

# Digital communications strategy for Habitat for Humanity, Latin America and the Caribbean office (Habitat LAC)

July 2024

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## Executive Summary

### Purpose of the strategy

The purpose is to strengthen the organization's digital presence in the region, increasing its visibility and reputation to generate greater impact on the audiences it serves.

Habitat LAC works tirelessly to achieve a world in which every person has a decent place to live, which is why, through its mission; addresses the housing need by building, improving and advocating for safe, affordable housing.

This task is carried out through a comprehensive approach that not only includes the construction of housing, but also the promotion of public policies, the facilitation of connections between actors in the housing ecosystem, and innovation in housing solutions.

The digital world offers a multitude of tools and opportunities that can support and enhance the mission by expanding the organization's reach, encouraging community participation, educating and raising awareness.

### Specific objectives of the digital strategy

- Increase visibility and brand recognition.  
Using digital channels to spread news, tell impactful stories and promote the work of Habitat LAC.
- Increase audience participation and commitment.  
Encouraging regular and meaningful interaction with audiences through digital platforms.
- Support financial sustainability: Through the dissemination of specific regional or global campaigns, and those that are the result of strategic alliances.
- Facilitate communication and collaboration between national organizations (NO), seeking to guarantee that communication strategies are aligned and coherent throughout the region, while Habitat LAC's digital channels serve as a platform for the promotion of specific content with impact regional or global.

## Scope of the strategy

Habitat LAC operates in a diverse region with multiple challenges and opportunities in the field of housing and related issues.

The digital communications strategy is designed to support addressing these challenges and take advantage of opportunities through the application of best practices and trends in digital communication.

This strategy covers all of Habitat LAC's digital activities, detailing the tactics for its website, social networks, mass emails and - eventually - digital public relations, ensuring a cohesive and effective presence on all digital channels.

## Current situation

### Area office channels

#### *Evaluation of current digital channels*

- [Website](#)
- Social platforms:
  - o [Facebook](#)
  - o [Instagram](#)
  - o [X \(formerly Twitter\)](#)
  - o [LinkedIn](#)
  - o [YouTube](#)
- Mailing:
  - o [Luminate](#)
  - o [Microsoft Outlook](#)

#### *Website*

- The predominant language of visitors is Spanish.
- It is also Spanish, the language that makes visitors consult more content.
- The number of page views in both languages agrees with the average time spent on the website.
- The audience that most visits the website is female, primarily between 18 and 34 years old. This at least as far as it has to do with the Spanish language.
- A better understanding of the target audience that Habitat LAC needs to reach is required.<sup>1</sup>.

#### *Facebook*

- The New Followers / Followers ratio is 2.7% when the recommended standard on Facebook is 15%.
- The distribution of gender and ages is very similar to that of visits to the website, with female followers between 25- and 34-years old predominating.

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<sup>1</sup> Refer to the Annexes section, Recommendations section: Digital target audience.

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### *Instagram*

- The New Followers / Followers ratio is 21%, much higher than the standard on Instagram (15%).
- The distribution of gender and ages is very similar to that of visits to the website and Facebook, with female followers between 25- and 34-years old predominating.

### *X (formerly Twitter)*

- X is a very interesting network for Habitat LAC because it is aligned with the two important objectives: direct traffic to the website and position both the social cause and the organization. But its analytical capabilities with free profiles like ours are limited so, for now, there are no greater metrics.

### *LinkedIn*

- LinkedIn is the social network that displays more data on professional characteristics than other networks. This offers a great opportunity for Habitat LAC by virtue of being able to better analyze the content that this type of people may be most interested in, and thus establish digital links that contribute to the process of creating, having and maintaining alliances with foundations, organizations, institutions and corporations.

### *YouTube*

- YouTube's analytics capabilities are limited so, for now, these are the main general metrics that can be obtained.

### *Bright*

**Database in Spanish:** Total: 15,147

**Database in English:** Total: 1,245

### *Microsoft Outlook*

The database with emails contained in the group called HFHIINTLStaff also sometimes called just "LACStaff" <HFHIINTLStaff@hfhi.onmicrosoft.com><sup>2</sup>, is managed directly by the IT department of Habitat LAC.

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<sup>2</sup> At the time of this update, the HFHIINTLStaff group contains 51 email accounts.

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## National organization channels

