

Page: Entry Information

Chapter

ALBM

Chapter Size

Medium (261-510)

Category

Public Affairs

Program Name

Social Media Engagement Initiative

If this was a joint program with another chapter, please list the chapter.

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

In 2025, CAI Alabama launched the Social Media Engagement Initiative to strengthen the chapter's social media presence and increase visibility of programs, members, and sponsors. The goal was to communicate more consistently, highlight member and sponsor contributions, and reinforce the value of CAI membership.

Key components included:

- Posting more frequently across social media platforms (Facebook, Instagram and LinkedIn), including event recap reels and post-event interview videos.
- Launching member spotlight features highlighting homeowner leaders, managers, and business partners.
- Sharing clips and photos from TV interviews to expand reach beyond event attendees.
- Engaging Communications Committee members to assist with content creation and posting.

In addition to routine posts such as event announcements, sponsor spotlights and holiday greetings, these new initiatives helped members feel recognized, increased engagement, and strengthened the chapter's visibility.

This initiative fits the Public Affairs category because it raised awareness of CAI Alabama, showcased chapter programs and services statewide, and strengthened the chapter's brand through consistent, professional communication.

How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)

These initiatives increased awareness of chapter programs, resources, and opportunities, while fostering an inclusive environment that ensured members across the state and all membership categories felt recognized and valued.

Key actions included:

- Highlighting members: Featured members from various membership categories (homeowner leaders, managers, volunteers) in testimonial and spotlight features, helping members connect and showing prospective members who belongs to CAI.
- Multi-platform posting: Consistently shared content on Facebook, Instagram, and LinkedIn, making sure all members and the public had access to the same information regardless of platform.
- Expanding communication: Increased social media posts, event recap reels, and TV interviews, along with email newsletters and the chapter app, to reach members and the public across the state.
- Regional recognition: Promoted engagement from members in all regions, creating a sense of belonging and connection statewide.

By sharing member stories, spotlight features, and volunteer contributions, the program reinforced CAI Alabama's vision of leadership, collaboration, and community impact. Event reels and posts highlighted members from multiple regions, showing the chapter's influence across the state.

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.) (20 pts)

The initiative strengthened visibility, engagement, and recognition.

• Members:

Spotlight features and event recap reels increased recognition and helped members feel more connected to the chapter.

• Chapter:

Improved public profile and credibility, demonstrating CAI Alabama as a visible resource for community association education.

• Operations:

Communications Committee involvement created a more organized and sustainable process for content development and posting.

Highlighting events and members from multiple regions also allowed members who could not attend in person to feel connected to the chapter.

Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)

In 2025, the Social Media Engagement Initiative allowed CAI Alabama to share more content, highlight members, and increase visibility across the state.

Key Facebook metrics demonstrate the reach and impact of these efforts:

- Follower growth: 218 new followers, a 54.6% increase, reaching 816 total followers. Significance: Shows expanded reach and growing interest in CAI Alabama among members and the public.
- Engagement (likes, comments, shares): 1,300 interactions, up 17.6% from 2024. Significance: Demonstrates active member and public interaction and that content resonates with the audience.
- Total number of posts: 150 posts, including event announcements, member spotlights, sponsor spotlights, monthly event outlooks, holiday posts, and more.
- Total number of reels: 33 reels, including event recaps, member interviews, and TV interviews.
- Event recap reels: 13 reels. Significance: Highlights chapter events and programs, providing a visual record of activities.
- Member spotlights: 18+ published. Significance: Recognizes diverse members and encourages engagement across all membership categories.
- TV interviews: Participated in 3 local interviews promoting major chapter events (HOA Leadership Summit, First Responders Appreciation Lunch, and Golf Tournament). Significance: Expands exposure beyond current membership and positions CAI Alabama as a trusted community resource.

These metrics demonstrate the chapter's strong multi-platform presence, increased member engagement, and growing public visibility in a cost-effective way.

What are your plans to maintain the momentum of this program moving forward? (20 pts)

Social media is one of the best ways to reach our members and the public these days. We want to build on the strong foundation we already have and take a few extra steps to make our posts even more effective:

- Encourage our Communications Committee and other members to like, comment, and share posts so they reach more people.
- Brainstorm creative ideas as a group, including trying paid advertising when it makes sense.
- Keep an eye on metrics (follower growth, likes, comments, shares, and video views) to see what works best.
- Listen to member feedback and use it to create new content that shows the value of CAI Alabama.

By doing these things, we can keep building awareness, engagement, and connection across our chapter.

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?

fileUpload1

Download File (https://caiawards.secure-platform.com/file/24215/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNDIxNSwiYWxsYXN0b3RtaWduZWRVcmwiOiJGYWxzZSIsImInbm9m0wW69Cjp2M-9464SS_LYAq?2025%20CAI%20Alabama%20Social%20Media%20%20Insights.pdf)

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