

ALTA Homeowner Outreach Program Committee Report

Chair: Andi Bolin

Staff Liaison: Shawn Sullivan

Recent Meetings:

ALTA SPRINGBOARD Monday March 9, 2020
Committee Call June 5, 2020

Future Meetings:

Committee Call July 3, 2020

HOP Calendar

The committee completed the initial draft for 12 months of social media content. There will be four posts available each month for a total of 48 posts for the year. To provide a cohesive feel, we will include text that links to other documents the user can post on their own website. Each post will have a pre-selected library of images the user can purchase or use as inspiration for finding their own images. Where applicable, we will also have curated HOP images from our ALTAprints catalog available.

Once the layout is finalized, ALTA staff will work with our developer to create a calendar view for these social media posts. The initial concept is to have this content displayed as a weekly calendar. When the user rolls over the week, a pop-up box displaying the content and suggested images will appear. A set of instructions and suggestions for using the content effectively will be provided.

We also have discussed creating a webinar that members can watch to gain helpful hints and insight on how to create a post that will drive engagement and traffic to the user's website. This project should be completed and on the ALTA website by ALTA ONE.

COVID-19 Page

In mid-March, the HOP committee set up a special call to discuss the need for resources to let consumers know title companies are open and operating during the COVID-19 pandemic. The committee developed a COVID-19 Resource Webpage (www.alta.org/homeowner/covid-resources.cfm) to provide ALTA members with ideas on how to promote their business and inform customers that policies and procedures have been implemented to keep everyone healthy and safe. The page also supplied several social media ads members could use to promote themselves in a "grab n' go" format.

Since launching this new resource April 1, the page has had 1,755 pageviews, accounting for nearly 60% of all webpage views on the consumer marketing pages.

Title Webbie Awards

The HOP Committee is excited to announce the third annual Title Webbie awards.

New this year is an award recognizing the best social media activity. Tentatively called Community in Title Award, this will recognize a member company connected to their community via social media. Campaign goals may include increasing awareness or inspiring action for a local charity or cause; or highlighting charitable work, including fundraisers for research/support, food banks, and other philanthropic events that lead to a positive outcome for the community.

The committee hopes this new award will bring more awareness to title companies that are using social media and also help to support the #GoodDeeds campaign ALTA launched earlier this year.

A new webpage has been created to highlight the Title Webbie awards (www.alta.org/title-webbie) and showcase previous winners.

Due to the ALTA ONE being offered virtually this year, the committee will discuss how to present the award and give winners the appropriate recognition.

HOP Leader Training

Due to the pandemic, we decided to offer the HOP Leader Training as a virtual meeting this year. We are currently working through what this event will look like, including how to keep members engaged for six hours of online content, how to determine the attendee stayed for all six hours, and delivery of HOP Pins, folders, and snacks to attendees' home/office.

Updated ALTApnts Site

At the beginning of April, the third-party vendor that runs our ALTApnts on demand print storefront, migrated the ALTApnts library to a new software platform. The new site is mobile-friendly and has several other upgrades to the ALTApnts catalog including:

- New font colors that make URLs more prevalence in documents
- Expanded fields for text insertion
- Font size scales in editable boxes, determined by the amount of text added
- Updated features for our members' logos
- Ability to mail postcards to Realtors or consumers in certain Zip Codes
 - The HOP committee needs to create postcards before this feature can be used

Future Activities/Projects:

- **How Do You HOP Survey:** The HOP Committee is working with the Research Committee to develop a survey to learn what HOP materials ALTA members use the most/least and



how the resources are used. We hope to send this survey during the third quarter of this year.

- **HOP Video Testimonials:** The committee had planned to use ALTA meetings as an opportunity to collect videos from members, but this idea needs to be reworked into a virtual format. The committee hopes to work these videos into ALTA publications to help ALTA members understand the benefit of using our consumer-facing resources.