National office	Website	Facebook	Instagram	X	YouTube	Linkedin
Argentina	<a href="https://hpha.org.ar/">https://hpha.org.ar/</a>	<a href="https://www.facebook.com/HPHArgentina">https://www.facebook.com/HPHArgentina</a>	<a href="https://www.instagram.com/habitatargentina/">https://www.instagram.com/habitatargentina/</a>	<a href="https://twitter.com/Habitat_Arg">https://twitter.com/Habitat_Arg</a>	<a href="https://www.youtube.com/@habitat_argentina">https://www.youtube.com/@habitat_argentina</a>	<a href="https://www.linkedin.com/company/habitat-para-la-humanidad-argentina">https://www.linkedin.com/company/habitat-para-la-humanidad-argentina</a>
Bolivia	<a href="https://habitatbolivia.org/">https://habitatbolivia.org/</a>	<a href="https://www.facebook.com/habitatbolivia">https://www.facebook.com/habitatbolivia</a>	<a href="https://www.instagram.com/habitatbolivia/">https://www.instagram.com/habitatbolivia/</a>	<a href="https://x.com/habitat_bolivia">https://x.com/habitat_bolivia</a>	<a href="https://www.youtube.com/@habitatparalahumanidadbolivia823">https://www.youtube.com/@habitatparalahumanidadbolivia823</a>	<a href="https://www.linkedin.com/company/h%C3%A1bitat-para-la-humanidad-bolivia/">https://www.linkedin.com/company/h%C3%A1bitat-para-la-humanidad-bolivia/</a>
Brazil	<a href="https://habitatbrasil.org.br/">https://habitatbrasil.org.br/</a>	<a href="https://www.facebook.com/habitatbrasil/">https://www.facebook.com/habitatbrasil/</a>	<a href="https://www.instagram.com/habitatbrasil/">https://www.instagram.com/habitatbrasil/</a>	<a href="https://twitter.com/habitat_brasil">https://twitter.com/habitat_brasil</a>	<a href="https://www.youtube.com/user/HabitatBrasil">https://www.youtube.com/user/HabitatBrasil</a>	<a href="https://www.linkedin.com/company/habitat-para-a-humanidade-brasil/">https://www.linkedin.com/company/habitat-para-a-humanidade-brasil/</a>
Chile	<a href="https://hphchile.cl/">https://hphchile.cl/</a>	<a href="https://www.facebook.com/habitatparalahumanidadchile/">https://www.facebook.com/habitatparalahumanidadchile/</a>	<a href="https://www.instagram.com/habitatchile/">https://www.instagram.com/habitatchile/</a>	<a href="https://www.twitter.com/habitatchile">https://www.twitter.com/habitatchile</a>	<a href="https://www.youtube.com/user/habitatchile">https://www.youtube.com/user/habitatchile</a>	
El Salvador	<a href="https://habitat.sv/">https://habitat.sv/</a>	<a href="https://www.facebook.com/habitatslv">https://www.facebook.com/habitatslv</a>	<a href="https://www.instagram.com/habitatslv/">https://www.instagram.com/habitatslv/</a>	<a href="https://twitter.com/HabitatES">https://twitter.com/HabitatES</a>	<a href="https://www.youtube.com/user/HABITATELSALVADOR">https://www.youtube.com/user/HABITATELSALVADOR</a>	<a href="https://www.linkedin.com/company/habitatsv/">https://www.linkedin.com/company/habitatsv/</a>
Guatemala – Spanish	<a href="https://www.habitatguatemala.org/">https://www.habitatguatemala.org/</a>	<a href="https://www.facebook.com/habitatguatemala/">https://www.facebook.com/habitatguatemala/</a>	<a href="https://www.instagram.com/habitatguatemala/">https://www.instagram.com/habitatguatemala/</a>	<a href="https://twitter.com/habitatguatemala">https://twitter.com/habitatguatemala</a>	<a href="https://www.youtube.com/channel/UCU_8Q6wx7kahjd5aq1embFA">https://www.youtube.com/channel/UCU_8Q6wx7kahjd5aq1embFA</a>	<a href="https://www.linkedin.com/company/fundacion%C3%B3n-h%C3%A1bitat-para-la-humanidad-guatemala/">https://www.linkedin.com/company/fundacion%C3%B3n-h%C3%A1bitat-para-la-humanidad-guatemala/</a>
Guatemala – English	<a href="https://www.habitatguatemala.org/en/home/">https://www.habitatguatemala.org/en/home/</a>	<a href="https://www.facebook.com/HFHGuatemala/">https://www.facebook.com/HFHGuatemala/</a>	<a href="https://www.instagram.com/habitatguatemala/">https://www.instagram.com/habitatguatemala/</a>	<a href="https://twitter.com/hfhguatemala">https://twitter.com/hfhguatemala</a>	<a href="https://www.youtube.com/channel/UCU_8Q6wx7kahjd5aq1embFA">https://www.youtube.com/channel/UCU_8Q6wx7kahjd5aq1embFA</a>	<a href="https://www.linkedin.com/company/habitat-for-humanity-guatemala/">https://www.linkedin.com/company/habitat-for-humanity-guatemala/</a>
Haiti	<a href="https://habitathaiti.org/">https://habitathaiti.org/</a>	<a href="https://www.facebook.com/HabitatHaiti/">https://www.facebook.com/HabitatHaiti/</a>	<a href="https://www.instagram.com/habitatforhumanityhaiti/">https://www.instagram.com/habitatforhumanityhaiti/</a>	<a href="https://twitter.com/habitatinhaiti?lang=en">https://twitter.com/habitatinhaiti?lang=en</a>	<a href="https://www.youtube.com/channel/UCIfnu5v27zi5srZe9-BWJwg">https://www.youtube.com/channel/UCIfnu5v27zi5srZe9-BWJwg</a>	
Honduras	<a href="https://habitat.hn.org/">https://habitat.hn.org/</a>	<a href="https://www.facebook.com/HabitatHonduras/">https://www.facebook.com/HabitatHonduras/</a>	<a href="https://www.instagram.com/habitat_honduras/">https://www.instagram.com/habitat_honduras/</a>	<a href="https://twitter.com/HabitatHn">https://twitter.com/HabitatHn</a>	<a href="https://www.youtube.com/user/HabitatHonduras504">https://www.youtube.com/user/HabitatHonduras504</a>	<a href="https://www.linkedin.com/company/h%C3%A1bitat-para-la-humanidad-honduras/">https://www.linkedin.com/company/h%C3%A1bitat-para-la-humanidad-honduras/</a>
Mexico	<a href="https://www.habitatmexico.org/">https://www.habitatmexico.org/</a>	<a href="https://www.facebook.com/habitatMexico">https://www.facebook.com/habitatMexico</a>	<a href="https://www.instagram.com/habitat_mexico/">https://www.instagram.com/habitat_mexico/</a>	<a href="https://twitter.com/HabitatMexico">https://twitter.com/HabitatMexico</a>	<a href="https://www.youtube.com/user/hphmx">https://www.youtube.com/user/hphmx</a>	<a href="https://www.linkedin.com/company/3346462/">https://www.linkedin.com/company/3346462/</a>
Nicaragua	<a href="https://habitatnicaragua.org/">https://habitatnicaragua.org/</a>	<a href="https://www.facebook.com/habitatnicaragua">https://www.facebook.com/habitatnicaragua</a>	<a href="https://www.instagram.com/HabitatNicaragua">https://www.instagram.com/HabitatNicaragua</a>	<a href="https://www.twitter.com/HabitatNicaragua">https://www.twitter.com/HabitatNicaragua</a>	<a href="https://www.youtube.com/channel/UC8NFn34w7sfNqKR0wuXfBCA">https://www.youtube.com/channel/UC8NFn34w7sfNqKR0wuXfBCA</a>	<a href="https://www.linkedin.com/company/h%C3%A1bitat-para-la-humanidad-nicaragua/">https://www.linkedin.com/company/h%C3%A1bitat-para-la-humanidad-nicaragua/</a>
Paraguay	<a href="https://www.habitat.org.py/">https://www.habitat.org.py/</a>	<a href="https://www.facebook.com/habitatpy">https://www.facebook.com/habitatpy</a>	<a href="http://instagram.com/habitatparaguay">http://instagram.com/habitatparaguay</a>	<a href="https://twitter.com/habitatpy">https://twitter.com/habitatpy</a>	<a href="https://www.youtube.com/channel/UC5rULZ_zFtBebTWKwkgXqmw">https://www.youtube.com/channel/UC5rULZ_zFtBebTWKwkgXqmw</a>	<a href="https://www.linkedin.com/company/habitat-para-la-humanidad-paraguay/">https://www.linkedin.com/company/habitat-para-la-humanidad-paraguay/</a>
Dominican Republic	<a href="https://habitatdominican.org/">https://habitatdominican.org/</a>	<a href="https://www.facebook.com/habitatdominican/">https://www.facebook.com/habitatdominican/</a>	<a href="https://www.instagram.com/habitatdominican/">https://www.instagram.com/habitatdominican/</a>	<a href="https://twitter.com/HabitatRepDom">https://twitter.com/HabitatRepDom</a>	<a href="https://www.youtube.com/channel/UC_CqB_1Ypil9HIC5aiSk1Xw">https://www.youtube.com/channel/UC_CqB_1Ypil9HIC5aiSk1Xw</a>	<a href="http://linkedin.com/company/habitatdominican">http://linkedin.com/company/habitatdominican</a>
Trinidad & Tobago	<a href="https://www.habitat-tt.org/">https://www.habitat-tt.org/</a>	<a href="https://www.facebook.com/profile.php?id=61566364323403">https://www.facebook.com/profile.php?id=61566364323403</a>	<a href="https://www.instagram.com/habitattnt/">https://www.instagram.com/habitattnt/</a>	<a href="https://twitter.com/habitatTNT">https://twitter.com/habitatTNT</a>	<a href="https://www.youtube.com/channel/UC5zAXXLUBq3SvrAQohBNrYQ">https://www.youtube.com/channel/UC5zAXXLUBq3SvrAQohBNrYQ</a>	<a href="https://www.linkedin.com/company/habitat-for-humanity-trinidad-&amp;-tobago?trk=nmpr_act_company_name">https://www.linkedin.com/company/habitat-for-humanity-trinidad-&amp;-tobago?trk=nmpr_act_company_name</a>
Terwilliger Center for Housing Innovation (CTIV) Mexico	<a href="https://www.ctivmexico.org/">https://www.ctivmexico.org/</a>	<a href="https://www.facebook.com/CTIVMexico">https://www.facebook.com/CTIVMexico</a>			<a href="https://www.youtube.com/channel/UC6ISE7dXww6tEMMIVO0vuFq">https://www.youtube.com/channel/UC6ISE7dXww6tEMMIVO0vuFq</a>	
Terwilliger Center for Housing Innovation (CTIV) Peru	<a href="https://www.ctivperu.org/">https://www.ctivperu.org/</a>					

