



PHFA's Housing Services Department Best Practices

New Forge Crossing/Virtual Community Building

Categories: Resident Participation and Access to Services

Outcomes: Residents have a stronger sense of community when using the properties social media site. The media encourages socialization in a non-threatening manner, creating a variety of opportunities for residents to interact. Posting of events and communicating with residents online provide for quicker access to services and property staff.

Program Components:

Development Service Coordinator developed a Facebook page dedicated to the development, which includes photos of the development and a place for residents to interact. Interested residents were provided with a Facebook account.

Year Round Program Service Coordinator posts events and programs to the Facebook page through the "Events" tab, along with status updates. Community events and services are posted as status updates and photos. Residents also communicate with the Service Coordinator through Messenger. In the future, a Facebook Group for New Forge Crossing will be added, where residents will be able to post directly to the group. The current Facebook account and Group page are monitored by the Service Coordinator. Reminders of community events are sent out using Messenger and tagging people in posts.

Service Coordination Using Facebook, the Service Coordinator is able to communicate with residents at any time, providing residents who are not onsite when the Service Coordinator is, the opportunity to interact with the Service Coordinator at any time of the day. This approach encourages socialization in a non-threatening manner, which can then be developed into face-to-face relationships.

Background:

New Forge Crossing is a general occupancy townhouse development, located in a rural section of Franklin County.

Units: New Forge Crossing consists of 60 units, including 2, 3 and 4 bedroom units
Management Agent: Woda Management & Real Estate
Service Provider: American Health Care Group
Service Coordinator: Sonja Payne
717.387.3787
NewForgeCrossing.SC@gmail.com



Investment in Services:

Facebook is a free social media website accessible by the use of the Internet. The Service Coordinator created the Facebook page. The Service Coordinator's position is paid out of the property's operating budget. The program does not incur any other direct expenses.

For more information,
contact PHFA's Housing Services Department:

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RESULTS**Resident participation**

42% of apartments participate using New Forge Crossing Facebook page with some units having more than one participant.

Residents create more activities

and social functions while engaging greater resident participation.

Service Coordinator has

additional time to provide other professional services.