$7 million project upgrades high-rise
92 apartments fully renovated, remodeled
Skyline Manor in Norfolk viewed as 'poster child' for state program

APARTMENT COMPLEX REDEVELOPMENT PLAN STARTS BALL ROLLING ON APARTMENT COMPLEX
Measuring Social Media Engagement
With little to no budget.

1. Develop a strategy to engage your community/audience.
2. Newsjack other content from Twitter and Facebook
3. Localize the message, mention specific partners
4. Measure the response to your content, tweak as necessary
5. Track the volume of successes over time.
   • More Loans
   • Number of partners participating
   • Volume of online engagement
   • Inquiries that end with a solution
https://tweetdeck.twitter.com
Facebook

Who are these people?

- Measure Page Likes and follows
- Post Sharing
- Spend as much or as little time as you can on analytics
The goal is to increase awareness, measure your ROE (return of effort)

Todd Murphy  @Todder4News  @Universal_Info
tmurphy@universal-info.com  (402) 342-3178