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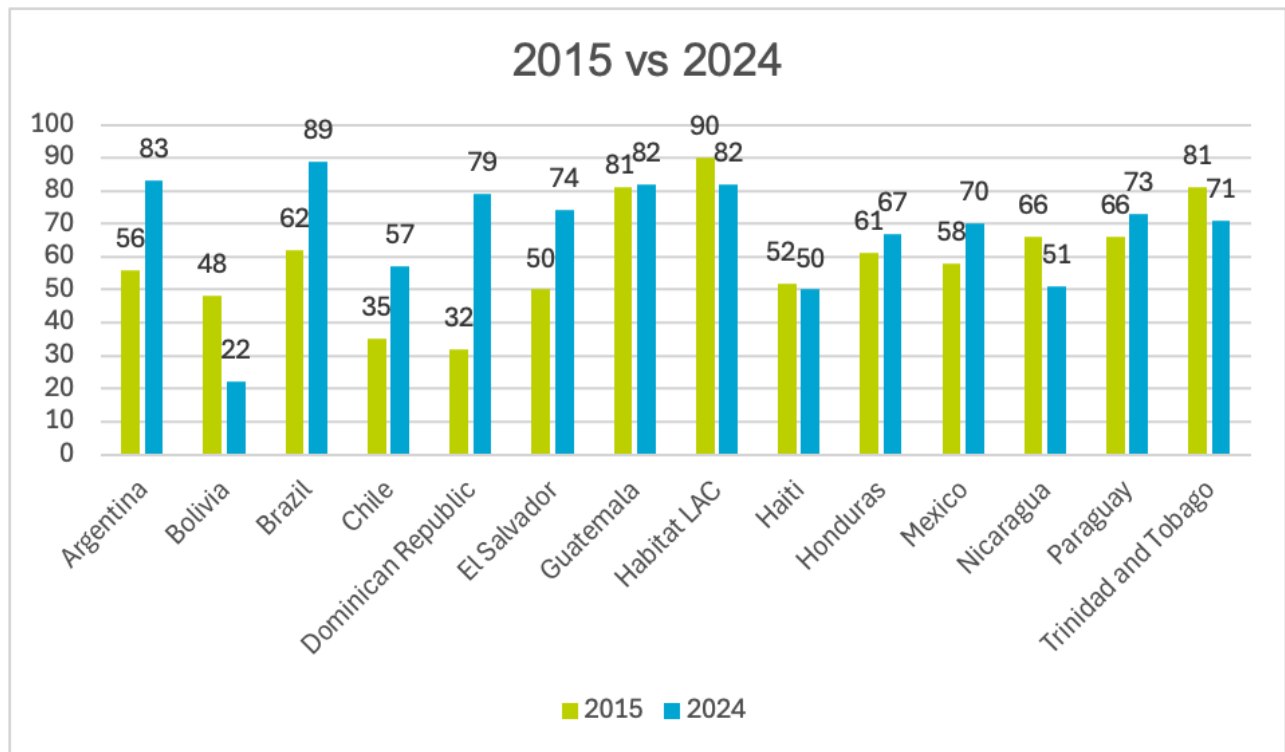
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## Analysis of digital performance of national offices – ON -

As detailed in the ON 2024 Study, notable progress is reflected in the digital strategy of national organizations since its first evaluation in 2015.



For example, the scores from countries such as Argentina, Brazil, Guatemala, Dominican Republic, El Salvador, Paraguay, stand out as examples of a well-executed digital strategy, achieving ratings higher than the desired 70%.

More specifically, the mentioned report highlights that:

- Argentina has demonstrated remarkable growth, going from a score of 56% in 2015 to 83% in 2024. This presupposes the successful implementation of digital tactics aligned with defined objectives.



- Brazil, as a regional leader, has managed to maintain a constant improvement in its digital performance, reaching 89% in 2024. Its focus on SEO optimization and mobile experience are examples to follow.
- Guatemala continues to stand out with consistently high scores, with 82% in 2024. Its growth in social networks is a key point of that success.
- The introduction of more advanced analysis tools has made it possible to identify key opportunities for improvement, as well as the importance of implementing the web template with responsive design that the area office has been promoting.<sup>3</sup>

## Hearings

### *Digital target audience*

#### **Importance of knowing the digital target audience**

- Relevance
- Personalization
- Efficiency in the use of resources
- Engagement improvement
- Development of long-term relationships

An audience that feels identified and connected to the content is more likely to interact, participate and share. So, understanding who that audience(s) is allows you to create content that is relevant.

By understanding the needs and interests of audiences, digital content will be able to contain better calls to action (called CTA from standard digital marketing terminology) that drive the conversions that are needed such as donations, volunteering, participation in events, etc. in pursuit of building stronger and more lasting relationships, promoting positioning, loyalty and continuous support.

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<sup>3</sup> Download the ON 2024 Study [in Spanish](#) the [in English](#) to see the details for each national office analyzed.

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## Strategic objectives

### Area office

#### *Specific Goals for Fiscal Year 2025<sup>4</sup>*

1. Increase website traffic by 15% (45,500 Spanish, 7,800 English)
2. Increase the average page views per website user by 15% (2.6 Spanish, 2 English)
3. Maintain the average length of stay per website user (3:03 min. Spanish, 2:35 min. English)
4. Ensure that social networks contribute at least 10% of total visits to the website
5. Increase the follower base on social networks by 8% (17,062 Facebook, 1,463 Instagram, 2,588 X – Twitter -, 1,386 LinkedIn, 994 YouTube)
6. Achieve consistency in the quantity and regularity of monthly posts on social networks (4 per month per network)
7. Achieve consistency in the regularity of monthly mass emails through Luminate (1 Spanish, 1 English, per month) and to staff through Microsoft Outlook.

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<sup>4</sup> The digital goals for the next final year must be updated at least one month before the end of the current AF.

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## National organizations

### *Specific Goals for Fiscal Year 2025<sup>5</sup>*

1. Provide traffic to the regional website from national channels through posts that redirect to area content (e.g. news, impact stories, global campaigns)
2. Increase the redistribution of regional content on national channels through area office content adapted to its local context
3. Encourage collaboration on social networks through tags and common regional hashtags (for example #SoyHabitat, #HomeEs)
4. Maintain consistency in the publication of digital content by establishing editorial calendars that integrate key regional and local dates, ensuring a correct balance
5. Identify and share impact stories and news with regional value, documenting testimonies and results of local projects among others, for regional dissemination

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<sup>5</sup> The digital goals for the next final year must be updated at least one month before the end of the current AF.

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# Implementation tactics

## Approach for each social network<sup>6</sup>

### *Facebook (connection with local communities and volunteering)*

Focused on community generation, massive outreach and active participation of volunteers and potential donors.

- **Suggested content:**
  - Testimonials from beneficiaries, volunteers and collaborators.
  - Stories of impact on specific projects in Latin America and the Caribbean.
  - Events, fundraisers and updates on global/regional programs or initiatives.
  - Campaign graphics and videos, including specific calls to action.

### *2. Instagram (visual inspiration and humanization of the cause)*

Focused on inspiring and emotionally connecting with younger and creative audiences.

- **Suggested content:**
  - Quality photographs that show the work in the field and the results of the projects.
  - Stories that show the "behind the scenes" of the projects and the lives of the beneficiaries.
  - Collaborations with ON and local allies that help increase visibility.
  - Mini-videos or reels showing quick progress of projects, celebrations of milestones or thanks to volunteers.

### *3. YouTube (official and documentary content)*

Longer, official and/or educational content that explains in detail Habitat's work, results and how people can get involved.

- **Suggested content:**
  - The officers.

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<sup>6</sup> As of October 2024, there is a particular situation related to the closure of the Instagram account.

#### *4. LinkedIn (relationships, alliances, and corporate donors)*

Focused on positioning Habitat as a leader in social impact and corporate responsibility, focusing on collaboration with companies and professionals.

