Faith In Action
Signature Campaign
Rent Control in San Mateo

Meg Grace Avery
Isaac Gomez
Bridgette Guzman
Jack Lundquist
John Paye
Wendy Sov
“The world we see is not the world we want to live in.”
Overview

● Context

● Social Media Strategy

● Next Steps
Context
The Bay Area is one of the priciest housing markets in the country...

Minimum Qualifying Income to Purchase
Median Sales Priced House, by Bay Area County, Q2 2015

<table>
<thead>
<tr>
<th>County</th>
<th>Minimum Qualifying Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>$268,000</td>
</tr>
<tr>
<td>San Mateo</td>
<td>$257,000</td>
</tr>
<tr>
<td>Marin</td>
<td>$231,500</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>$194,000</td>
</tr>
<tr>
<td>Contra Costa</td>
<td>$165,500</td>
</tr>
<tr>
<td>Alameda</td>
<td>$161,000</td>
</tr>
<tr>
<td>Napa</td>
<td>$123,500</td>
</tr>
<tr>
<td>Sonoma</td>
<td>$112,000</td>
</tr>
<tr>
<td>California</td>
<td>$96,000</td>
</tr>
<tr>
<td>Solano</td>
<td>$70,000</td>
</tr>
<tr>
<td>United States</td>
<td>$45,000</td>
</tr>
</tbody>
</table>

Minimum qualifying income required to purchase median priced house: Based upon prevailing median home sales prices (by area designated) and mortgage interest rates, with 20% downpayment, including taxes and insurance expense.

Data per California Association of Realtors: “CAR’s Traditional Housing Affordability Index (HAI). Methodology can be found on www.CAR.org, Market Data section.
Residents’ Checkbooks are Strained

In San Mateo County, the typical resident spends **56% of their income on housing + transportation**

(source: http://htaindex.cnt.org/map/)
What is FiA doing about it?
Social Media Strategy
Social Media Strategy

1. Establish a Clear Vision
2. Aggregate Existing Articles
3. Create Compelling Content
4. Schedule Distribution
5. Engage the Audience
6. Define Measurable Indicators of Performance
Social Media Strategy

1. **Establish a Clear Vision**
2. Aggregate Existing Articles
3. Create Compelling Content
4. Schedule Distribution
5. Engage the Audience
6. Define Measurable Indicators of Performance
Establish a Clear Vision: Does FiA want to be...

- a thought leader on the issue of affordable housing?
- a source for engaging and forward-thinking literature on affordable housing?
- a mobilizing force in the battle for renters’ rights to stay put?
Establish a Clear Vision: Does FiA want to be...

- a thought leader on the issue of affordable housing?
- a source for engaging and forward-thinking literature on affordable housing?
- a mobilizing force in the battle for renters’ rights to stay put?
Establish a Clear Vision: Does FiA want to be...

- a thought leader on the issue of affordable housing?
- a source for engaging and forward-thinking literature on affordable housing?
- **a mobilizing force in the battle for renters’ rights to stay put?**
  - The goal: post engaging content frequently, that builds support and involvement in the campaign (seen through increased activity on the page and at FiA events)
Social Media Strategy

1. Establish a Clear Vision
2. **Aggregate Existing Articles**
3. Create Compelling Content
4. Schedule Distribution
5. Engage the Audience
6. Define Measurable Indicators of Performance
Aggregate Existing Articles
Aggregate Existing Articles

Right Relevance
Aggregate Existing Articles

Google News Alert
Aggregate Existing Articles

Network of Similar Facebook Pages
Aggregate Existing Articles

Google Alerts

Search for: gentrification bay area

Create Alert

Alert preview

There are no recent results for your search query. Below are existing results that may match your search query.

News

For this Bay Area broker, enemies only help the bottom line

Marin Independent Journal

Kenny Truong's critics say his aggressive real estate sales in West Oakland are contributing to gentrification. "That's ludicrous," he says.

Gentrification's toll: 'It's you or the bottom line and sorry, it's not you'

The Guardian

Santa Rosa City Council votes in favor of rent control, curbs on evictions

A split City Council on Tuesday ordered up a pair of ordinances that would cap rent increases for thousands of city residents and establish just-cause eviction…

PressDemocrat.com

49 people reached
Social Media Strategy

1. Establish a Clear Vision
2. Aggregate Existing Articles
3. **Create Compelling Content**
4. Schedule Distribution
5. Engage the Audience
6. Define Measurable Indicators of Performance
Create Compelling Content

- Videos that engage human connection and empathy.
Create Compelling Content

- Videos that engage human connection and empathy.

- [https://youtu.be/7s20TyAbgw?t=11s](https://youtu.be/7s20TyAbgw?t=11s)
Create Compelling Content

- Videos that engage human connection and empathy.

- https://youtu.be/7s20TyAbgw?t=11s.

- Almost 2.1K people reached

- 1.2K Views

- 23 likes and 30 shares
Create Compelling Content

- Layman’s Guide to the San Mateo Ordinance
  - Video in English
  - Script in English and Spanish
Create Compelling Content

- Layman’s Guide to the San Mateo Ordinance
  - Video in English
  - Script in English and Spanish
- “Humans of San Mateo”
  - Real stories told by those already displaced or in danger of displacement
Create Compelling Content

- Layman’s Guide to the San Mateo Ordinance
  - Video in English
  - Script in English and Spanish

- “Humans of San Mateo”
  - Real stories told by those already displaced or in danger of displacement

- A hashtag movement on Facebook
  - #RentControlNow
  - #JustCauseEvictions
  - #StrengthInCommunity
Social Media Strategy

1. Establish a Clear Vision
2. Aggregate Existing Articles
3. Create Compelling Content
4. **Schedule Distribution**
5. Engage the Audience
6. Define Measurable Indicators of Performance
Schedule Distribution: When to post?

- Weekends
- 5pm
- 9pm
Social Media Strategy

1. Establish a Clear Vision
2. Aggregate Existing Articles
3. Create Compelling Content
4. Schedule Distribution
5. Engage the Audience
6. Define Measurable Indicators of Performance
Engage the Audience: What to say to get a reaction?

- 1 sentence take-away from the article
- Call to Action sentence
- Direct the reader to more information
Social Media Strategy

1. Establish a Clear Vision
2. Aggregate Existing Articles
3. Create Compelling Content
4. Schedule Distribution
5. Engage the Audience
6. Define Measurable Indicators of Performance
Define Measurable Indicators of Performance: Insights

What to look for:

- Reach - does tagging help?
- Posts - time of day to post?
- People - age? location?
Measurable Goals by End of Summer

- Total Page likes: 98 → 350
- Average Page Reach: 304 → 500
- Average Post Reach (Link): 139 → 300

How to Achieve?

- Adjust based on metrics
- Ask people to like/share from their personal accounts
- Consistency
Moving Forward
Moving Forward
Recommendations

- Consult library of evergreen posts
- Train staff to update FB page
- Utilize Right Relevance, Google News Alert and the Network of similar FB pages to find more content
- #rentcontrolnow
- Humans of San Mateo
Thank You!