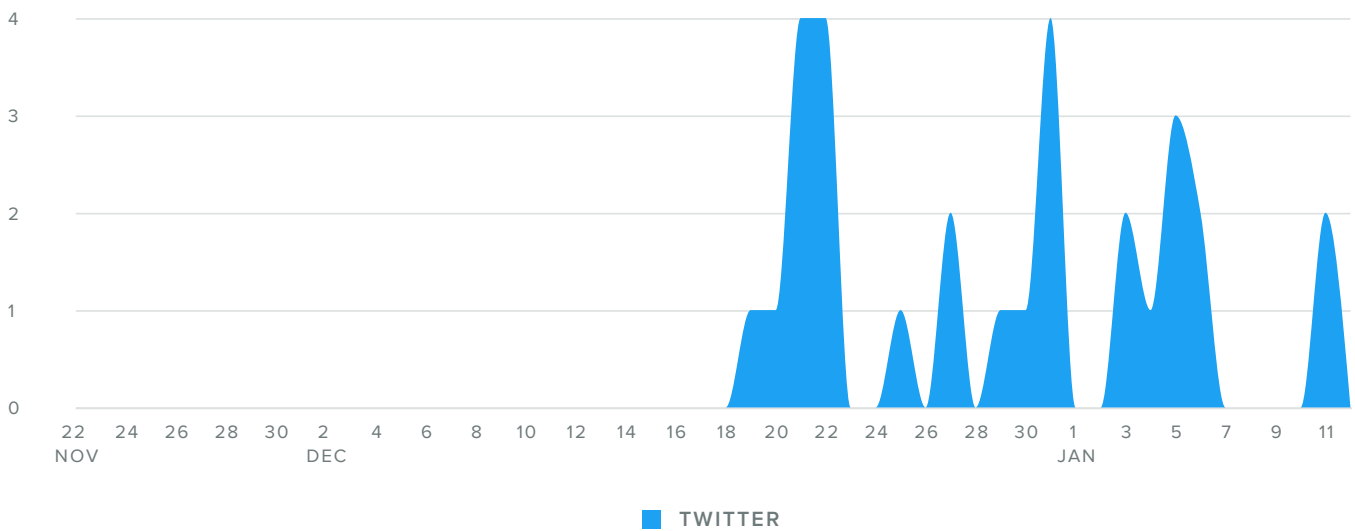
Understand growth and health of your social profiles

## Group Activity Overview



## Group Audience Growth

AUDIENCE GROWTH, BY DAY



Audience Growth Metrics	Totals	Change
<b>Total Fans</b>	<b>463</b>	<b>▲ 100.0%</b>
New Twitter Followers	26	▲ 100.0%
Total Fans Gained	26	▲ 100.0%

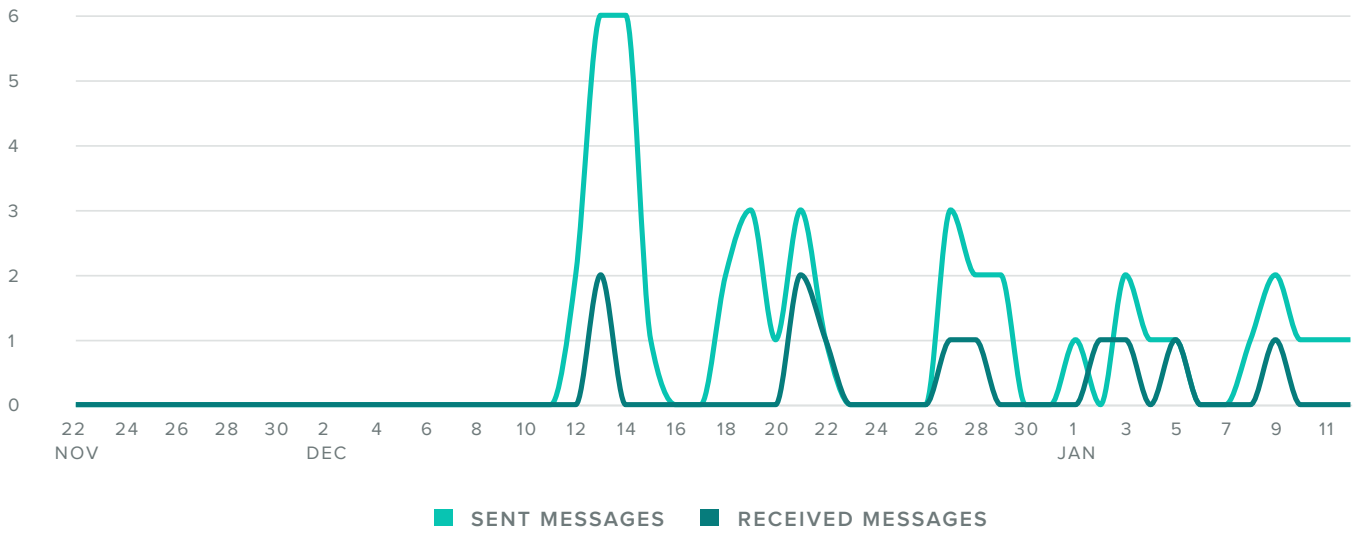
Total followers increased by

**▲ 100.0%**

since previous date range

## Group Message Volumes

MESSAGES PER DAY



Sent Messages Metrics

	Totals	Change
Twitter Tweets and DMs Sent	43	▲ 138.9%
<b>Total Messages Sent</b>	<b>43</b>	<b>▲ 138.9%</b>

Message volume increased by

▲ **138.9%**

since previous date range

Received Messages Metrics

	Totals	Change
Twitter Messages Received	11	▲ 37.5%
<b>Total Messages Received</b>	<b>11</b>	<b>▲ 37.5%</b>