- **Suggested content:**
  - Publications on strategic alliances with companies and government organizations (for example, the 100 thousand floors to play initiative)
  - Case studies and impact reports focused on metrics and tangible results.
  - Calls for professionals to participate in corporate volunteer programs, jobs, internships.
  - News about awards, recognitions and progress in strategic projects.

#### *5. X (fast communication and real-time events)*

Focused on spreading fast news, real-time updates and engaging in conversations on social and housing issues (the latter is inspirational for now).

- **Suggested content:**
  - Breaking news about projects, natural disasters or important events in Latin America and the Caribbean.
  - Participation in global trends in housing, poverty and social development.
  - Live tweets during events, conferences and fundraising campaigns.
  - Micro-stories or inspiring quotes from beneficiaries, volunteers or leaders of the organization.

In X, for example, a lot of emphasis is given to Home Equals, especially because that platform is the official channel of the headquarters.

## Plan of action

	Website	FB	IG	X	LK	Bright	Outlook	Mailchimp	YouTube
<b>Week 1</b>	News relevant	Repost from ON o specific content	Post about family history "Good news" from the ONs	Post with relevant news Repost from ON	Post about family history	Mass mail to Spanish database		Mail massive a communicators then of CoP (when occur)	When apply
<b>Week 2</b>	family history	Post with relevant news	"Good news" from the ONs	Post about family history Repost from Home=	Post with relevant news		Mail massive a group LAMstaff		
<b>Week 3</b>	News relevant	Repost from ON o content specific	Post about family history "Good news" from the ONs	Post with relevant news Repost from ON	Post about family history	Mass mail to English database			
<b>Week 4</b>	family history	Post with news relevant	"Good news" from the ONs	Post about family history Repost from Home= Repost from Home=	Post with relevant news				

### *Work team*

- Marco Calvo [mcalvo@habitat.org](mailto:mcalvo@habitat.org). Communications Director
  - o Lucia Zuniga [lzuniga@habitat.org](mailto:lzuniga@habitat.org). Program Communications Manager
  - o Natalia Zapata [nzapata@habitat.org](mailto:nzapata@habitat.org). Public relations manager and communications specialist
  - o Victor Solano [vsolano@habitat.org](mailto:vsolano@habitat.org). Marketing and digital communication consultant
  - o Joselyne Hoffman [jhoffman@habitat.org](mailto:jhoffman@habitat.org). translator
  - o Rossana Castro [rcastro@habitat.org](mailto:rcastro@habitat.org). Administrative assistant
  - o Others

### *About the procedure*

Any request for publication, use or leverage that any collaborator of Habitat LAC wants to make and that involves digital channels, must expressly request it and well in advance, to the communications department, indicating the objectives being pursued and detailing the reasons for involving official channels. of Habitat LAC.

If the activity to be carried out involves any digital channel of the organization, in all cases and always, it must be reviewed and the communications department will ultimately be the one to determine if the request applies, how it applies or, failing that, possible alternative solutions to whoever made the request.

## Performance indicators

### Key performance indicators (KPIs)

1. Website users (Spanish, English)
2. Page views per website user (Spanish, English)
3. Duration time per website user (Spanish, English)
4. Source of web visits
5. Total followers on social networks
6. Number of posts on social networks
7. Number of mass emails sent and opening rate

### Other non-quantifiable digital goals

In the current context, Habitat LAC's digital strategy coexists in a very dynamic and constantly evolving environment. It is important to recognize that while we have identified several clear and measurable goals, there are other digital goals that, at this time, may not be as precise.

The main reason is the development momentum of many of our general initiatives, including:

- Regional strategic framework – MER -
- Habitat LAC divisional objectives
- Home Equals Campaign (Hogar Es in Spanish)
- Initiative 100 thousand floors to play
- Strategic objectives to be achieved through national offices

As these elements progress, they generate a series of deliverables that must be considered at the time to strengthen the digital strategy.

Therefore, understanding that flexibility and close monitoring are essential, the digital strategy is adjusted in a timely and effective manner, ensuring that each new information is integrated in the best possible way to continue positioning the Habitat LAC brand through digital media.



## Attachments

### Area office channels

*Evaluation of current digital channels*

**Website:** [www.habitat.org/lac-es](http://www.habitat.org/lac-es) (Spanish version) and [www.habitat.org/lac-en](http://www.habitat.org/lac-en) (English version)

It is the core of our digital activity, providing detailed information about Habitat LAC's news, stories, presence, programs, projects and results.

It is essential to ensure the best user experience and adhere to search engine optimization (SEO) guidelines to attract and retain visitors.

### Social networks:

**Facebook:** [www.facebook.com/habitatparalahumanidad](https://www.facebook.com/habitatparalahumanidad)

**Instagram:** [www.instagram.com/habitatlac](https://www.instagram.com/habitatlac)

**X (formerly Twitter):** [www.twitter.com/Habitat\\_LAC](https://www.twitter.com/Habitat_LAC)

**LinkedIn:** [www.linkedin.com/company/habitat-for-humanity-lac](https://www.linkedin.com/company/habitat-for-humanity-lac)

**YouTube:** [www.youtube.com/hphlac](https://www.youtube.com/hphlac)

These channels and their combinations allow Habitat LAC to interact directly with its audiences, share visually attractive content and promote specific campaigns.

Each platform requires content adaptations according to its characteristics.

## Mass mailings:

### With Luminate and Microsoft Outlook tools

By sending emails to segmented audiences, Habitat LAC keeps certain audiences informed about the latest news and opportunities to get involved.

## Digital public relations:

-not active as of May 2024-

Collaborations with influencers, media and other strategic digital allies must be reviewed and approved in advance by the director of the Habitat LAC communications department.

The director will ultimately dictate the steps to follow in order to use these possible alliances to best position Habitat LAC's messages and amplify their reach and impact.

## Website

From July 1, 2023 to May 31, 2024	<a href="#">Spanish</a>	<a href="#">English</a>
Total users	36,417	6,251
Average number of users per month	3,311	568
Total new users	28,741	3,725
Average new users per month	2,613	339
Total page views	80,961	10,942
Average page views per month	7,360	995
Average page views per user per month	2.2	1.7
Average dwell time per user	3:03	2:35

## About website visitors:

From July 1, 2023 to May 31, 2024	<a href="#">Spanish</a>	<a href="#">English</a>
Gender of visitors	- 66% female - 34% male	- 5% female - 3% male - 92% untraceable <sup>7</sup>
Age of visitors	- 26% between 18-24 years - 25% 25-34 years - 17% 35-44 years - 16% 45-54 years - 10% 55-64 years - 6% over 65 years old	- 5% between 18-24 years - 97% untraceable
Visitors Source	- 65% Google - 26% Yahoo - 7% Yellopages - 2% direct visits <sup>8</sup>	- 71% Google - 9% direct visits - 3% ads on Google - 3% Facebook
Main countries of web visit	- USA - Mexico - Colombia - Peru - Guatemala	- USA - Canada - Trinidad & Tobago - Jamaica - Germany

<sup>7</sup> It is assumed that there is an error in the Google Analytics configuration that does not yet provide data on the gender or ages of visitors to the website in English.

<sup>8</sup> The term “direct visits” is understood as visitors who came to the website by typing the URL themselves, meaning they already knew the web address.

