

# Social Media Response Examples for Texas HOAs and COAs

Wednesday March 13, 2024

In the dynamic landscape of homeowners' associations (HOA) and condo owner associations (COA), social media represents a double-edged sword. It can be a powerful tool for community engagement, announcements, and feedback. However, it can also be a bulletin board for unpredictable comments. Responding to interactions on these platforms (like the social media response examples we're providing below) requires finesse, especially for board members in Texas aiming to foster a positive community environment.

Understanding the types of social media users you may encounter and learning the best ways to respond to them is key to efficient, positive communication. Here are some helpful social media response examples you can use when interacting with various online personalities.





## Five online personalities (and social media response examples for each)

### 1. Ray of sunshine

**Characteristics:** Always positive, expresses gratitude, shares community successes.

**How to respond:** Acknowledge their positivity. Engage by thanking them for their contribution and encouraging them to keep sharing their great experiences.

**Example:** "Thanks, [name]! We love hearing stories like this. It reminds us that it's residents like you who make our community a wonderful place to live!"



### 2. Misguided resident

**Characteristics:** Misunderstands policies or events, spreads incorrect information unintentionally.

**How to respond:** Correct misinformation kindly and provide the correct details. Ensure your response is guided by transparency and accuracy.

**Example:** "Hi [name], we understand where the confusion might have come from. Here's the accurate info [provide details]. Feel free to reach out directly if you have more questions!"





### 3. Unhappy customer

**Characteristics:** Expresses dissatisfaction with a recent decision or community issue.

**How to respond:** Show empathy and a willingness to find a solution. Timeliness in your response is crucial to show their concerns are being taken seriously.

**Example:** "We're sorry to hear about your experience, [name]. We take your concerns seriously and would like to discuss this further. Can you DM us your contact details so we can address this directly?"



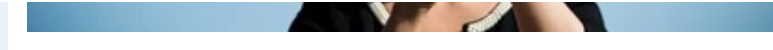
### 4. Squeaky wheel

**Characteristics:** Frequently posts grievances, sometimes without a constructive goal.

**How to respond:** Maintain a professional and neutral tone. Offer to take the conversation offline to better understand and address their concerns.

**Example:** "Thank you for bringing this to our attention, [name]. We're committed to providing excellent service and would like to hear more about your concerns. Please contact us at [contact information]."



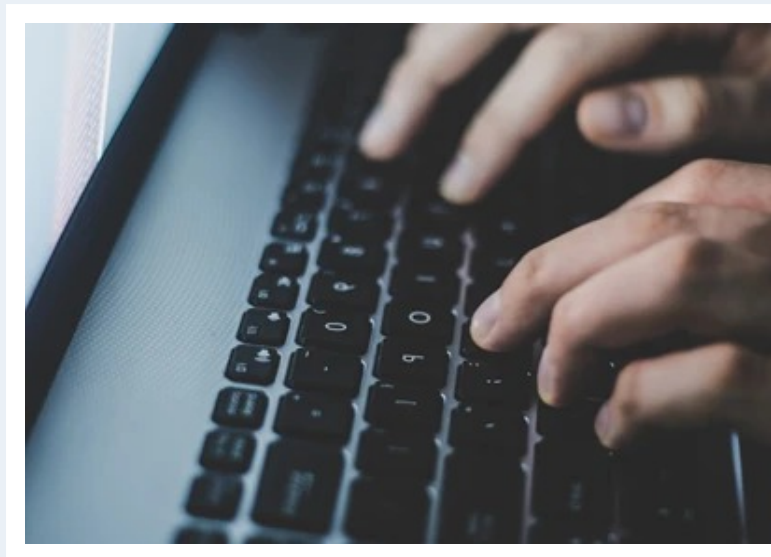


## 5. Troll

**Characteristics:** Posts inflammatory, off-topic, or provocative content with the intent to upset.

**How to respond:** Do not engage directly with provocations. If necessary, remind users of the community guidelines.

**Example:** "We encourage respectful and constructive dialogue on our page. Please refer to our community guidelines. For serious concerns, reach out to us directly at [contact information]."



