

Balfour Beatty
Communities

EFFECTIVE SOCIAL MEDIA FOR MILITARY HOUSING

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BBC's Social Media Presence



facebook[®] at BBC

- 55 pages
- 38,000 fans
- Back-up monitoring by Respage
 - Off-hours (evenings/weekends)
 - Negative posts routed to senior management/comms
- Why Facebook?
 - Builds community
 - Key comms channel, cross-promote other channels
 - Expected

facebook[®] Training

- 185 FB Administrators
- Technical training
 - Social media policy designed to protect project
- Effective commenting/posting
 - Voice of the company
 - Library of posts/response to typical issues
- Handling negativity
 - Be proactive
 - Don't take it personally, get defensive
- Never our sole means of communication

Questions?
