



A COMPLETE GUIDE TO

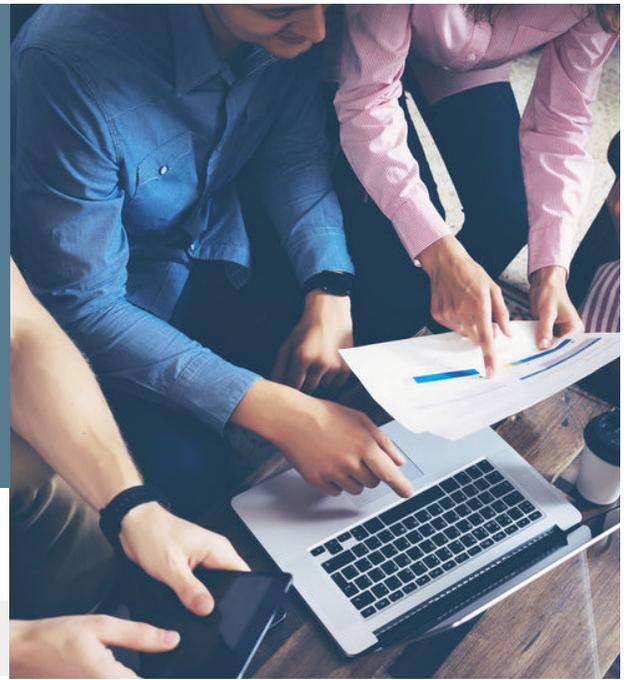
# HOA COMMUNICATION

*How to build a communication plan for your community.*



Effective and consistent community communication is a crucial component of a successful HOA or community association. By implementing a solid Communication Plan, not only will this keep residents apprised and engaged on what is happening in their community but also build trust between the Board, residents and community management company (if applicable).

Below are tips to building and sharing an effective HOA Communication Plan.



## Communication Strategy

Establishing Communication Strategies to base your Community Plan on can be very helpful to ensure information being shared is targeted, relevant and consistent.

1. Create a Communication Committee to help draft community newsletters and social media posts.
2. Understand what is important to your residents by identifying what they want to know regarding their community. What do you want to achieve with your communication? What is the most important community information to relay? Some information you may want to regularly communicate are:
  - Board meeting dates/times
  - Welcome Letters to new owners
  - Changes in legislation regarding HOAs
  - Annual meeting dates/times
  - Community events
  - Common area or amenity closures
  - Community Manager or Board Updates
  - Board member election news
3. Make sure resident contact information is up-to-date, specifically email and mailing addresses. The goal is to accurately reach as many residents as possible with HOA communication.
4. Be consistent with your communication by defining the frequency of each communication piece. This will help ensure that residents receive each piece in an appropriate and consistent time frame i.e. when the next Board meeting is or community event. Some communication frequency examples include:
  - Monthly Board meetings reminders via email
  - Monthly or quarterly digital newsletters
  - Weekly Community Manager Updates to the community via email
  - Weekly updates to the community website

5. Keep communication a two-way street. It is great to communicate with your residents but it is also important to have a way for them to respond back and voice their opinions. This can be accomplished by encouraging Board meeting participation or sending community surveys to gather feedback on a variety of HOA items such as events, CC&R changes, etc. Your Community Manager may also have a dedicated phone number or email address that residents may use.



## HOA Communication Tools

Selecting the right communication channels to relay information to residents is very important. With so many ways to communicate, the goal will be to select methods that reach the largest number of residents. The most common channels of communication are:



### Email Blasts

This is generally the most popular tool and yields the highest visibility and read rate among residents. Email is also trackable and very cost effective.



### Community Websites

This is a great tool to post regular updates on community events, Board meeting dates, policy changes and HOA forms and documents.



### Community Newsletters

This tool often provides information to residents with a more personal touch. Some popular features in newsletters are event recaps and pictures, resident highlights, recipes and Manager/Board updates.



### Board Meetings - In Person or on Zoom

Official HOA business conducted by the Board and a great way for residents to get involved. Attending meetings gives residents insight into the financial health of the association, maintenance updates, policy changes and can be used as an open forum to ask questions.



### Direct Mailers

This is a great way to reach residents directly on a variety of topics. Direct mailers can be used to send general information such as late payment notices, information on upcoming maintenance activities, or invitations to upcoming events or Board meetings.



### Text Blast & Voice Messaging

This option may not be applicable to all communities and may incur additional costs to the association due to contracting with a third-party service. However, this tool can be very useful to relay important and time-sensitive information to the community such as water being shut off in a particular building.



### Management Company Communication Resources

If your association is managed by a professional management company, there may be some additional tools and resources available. Some may include a mobile application for residents to access pertinent HOA information or a Board member portal that can be used as a task manager and record archive. Learn more about AAMs Mobile App, [AAM All Access here](#).

## Communication Plan

Having a strong HOA Communication Plan is a vital component of the overall strategy. The Communication Plan is the framework for how your community communicates, measures your communication efforts, and includes resident feedback. Once the plan has been drafted, it needs to be shared with all Board members as well as the Community Manager, who may be communicating on behalf of the Board. It is also advised to revisit the Communication Plan on an annual basis to assess any areas of improvement.

The Communication Plan should include:

- A spreadsheet that showcases the various communication topics for the HOA, including a brief description, frequency, what channel of communication will be used and who will be the responsible party for the communication.
- A list of how to communicate with residents, including some do's and don'ts. It may also be helpful to add some examples on appropriate ways to interact with residents such as, "always be empathetic with your response and do not get defensive."
- The plan on how to measure your communication efforts, i.e. email open rates, resident participation in surveys or Board meetings, community website sign-ups, etc.
- The established tone or voice of your communication. This should be kept consistent and professional but also engaging.

By utilizing the ideas and tools above, your community will be well on its way to creating an effective and consistent HOA Communication Plan. With communication at the forefront of any successful entity, this plan will be an invaluable resource to your HOA. If your community needs assistance with communication or is interested in elevating the communication resources available to your residents, contact AAM today!