Prepared by [Victor Solano Segura](#)

Marketing and digital communication consultant

Habitat for Humanity International

[VSolano@habitat.org](mailto:VSolano@habitat.org)

Updated: July 2024

About the content published on the website:

From July 1, 2023 to May 31, 2024	<a href="#">Spanish</a>	<a href="#">English</a>
Most visited sections	<ul style="list-style-type: none"> <li>- Start</li> <li>- Who we are</li> <li>- Where we are</li> <li>- LAC Forum 2023</li> <li>- Support Habitat</li> </ul>	<ul style="list-style-type: none"> <li>- Home</li> <li>- Volunteer</li> <li>- Press releases</li> <li>- Contact us</li> <li>- 100k initiative</li> </ul>
Most viewed news	<ul style="list-style-type: none"> <li>- Dry Corridor</li> <li>- Guatemala Housing Forum</li> <li>- Home Campaign</li> <li>- Coordinating Commission of the National Council of Volunteering Colombia</li> <li>- Annual report 2023</li> </ul>	<ul style="list-style-type: none"> <li>- 100k initiative</li> <li>- Home equals campaign</li> <li>- Guatemala forum</li> <li>- Project Braced land</li> <li>- Housing deficit Central America</li> </ul>

From the above, the following is inferred:

- The predominant language of visitors is Spanish.
- It is also Spanish, the language that makes visitors consult more content.
- The number of page views in both languages agrees with the average time spent on the website.
- The audience that visits the website the most is female, primarily between 18 and 34 years old. This at least as far as it has to do with the Spanish language.
- A better understanding of the target audience that Habitat LAC needs to reach is required.<sup>9</sup>.

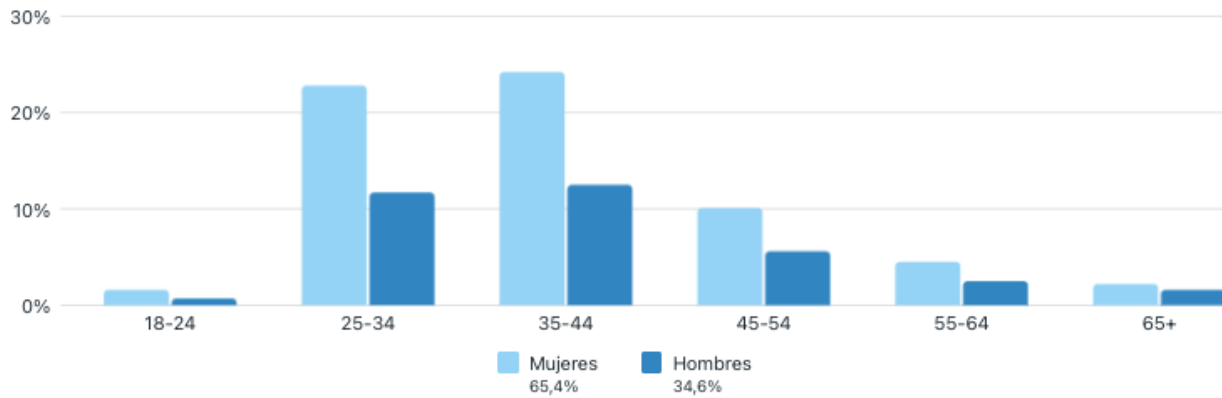
<sup>9</sup> Refer to the Annexes section, Recommendations section: Digital target audience.

### Facebook

	From July 1, 2023 to May 31, 2024
Total followers	15,798
Total new followers	434
Total unique people who saw any message	116,500
Times a message was displayed on the screen	274,100
Number of times a user viewed a message	2.3
Total interactions	2,400
Website visits from a post	4,100

### About Facebook profile followers:

	From July 1, 2023 to May 31, 2024
Gender of followers	- 65% female - 35% male
Main countries of followers	- Costa Rica - Paraguay - El Salvador - USA - Mexico

**Edad y sexo**


*Distribution of Facebook profile followers, by gender and age*

From the above, the following is inferred:

- The New Followers / Followers ratio is 2.7% when the recommended standard on Facebook is 15%.
- The distribution of gender and ages is very similar to that of visits to the website, with female followers between 25- and 34-years old predominating.

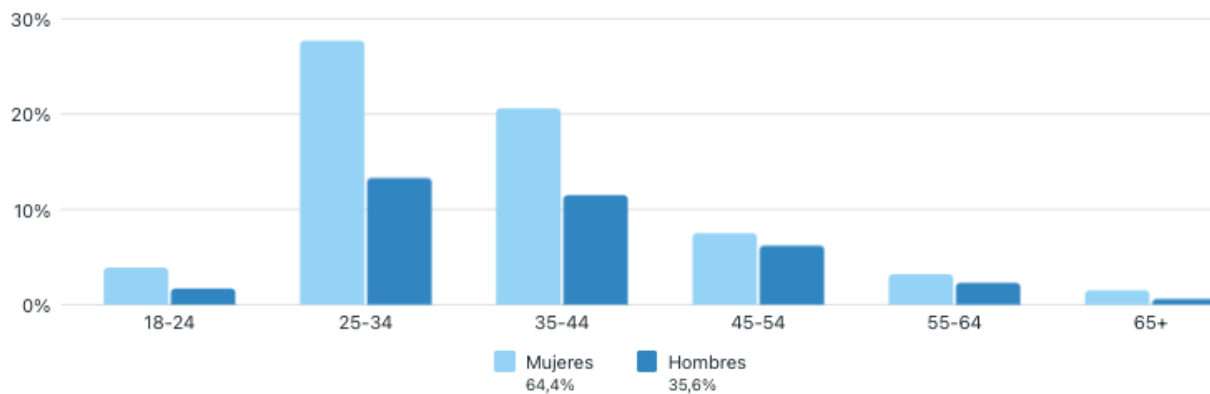
### Instagram

	From July 1, 2023 to May 31, 2024
Total followers	1,355
Total new followers	285
Total unique people who saw any message	12,200
Total interactions	2,500
Website visits from a post	13

About Instagram profile followers:

	From July 1, 2023 to May 31, 2024
Gender of followers	- 64% female - 36% male
Main countries of followers	- Argentina - Costa Rica - USA - Mexico - Colombia

Edad y sexo ⓘ



*Distribution of Instagram profile followers by age and gender*

From the above, the following is inferred:

- The New Followers / Followers ratio is 21%, much higher than the standard on Instagram (15%).
- The distribution of gender and ages is very similar to that of visits to the website and Facebook, with female followers between 25- and 34-years old predominating.

### *X (formerly Twitter)*

	From August 1, 2023 to May 31, 2024
Total followers	2,396
Total new followers	44
Times a message was displayed on the screen	21,710
Mentions from other profiles	7

From the above, the following is inferred:

- X is a very interesting network for Habitat LAC because it is aligned with the two important objectives: direct traffic to the website and position both the social cause and the organization. But its analytical capabilities with free profiles like ours are limited so, for now, there are no greater metrics.

### *LinkedIn*

	From July 1, 2023 to May 31, 2024
Total followers	1,283
Total unique people who saw any message	105
Times a message was displayed on the screen	275
Number of times a user viewed a message	2.6
Total reactions	1,359
Total comments	30
Total number of times content was shared	127



About the followers of the Linkedin profile:

	From July 1, 2023 to May 31, 2024
Main job functions of followers	<ul style="list-style-type: none"> <li>- Business development</li> <li>- Social and community services</li> <li>- Operations</li> <li>- Education</li> <li>- Program and project management</li> </ul>
Main sectors of followers	<ul style="list-style-type: none"> <li>- NGO</li> <li>- Architecture and planning</li> <li>- Public administration</li> <li>- Community organizations</li> <li>- Construction</li> </ul>
Main countries of followers	<ul style="list-style-type: none"> <li>- Colombia</li> <li>- Mexico</li> <li>- Argentina</li> <li>- El Salvador</li> <li>- Costa Rica</li> </ul>
Main levels of responsibility of followers	<ul style="list-style-type: none"> <li>- Manager</li> <li>- Director</li> <li>- Vice President</li> <li>- Manager</li> <li>- Owner</li> </ul>

From the above, the following is inferred:

- Linkedin is the social network that displays more data on professional characteristics than other networks. This offers a great opportunity for Habitat LAC by virtue of being able to better analyze the content that this type of people may be most interested in, and thus establish digital links that contribute to the process of creating, having and maintaining alliances with foundations, organizations, institutions and corporations.

