

Before COVID-19, keeping your residents engaged was simple; host an event in the clubhouse or bring in entertainment at the pool. But now, with a shelter in place order in response to the current outbreak across the country, hosting events and gathering large crowds is not feasible. But connecting with your residents is not impossible--once you've launched a successful suite of communication tools it's time to add some fun into the mix.



First: Survey Residents

Take a pulse on what their interest level is for a virtual event. Along with that, you can also gauge what categories interest them the most.

Tools you can use: Google Forms or Survey Monkey



Next: Solicit Content

Once you've figured out what they want to know, put the ask out there for submissions. If your community said they are struggling with working from home, ask them to share their best Work From Home tips.

Tools you can use: Google Forms, Survey Monkey, or Social Media



Last: Craft Content

After you've received suggestions from your residents, shape it into something they can use. If they're looking for Work From Home tips, compile all the best tips and plug them into your newsletter and set up a weekly video conference for everybody. The face-to-face element is important; it creates a meaningful connection between residents--and you!

Tools you can use: Google Hangouts, Zoom, UberConference, JoinMe, Microsoft Teams

If your residents are struggling to come up with content ideas, a few common themes we're seeing across the board are:

- Favorite online learning websites for children
- Sharing hobbies/interests (lots of people have started baking!)
- Shows that they're binge-watching

You can also create online challenges and ask the residents to share photos and award small prizes:

- Best Closet Clean-Out
- Best Baked Good (create a "Nailed It" challenge)
- Host a Sidewalk Chalk contest
- Play Quarantine BINGO
- Play Online Trivia

The most important points to keep your community engaged are consistency and communication. Make sure to host events with a regular cadence and be sure to share them out with plenty of notice. If you have enough suggestions in the hopper, create a calendar for all your residents to access. Even if attendance is low at one event, keep hosting them. Build it and they will come!

Remember: You're the ambassador of creating community within your complex.