

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--here are a few simple tools to connect with your residents:



Tried and True Basics:

- Email
- Website
- Phone Calls
- Flyers



Social Media:

- Facebook Groups
- Instagram
- Twitter
- TikTok



Virtual Tools:

- Slack (Group Chats)
- Google Hangouts (Group Chats)
- BlueJeans (Video Conferencing)
- Zoom (Video Conferencing, Screen Sharing, Presenting, Screen Recording)
- JoinMe (Video Conferencing, Screen Sharing, Presenting)
- Jive (Intranet)
- Microsoft Teams (Online Meetings, Chat, Collaboration)

When integrating a new tool for communication, make sure you're providing training for your residents too. Best practices for a successful launch:

- Clearly identify the technology resources and how you plan to use them. Provide this in writing to your residents (use one or more of the Tried and True channels outlined above)
- Offer Virtual Workshops to show them how to use these new resources
- Leverage your current online communication methods to share the new communication methods (social media is a great place to start)

Once these channels are successfully launched, use them to re-post existing resources for:

- Online rental payment
- Online service requests
- Resident Portal

When routines and normalcy are interrupted, the best thing you can do is over-communicate. Use at least two channels when sharing an announcement and be sure to respond and share feedback within the channel to illustrate that you're listening. Remember: A communication tool will net as much value as you put into it.

Need help setting up an email drip to your residents or enhancing the messaging on your website? Drop us a line, we're here to help!