### YouTube

	From August 1, 2023 to May 31, 2024
Total subscribers	920
Total new subscribers	69
Canal views	8,409
Most relevant videos (most viewed)	<ul style="list-style-type: none"> <li>- Firewood saving cases in Guatemala</li> <li>- V LAC housing forum</li> <li>- El Salvador green housing program</li> <li>- 7 facts you should know about the LAC housing forum</li> <li>- Integration of Argentine neighborhoods</li> </ul>

From the above, the following is inferred:

- YouTube's analytics capabilities are limited so, for now, these are the main general metrics that can be obtained.

### Luminate

The audiences for an email campaign consist of three different lists.

“Target list” are those people who receive the messages.

That list is subdivided into:

- Total: total number of people who are in the database, with name and email
- Active: total number of active people
- Hard bounces: total number of email accounts with serious problems, for example the email address is incorrect, misspelled, or no longer exists. Once the system has identified an email as a hard bounce, it will be excluded from the bulk sending system.
- Soft bounces: total number of email accounts with temporary problems, for example mailbox full. With each new sending, the system tries again to deliver the mail.
- Voluntary exclusion (opted out): total number of email accounts in which the user indicated that they do not wish to receive more emails. Every mass email must have the option for the person to leave the list, so people who are “opted out” made use of that option. Your information is still in the database, but the system excludes it at the time of submission.

**Database in Spanish:**

- Total: 15,147
- Active: 15,105
- Hard bounces: 2,700
- Soft bounces: 2,181
- Opted Out: 1,424

**Database in English:**

- Total: 1,245
- Active: 1,221
- Hard bounces: 235
- Soft bounces: 192
- Opted Out: 277

Last maintenance carried out on the system by the headquarters: 12-23-2022

*Microsoft Outlook*

The database with emails contained in the group called HFHIINTLStaff also sometimes called just “LACStaff” <HFHIINTLStaff@hfhi.onmicrosoft.com><sup>10</sup>, is managed directly by the IT department of Habitat LAC, so the number of people who make it up is unknown.

From the digital area of the communications department, this database is used for two specific purposes:

1. Every beginning of the week, an email called “Mentions of the Week” is sent that contains a list of links to websites that have published notes about one of the national offices in the region and links to news from the sector.
2. For the details in the Annexes section, section best practices and recommended uses for digital channels Habitat LAC, [Microsoft Outlook](#).

---

<sup>10</sup> At the time of this update, the HFHIINTLStaff group contains 51 email accounts.

## Minimum process necessary to define target audiences

1. Define the initiatives and their objectives
2. Research and segment audiences
3. Create profiles
4. Adapt content
5. Evaluate and adjust

### Define the initiatives and their objectives

Identify major initiatives, for example, based on programs, work areas, divisional objectives, etc.

Determine what you hope to achieve -digitally- with each initiative.

### Research and segment audiences

Demographic data: Age, gender, geographic location, educational level.

Psychographic data: Interests, values, lifestyles, motivations.

Behavioral data: Online behaviors, interaction history with Habitat LAC, interaction patterns.

### Create profiles

Develop detailed profiles that represent key audience segments.

Example:

- Women volunteers
- Age: 28 to 40 years
- Location: Central America
- Interests: volunteering, sustainability, construction
- Behavior: Regularly participate in volunteer activities and follow Habitat LAC on Instagram.

### Adapt content

Adapt messages and content formats according to the interests and needs of each segment.

Use the digital channels most frequented by each profile (website, social networks, email).

## **Evaluate and adjust**

Use analysis tools such as Google Analytics to obtain detailed information about the behavior and preferences of the public.

Evaluate the performance of digital content and audience response through key metrics.

Adapt and adjust strategies based on results obtained with at least a thorough review of metrics twice a year.

## Examples of publications for digital channels Habitat LAC

The following examples are intended to be a guide for creating publications; these are not necessarily the only ones that should or have been used in the Habitat LAC digital channels.

### *Facebook*

Today we celebrate the inauguration of 50 new homes in Nicaragua, improving the lives of many families. Thank you to all our volunteers and donors. 🌍🏠

#BuildingDreams #HabitatLAC #Volunteering

You can make a difference today. Join our team of volunteers!  
#HabitatLAC #Volunteering

We invite you to discover how you can help build a home for a family in need. Join us today. 🌍🏠

#BuildingDreams #HabitatLAC

Find out how you can help build a home for a family in need. Join us today. 🌍🏠  
#HabitatLAC #Volunteering

### *Instagram*

We are transforming lives in Guatemala, one house at a time. 🏠✨ #HabitatLAC  
#BuildingDreams" (102 characters)

Today we delivered 50 new homes in Nicaragua. Thank you to our volunteers and donors! 🌍🏠 #HabitatLAC #Volunteering" (125 characters)

We are excited to announce the opening of 50 new homes in Nicaragua, a great victory for local families who now have a safe and decent place to live. This achievement would not have been possible without the support of our volunteers and donors, who have worked tirelessly to make this a reality. Join us and be part of the change. #HabitatLAC #BuildingDreams #Volunteering" (383 characters)

Today we celebrate the delivery of 50 new homes in Nicaragua, improving the lives of many families. Thank you to our amazing volunteers and donors. 🌍🏠  
#HabitatLAC #BuildingDreams #Volunteering #Nicaragua #DecentHousing #Solidarity #PositiveChange #Construction #Community

Sharing a real-time update of a construction event.  
#HabitatLAC #ConstructionInProgress

X

Join us and transform lives! Donate now to support our housing projects. 🏠  
#HabitatLAC [link]" (111 characters)

Thanks to our volunteers and donors, 50 new families in Nicaragua now have a safe place to live. Join us in our mission to build decent homes! 🌍🏠 #HabitatLAC  
#BuildingDreams [link] (211 characters)

Today we celebrate the delivery of 50 new homes in Nicaragua! Thanks to all the volunteers and donors. 🏠 #HabitatLAC

We are excited to announce the inauguration of new homes in Nicaragua. Join our mission. 🌍🏠 #HabitatLAC #BuildingDreams

*Linkedin*

"We are excited to announce the inauguration of 50 new homes in Nicaragua. 🏠  
#HabitatLAC #BuildingDreams" (115 characters)

"Today we celebrate the delivery of 50 new homes in Nicaragua, improving the lives of many families. Thanks to our incredible volunteers and donors. 🌍🏠 #HabitatLAC  
#Volunteering" (200 characters)

"We are excited to announce the inauguration of 50 new homes in Nicaragua, a great victory for local families who now have a safe and decent place to live. This achievement would not have been possible without the support of our volunteers and donors, who have worked tirelessly to make this a reality. Join us and be part of the change. 🌍🏠 #HabitatLAC #BuildingDreams #Volunteering [link]" (359 characters)

*YouTube*

**Title:**

"How to build safe homes | Habitat LAC Project"

**Description:**

In this video, we show the complete process of building safe homes with Habitat for Humanity Latin America and the Caribbean. Learn about our projects, meet the benefiting families, and discover how you can support our mission. 🌍🏠

Visit our website: [www.habitat.org/lac-es](http://www.habitat.org/lac-es)

Follow us on our social networks:

Facebook: [www.facebook.com/habitatparalahumanidad](https://www.facebook.com/habitatparalahumanidad)

Instagram: [www.instagram.com/habitatlac](https://www.instagram.com/habitatlac)

X: [www.twitter.com/Habitat\\_LAC](https://www.twitter.com/Habitat_LAC)

LinkedIn: [www.linkedin.com/company/habitat-for-humanity-lac](https://www.linkedin.com/company/habitat-for-humanity-lac)

Don't forget to subscribe, like and leave your comment below. Thank you for your support!

