

Application: 8645

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Page: Entry Information
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Chapter CAI CA North Chapter
Chapter Size Medium (261-510)
Category Membership Engagement
Program Name Social Media Membership Engagement Campaign
<p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(1-5) Poor Didn't effectively answer the question</p> <p>(6-1) Fair Answered the question</p> <p>(11-15) Good Answered the question with more detail</p> <p>(16-20) Excellent Went above and beyond with proven results and visible data</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>In 2022 the CAI CA North Chapter invested in their membership engagement through social media and video design. The CAI CNC has been notably ahead of the game providing digital content to its members, but this year they used that technology prone awareness to boost three specific yearly events on social media.</p> <p>First, they created the Homeowner Leader Member Benefits video. This video runs for three minutes and forty-one seconds, and is jam packed with everything a prospective or current Homeowner Leader member needs to know about the Community Associations Institute, their local Chapter, and our involvement with industry legislation via our California Legislative Action Committee. Voiced by incoming 2023 President, Jennifer Richardson, PCAM, the video strives to educate Homeowner Leaders that the best community associations have the best boards—they're educated, knowledgeable, and prepared to lead their communities successfully. And that CAI membership provides your board members the best resources and education to stay informed.</p> <p>Second, they created the "WELCOME to NATIONAL VOLUNTEER APPRECIATION WEEK!" campaign. This campaign reached out to the membership, the leadership, and everyone in-between to create not just graphics with members quotes on why they choose to serve and work within the CAI CA North Chapter, but also a live video taken at a Chapter Educational Program! The Chapter stressed that the membership and leadership provide the community of the community associations institute, and that we could not have associations without active volunteers – they are the heartbeat of the work that we do.</p> <p>Lastly, CAI National worked diligently to create a International Community Association Manager Day for our Common Interest Development Managers in 2022. The CAI National team created a background graphic for Chapters to use, and the CAI CA North Chapter took that graphic and made it editable on Canva and provided that graphic to all the Chapter Executive Directors of CAI. The Chapter then reached out to all its members and asked who would like to be featured as a manager member of the Chapter during that week-long campaign. It was a huge success, brought recognition to the efforts of CAI National, and the manager membership felt encouraged and uplifted. Pictures from the program included for reference.</p> <p>All three of these initiatives were spontaneously supported by the Board of Directors and directly impacted membership engagement in a positive way.</p>

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

This initiative was the perfect example of melding the mission of CAI National and the Chapters.

The Homeowner Leader benefits video not only educates homeowners on the importance of the Chapter but stresses the importance of CAI National and its resources. We paid special attention to the CAI Exchange platform, as well as the multitude of documents CAI National provides, for free, with membership. We hope to use this promo video for years to come to encourage participation of homeowner leaders within the CAI CA North Chapter territory – and beyond! Many CAI Executive Directors reached out asking for customized versions of this video for their own Chapters.

The Volunteer Appreciation Week initiative was a huge hit with the membership, and we made sure to tag CAI National in all the initiatives, but especially this one. Our volunteers are the backbone not of just the CAI CA North Chapter but CAI National – we couldn't do any of what we do without them.

Finally, the Manager Appreciation Week social media push was started because CAI National took the initiative to recognize, worldwide, managers in the Common Interest Development industry. Without CAI National spearheading that campaign, we never would have been able to create the graphics and get in touch with the membership to recognize our manager members. CAI National brought the party to us, and we ran with it. If that's not collaboration, we don't know what is!

All in all, the Social Media Membership Engagement Campaign brought positive awareness to CAI National and the CAI CA North Chapter in 2022.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

The Social Media Member Engagement campaign throughout 2022 was a huge hit with the Chapter membership and leadership.

While we did garner some new Homeowner Leader, Manager and Business Partner members through all three campaigns, the biggest result was our social media standing online. The engagement for these three campaigns was astronomical for such a small Chapter.

And now, because we have reached out to the membership regarding these campaigns and to push our visual presence online, they reach back out to us to share what they are doing. It's community, at its finest.

Please provide quantifiable data supporting the rationale for success. (20pts)

Below are some of the quantifiable data points for each of the three initiatives in the Social Media Membership Engagement campaign:

First, the Homeowner Leader benefits video garnered a new board of director membership for the Chapter and many e-mails to the chapter from current members who loved the information and didn't realize all the benefits they had with CAI National. We also played the video at our Educational Luncheon after its launch, and some managers have asked for it to use at their HOA Board meetings. 198 People reached, 13 reactions and comments, high retention rate (Facebook stats).

Second, the volunteer appreciation week video was a morale booster and recognition for all our dedicated members. There was no monetary gain, but morale (especially as we still navigate our way out of the pandemic) was a huge win. 158 people reached, 19 reactions and comments, high retention rate (Facebook stats).

Lastly, for the CAI National Manager Appreciation week initiative we had 20 submissions from CAI Manager members. Considering the CAI CA North Chapter Manager/Management company membership in June 2022 was 53, this was 37% participation of the management membership.

Social Media uptick overall:
In January 2022 the Chapter had: 483 Instagram followers and 345 Facebook page likes. As of December 2022 the Chapter has: 609 Instagram followers and 423 Facebook page likes. This is a 26% increase for Instagram followers, and a 23% increase for Facebook.

While we cannot directly attribute these numbers just to the three campaigns, it's highly likely that they are the reason we have so many more people watching the Chapter and participating with the membership online.

Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)

The industry has changed, and we must all change with it in order to remain relevant.

While the specific events behind the initiative have not become a part of the Boards strategic plan for the future, the need for more visual content and education is relevant. The Board has never been shy about supporting the membership through technology, visual communication and engagement.

We plan to support CAI National again this year with the National Manager Appreciation Day social media campaign, and hope to encourage our membership to post on their own this coming year.

The Board firmly believes that the industry will rely more and more on visual communication for information and resources, and strives to be the leader of providing that information to their membership.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

No

fileUpload1

Download File (https://caiawards.secure-platform.com/file/11700/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoxMTcwMCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Memberships%20Engagement_with%20Attachments.pdf)

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Would you like to share a link?

<https://www.youtube.com/watch?v=bJgBuYjNcS8> (<https://www.youtube.com/watch?v=bJgBuYjNcS8>)

Thank you for your submission! We encourage you to submit another program in a different category.