## General best practice reminders for HOAs and COAs on social media:

Although each type of online personality calls for a unique response, here are a few standards to remember for all your responses before posting:

- **Authentic engagement:** Transparency on social media platforms allows for a more genuine interaction between board members and residents. By openly discussing issues, sharing updates in real-time, and providing a platform for questions and feedback, your association demonstrates commitment to engaging with your community. When residents see their concerns being addressed transparently, it enhances their trust in your association's leadership. Authentic engagement lets your community know that communication with the board is a two-way street.
- **Accuracy:** In the digital sphere, misinformation spreads fast, leading to unnecessary confusion, concern, or even conflict within the community. Accurate information ensures that residents are well-informed about policies, decisions, and events, which is vital for the integrity and smooth operation of your association. By prioritizing accuracy, board members protect the association from legal risks associated with false statements and strengthen the community's trust in their leadership. In essence, accuracy is not just about providing correct information; it's about building a foundation of trust, reliability, and open communication between the board and the residents.
- **Timeliness:** Prompt replies demonstrate to your community and other social media users that residents' questions and concerns are not just acknowledged; they are a priority. Replying sooner than later helps maintain a proactive approach to problem-solving, fostering a sense of security and attentiveness within your community. Also, timely interactions on social media can significantly enhance your association's reputation, showcasing an

engaged and responsive board.

- **Tone:** The importance of tone in social media interactions for any Texas association cannot be overstated. The way a message is conveyed often resonates more deeply than the actual content of the message itself. A professional, respectful, and courteous tone can significantly impact how residents perceive your responses. This approach not only helps in de-escalating potential conflicts but also reinforces your association's reputation as fair and considerate. When residents feel respected and valued, they are more likely to engage positively in the future.
- **Influence on social media:** Online reputation matters, especially in this digital age, where it's so easy for narratives to be shaped (and reshaped). By providing a steady stream of useful information, whether it be maintenance tips, safety guidelines, or community event details, your association presents itself as an invaluable resource. This, in turn, boosts the community's perception of your board's role beyond just administration and governance - this positions your association as a trusted, reliable partner within your industry.

Shaping an online presence can come with a few challenges, but by understanding your audience and responding appropriately (using the social media response examples above), you can turn your association's social media pages into vibrant, supportive online communities.



## Conclusion

In today's digitally driven world, Texas HOA and COA boards should carefully manage their online presence. This is particularly true when it comes to engaging with residents and various other personalities (as demonstrated in the social media response examples we've provided above).

Understanding your community is the first step toward meaningful online interactions; this means recognizing the unique concerns, questions, and feedback that come from homeowners.

Equally important is the way you deliver your responses — respect and professionalism should be the cornerstones of any Texas association's social media strategy. Timeliness in your responses also demonstrates to the online community that your association prioritizes resident concerns.

By focusing on knowing the audience, responding with respect, and prioritizing timely communication, Texas

associations like yours can foster a positive social media presence that reflects the values and integrity of their communities.



**FirstService Residential is simplifying property management.**

Our FirstService Residential Texas family enjoys peace of mind knowing they're in good hands. They can count on our 24/7 customer service for tailored solutions that take the balancing act out of property management. And our service-first philosophy means we don't stop until what's complicated becomes uncomplicated. To make life, simplified.

If your association is not currently managed by FirstService Residential Texas, we would love to learn more about your community. Please click below and fill out a short **Request for Proposal** to set up a no-strings-attached conversation about how we can best support your association. We look forward to meeting you!

First Name\*

Last Name\*

Association/Building Name\*

Email\*

Phone (optional)

Address\*

City\*

Country\*

Zip Code/Postal Code\*

Are you a board member?\*

Total units\*

How can we help you today?

Submit

## Not Yet a FirstService Residential Texas Customer?

Click below to fill out a short **Request for Proposal** form and let's start exploring how we can best support your association. Can't wait to meet you!

[I want to learn more.](#)

---

## Related Articles

Check out the related info about budget, communication, insurance and other property management concerns today!



**Storm Preparedness in Any Forecast for Texas HOAs and COAs**



**11 Social Media Guidelines for Your Texas Association's Board**

[View More Articles](#)



### **BUSINESS HOURS**

Monday to Friday, 9:00 am to 5:00 pm (office times may vary)

### **CORPORATE OFFICE**

14951 N. Dallas Pkwy., Ste 600  
Dallas, TX 75254

Security License Number: B19238







**BBB Rating: A+**  
As of 8/23/2024  
[Click for Profile](#)

## SERVICES & PRODUCTS

Condominium Association

Development Services

High Rise

Active Adult Community

Lifestyle Community

Luxury Rental Management Services

Master-Planned Community

Single-Family Home

Commercial Association Management

Mixed Use Property

**Telephone** [214.871.9700](tel:214.871.9700)

**Fax** 214.889.9980

**Toll Free** [877.378.2388](tel:877.378.2388)

Copyright © 2024 FirstService Residential. All rights reserved.

[Privacy Policy & Terms of Use](#) | [Terms of Use](#) | [Accessibility Statement](#) | [Your Privacy Choices](#)

Also of Interest

[Industry-Leader in Pearland Property Management](#)

[8 Social Strategies to Manage Online Presence...](#)

[Management Services for Texas Real Estate Developers](#)