#HabitatLAC #BuildingDreams #Volunteering #SafeHousing"

**Tags:**

#HabitatLAC, #BuildingDreams, #SafeHousing, #Volunteering, #ConstructionProjects

**Miniature:**

A high-quality image featuring a construction team and a happy family, with the text "How to build safe homes" in large, clear letters.

**Transcriptions and subtitles:**

Subtitles in Spanish and English for greater accessibility.

**Cards and end screens:**

Cards linking to related videos about other Habitat LAC projects.

Final screen with options to subscribe and watch more videos.



## Best practices and recommended uses for digital channels Habitat LAC

Below is a basic guide with best practices and recommended uses for the main digital channels used by Habitat LAC, with the aim of maximizing the impact and effectiveness of our digital communications on each platform.

- [Website](#)
- [Facebook](#)
- [Instagram](#)
- [X](#)
- [Linkedin](#)
- [YouTube](#)
- [Bright](#)
- [Microsoft Outlook](#)

### *Website*

[www.habitat.org/lac-es](http://www.habitat.org/lac-es) (Spanish) and [www.habitat.org/lac-en](http://www.habitat.org/lac-en) (English)

Administrative access: <https://www.habitat.org/user/login>

Key under use and custody of the communications department.

### **Contents:**

1. Content to be published is reviewed and validated by the public relations and content manager, or by the senior communications specialist, or by the communications director of Habitat LAC.
2. If the content lacks the above validation, it will not be published on the website.
3. The content to be published includes:
  - a. Text in word format that contains:
    - i. Title, between 50- and 60-characters including spaces
    - ii. Description, between 150 to 160 characters, including spaces
    - iii. Avoid, as far as possible, paragraphs longer than four lines.
  - b. Main image, in .jpg format, that complies with the brand guidelines described in the current manual, that is greater than 1200 x 600 pixels and that the main element of the image is not in the lower right corner of the image
  - c. Secondary image -if any-, in .jpg format, that complies with the brand guidelines described in the current manual and that is greater than 1200 x 600 pixels

Include the text for the photo caption and let it be:

  - i. Concise, clear and without redundancies
  - ii. Relevant and descriptive
  - iii. Provide additional context that is not clearly visible in the image.

- d. Include in the content, at the end of the text, a call to action (called CTA from the standard terminology of digital marketing) that motivates readers to take an action such as: Download the report, Learn more about housing, Donate to the national organization, etc.
  - e. Document downloadable as .pdf -when applicable- that does not exceed 12 megabytes in weight
4. The minimum recommended regularity for publishing content on the website is four pieces of content per month, using the following distribution:
  - a. Week one of the month: Relevant news
  - b. Week two of the month: Family history
  - c. Week three of the month: Relevant news
  - d. Week four of the month: Family history<sup>11</sup>
5. Habitat LAC, like HQ's Habitat International Digital Team, recommend special care when taking content already published on other channels such as websites of national organizations.

The main criterion for publishing web content already available in advance on another site is whether that text is relevant to the region and in that case, these considerations must be followed:

  - a. Rewrite the content, changing the structure and words of the original article, but without altering its meaning.
  - b. Add regional context including additional information that is relevant at the LAC level.
  - c. Create a summary of the original article and link to the full note on the source site and offering a clear reference.
  - d. Provide additional value such as with comments or quotes from people in the area office.
  - e. Publish with a different focus so that the article adapts to the regional audience.
  - f. Incorporate original multimedia accompanying the publication with images, infographics or videos that are not in the original article.

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<sup>11</sup> No other type of content is excluded, but for the purposes of this document, as of the date of its update, content that is already consolidated and/or defined as “regular” is considered. All additional content must be integrated into this manual and aligned with other initiatives such as the MER, Divisional Objectives, etc.

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Updated: July 2024

6. All content directly related to the global “Home Equals” campaign follows a different treatment in which, once the consultant Víctor Solano receives the revised content, he seeks approval directly with the senior director of international communications or with whoever determines.  
The above, in an attempt to better take advantage of the impact of the content by defining the best digital channel to publish what is related to the campaign and ensuring compliance with the basic guidelines of Google, which does not tolerate the duplication of content on two or more websites that contain exactly the same text.
7. It is at the discretion of the communications department to make slight modifications in form for the publication of the content.
  - a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.

### *Facebook*

Official page: [www.facebook.com/habitatparalahumanidad](https://www.facebook.com/habitatparalahumanidad)

Administrative access with permissions from Meta's Business Manager

### **Contents:**

1. As Facebook tends to be a network with semi-formal or older audiences, the way we address it is “You” as Habitat LAC wants to maintain a professional and respectful image.
2. The minimum recommended regularity for publishing content on Facebook is one post per week.<sup>12</sup>, using at least the following distribution, but which is detailed in more detail in the Implementation Schedule section, in this same document:
  - a. Week one of the month: Post with link to news published on the website
  - b. Week three of the month: Post with link to news published on the website
3. The content mentioned above does not require any intervention from the rest of the Habitat LAC communications team, as it is already existing content.
4. Other content to be published is created and validated by the public relations and content manager, or by the senior communications specialist of Habitat LAC.
5. If the content lacks the above validation, it will not be published on Facebook.

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<sup>12</sup> No other type of content is excluded, but for the purposes of this document, as of the date of its update, content that is already consolidated and/or defined as “regular” is considered. All additional content must be integrated according to availability and/or need, such as invitations to events, anniversaries, special activities, global campaigns, etc.

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Updated: July 2024

6. The content to be published is sent to the consultant Víctor Solano including:
  - a. Text between 40 to 80 characters including spaces and punctuation since short posts tend to attract more attention and have greater engagement.
  - b. Video to be used in .mp4, .mov format, and can be:
    - i. 1080 x 1080 pixels, up to 60 sec. to maintain interest
    - ii. 1280 x 720 pixels (720p) or 1920 x 1080 pixels (1080p) up to 240 minutes (ideal for longer, more detailed content)
  - c. Images to be used, preferably in .png or .jpg format, that comply with the brand guidelines described in the current manual, that are 1420 x 1420 pixels and that the main element of the image is towards the center of the image
  - d. Include in the copy, at the end of the text, a call to action (called CTA from the standard terminology of digital marketing) that motivates users to take some action, such as: Comment below and tell us your opinion, Share this post, Like, etc.
7. Annual special dates<sup>13</sup> to consider for creating publications are:
  - a. New Year (1-Ene)
  - b. International Day of Education (24-Ene)
  - c. UN WASH Conference (3-Feb)
  - d. International Women's Day (8-Mar)
  - e. World Water Day (22-Mar)
  - f. Earth Day (22-Abr)
  - g. World Habitat Day (7-Oct)
  - h. World Toilet Day (19-Nov)
  - i. World Children's Day (20-Nov)
  - j. International Day for Disaster Risk Reduction (23-Nov)
  - k. International Volunteer Day (5-Dic)
  - l. Christmas (25-Dic)
8. It is at the discretion of the consultant Víctor Solano, slight modifications in form for the publication of the content.
  - a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.

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<sup>13</sup> It is recommended to check these dates at least once each year, especially in the initial weeks of the current fiscal year.

9. In the absence of content to publish on Facebook, it is at the discretion of the consultant Víctor Solano to “repost” some of the publications of the national organizations, taking care first of all of the regional value of the publication and maintaining the balance between countries, as best as possible. .