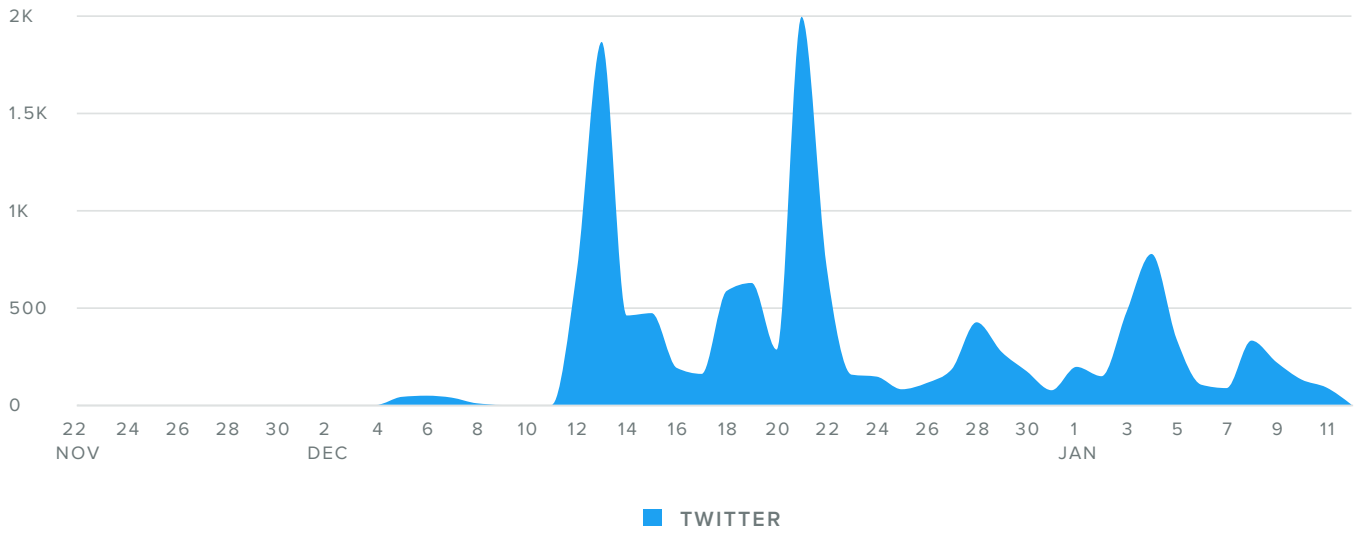
Message volume increased by

▲ **37.5%**

since previous date range

## Group Impressions

### IMPRESSIONS PER DAY



Impressions Metrics	Totals	Change
Twitter Impressions	12,628	▲ 100.0%
<b>Total Impressions</b>	<b>12,628</b>	<b>▲ 100.0%</b>

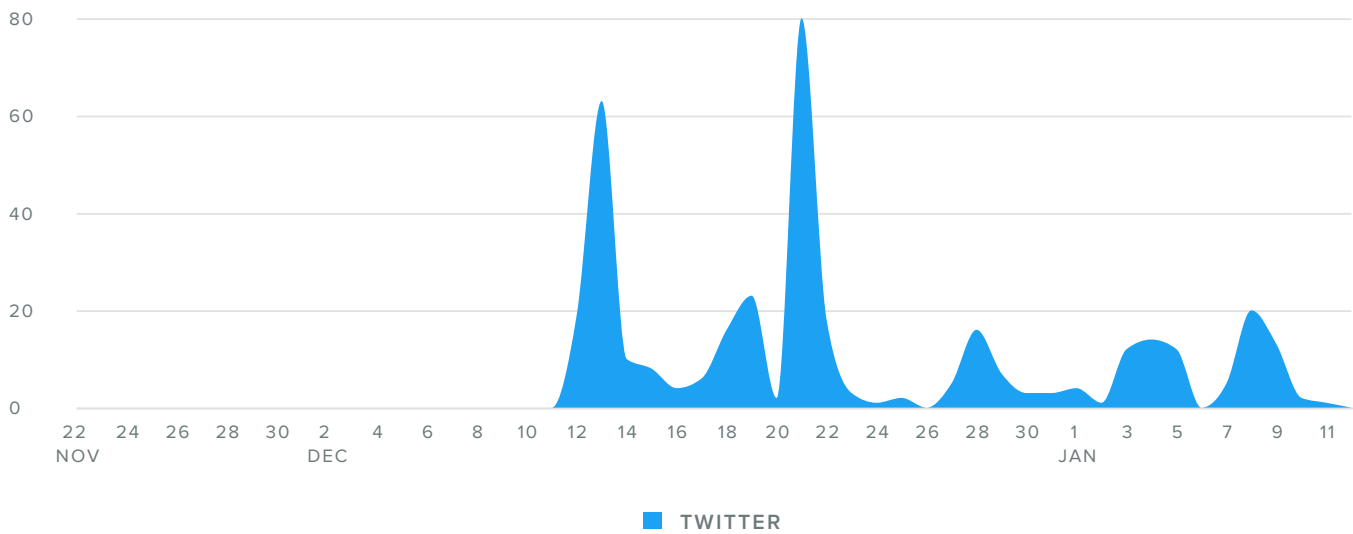
Total Impressions increased by

▲ **100.0%**

since previous date range

## Group Engagement

### ENGAGEMENTS PER DAY




Engagement Metrics	Totals	Change
Twitter Engagements	373	▲ 100.0%
<b>Total Engagements</b>	<b>373</b>	<b>▲ 100.0%</b>

The number of engagements increased by

▲ **100.0%**

since previous date range

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 <b>Kent Housing Gr...</b> @KentHsgGroup	463	100.00%	43	12,628	294	373	8.7	97