10. About interaction with the community:

- a. Reply to all comments and direct messages:
  - i. Use responses already uploaded to the messaging platform
  - ii. Consult the Annex section, section “Responses in digital channels” or the responses of the document [Answers to questions in channels.docx](#)
  - iii. If there is no response already created for a certain interaction, the consultant Víctor Solano will seek a solution through the public relations and content manager, or the senior communications specialist.
  - iv. No comment or direct message should remain unanswered for more than 3 calendar days.

11. About hashtags on Facebook:

- a. Moderation is key so you should use between 1 and 3 hashtags per post. Facebook is not as reliant on hashtags as other platforms, so moderate use of them can help improve visibility without appearing spammy.
- b. Quality over Quantity. The hashtags used must be relevant to the content of the post.
- c. You can use your own hashtags (such as #SoyHabitat), trending ones (such as #EarthDay) or those already agreed upon in other instances (such as #HomeEquals).
- d. It is recommended to consider placing additional hashtags in the comments in cases where the content must have a greater reach than normal.

### *Instagram*

Official page: [www.instagram.com/habitatlac](https://www.instagram.com/habitatlac)

Administrative access with key control directly on the platform

Users: Lucía Zúñiga, senior communications specialist and Víctor Solano, marketing and digital communications consultant.

**Contents:**

1. As Instagram tends to be a network with less formal audiences, the way of addressing us is “You” since Habitat LAC wants to have a friendly and personal tone.
2. The minimum recommended regularity for publishing content on Instagram is one post per week.<sup>14</sup>, using at least the following distribution, but which is detailed in more detail in the Implementation Schedule section, in this same document:
  - a. Week one of the month: Post about family history published on the website, and reel or story with animation about good news with content from the ONs
  - b. Week two of the month: Story or Reel with animation about good news with content from the ONs
  - c. Week three of the month: Post about family history published on the website, and reel or story with animation about good news with content from the ONs
  - d. Week four of the month: Story or Reel with animation about good news with content from the ONs
3. The content on family stories does not require any intervention from the rest of the Habitat LAC communications team, as it is already existing content.
4. The contents related to stories or reels about good news with ON content are developed and published directly by the senior communications specialist at Habitat LAC.
5. Other content to be published is created and validated by the public relations and content manager, or by the senior communications specialist of Habitat LAC.
6. If the content lacks the previous validation, it will not be published on Instagram.
7. The content to be published includes:
  - a. Text between 138 to 150 characters including spaces, emojis and punctuations since short posts tend to attract more attention and have greater engagement.
  - b. Video to be used in .mp4, .mov format, and can be:
    - i. 1080 x 1080 pixels, up to 60 sec. to maintain interest
    - ii. 1280 x 720 pixels (720p) or 1920 x 1080 pixels (1080p) up to 10 minutes (ideal for longer, more detailed content)

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<sup>14</sup> No other type of content is excluded, but for the purposes of this document, as of the date of its update, content that is already consolidated and/or defined as “regular” is considered. All additional content must be integrated according to availability and/or need, such as invitations to events, anniversaries, special activities, global campaigns, etc.

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Updated: July 2024

- c. Images to be used, preferably in .png or .jpg format, that comply with the brand guidelines described in the current manual, that are 1420 x 1420 pixels and that the main element of the image is towards the center of the image
  - d. Include in the copy, at the end of the text, a call to action (called CTA from the standard terminology of digital marketing) that motivates users to take some action, such as: Comment below and tell us your opinion, Share this post, Like, etc.
8. Annual special dates<sup>15</sup> to consider for creating publications are:
- a. New Year (1-Ene)
  - b. International Day of Education (24-Ene)
  - c. UN WASH Conference (Feb<sup>16</sup>)
  - d. International Women's Day (8-Mar)
  - e. World Water Day (22-Mar)
  - f. Earth Day (22-Abr)
  - g. World Habitat Day (first Monday in October)
  - h. International Day for Disaster Risk Reduction (23-Nov)
  - i. World Toilet Day (19-Nov)
  - j. World Children's Day (20-Nov)
  - k. International Volunteer Day (5-Dic)
  - l. Christmas (25-Dic)
9. It is at the discretion of the communications department to make slight modifications in form for the publication of the content.
- a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.
10. About interaction with the community:
- a. Reply to all comments and direct messages:
    - i. Use responses already uploaded to the messaging platform
    - ii. Consult the Annex section, section "Responses in digital channels" or the responses of the document [Answers to questions in channels.docx](#)
    - iii. If there is no response already created for a certain interaction, the consultant Víctor Solano will seek a solution through the public relations and content manager, or the senior communications specialist.
    - iv. No comment or direct message should remain unanswered for more than 3 calendar days.

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<sup>15</sup> It is recommended to check these dates at least once each year, especially in the initial weeks of the current fiscal year.

<sup>16</sup> Check depending on the current year.

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Habitat for Humanity International

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#### 11. About hashtags on Instagram:

- a. Moderation is key, so you should use between 5 and 10 hashtags per post and between 1 and 3 in stories.
- b. Quality over Quantity. The hashtags used must be relevant to the content of the post.
- c. You can use your own hashtags (such as #SoyHabitat), trending ones (such as #EarthDay) or those already agreed upon in other instances (such as #HomeEquals).
- d. It is recommended to consider placing additional hashtags in the first comment in cases where the content must have a greater reach than normal.

#### *X (formerly Twitter)*

Official page: [https://twitter.com/Habitat\\_LAC](https://twitter.com/Habitat_LAC)

Administrative access with key control directly on the platform

User: Víctor Solano, marketing and digital communication consultant.

#### **Contents:**

1. As X tends to be a network with semi-formal or older audiences, we address you as “You” since Habitat LAC wants to maintain a professional and respectful image.
2. The minimum recommended regularity for publishing content on Twitter is two posts per week.<sup>17</sup>, using at least the following distribution, but which is detailed in more detail in the Implementation Schedule section, in this same document:
  - a. Week one of the month: Post with link to news published on the website
  - b. Week two of the month: Post about family history published on the website
  - c. Week three of the month: Post with link to news published on the website
  - d. Week four of the month: Post about family history published on the website<sup>18</sup>
3. Content about news and family stories does not require any intervention from the rest of the Habitat LAC communications team, as it is already existing content.
4. The contents of @Habitat\_org, @HomeEquals and ON profiles do not require any intervention from the rest of the Habitat LAC communications team, as they

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<sup>17</sup> No other type of content is excluded, but for the purposes of this document, as of the date of its update, content that is already consolidated and/or defined as “regular” is considered. All additional content must be integrated according to availability and/or need, such as invitations to events, anniversaries, special activities, global campaigns, etc.

<sup>18</sup> No other type of content is excluded, but for the purposes of this document, as of the date of its update, content that is already consolidated and/or defined as “regular” is considered. In the case of X, it is recommended to add reposts from X @Habitat\_org, @HomeEquals and ON profiles.

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are already existing content on these platforms, but with the intention of reflecting a sense of global relevance of the organization.

5. Other content to be published is created and validated by the public relations and content manager, or by the senior communications specialist of Habitat LAC.
6. If the content lacks the above validation, it will not be published on X.
7. The content to be published is sent to the consultant Víctor Solano including:
  - a. Text between 71 to 100 characters including spaces, emojis and punctuations since short posts tend to attract more attention and have greater engagement.
  - b. Video to use in .mp4, .mov format, and can be:
    - i. 1080 x 1080 pixels, up to 140 sec. to maintain interest
  - c. Images to be used, preferably in .png or .jpg format, that comply with the brand guidelines described in the current manual, that are 1420 x 1420 pixels and that the main element of the image is towards the center of the image
  - d. Include in the copy, at the end of the text, a call to action (called CTA from the standard terminology of digital marketing) that motivates users to take some action, such as: Comment below and tell us your opinion, Share this post, Like, etc.
8. Annual special dates<sup>19</sup> to consider for creating publications are:
  - a. New Year (1-Ene)
  - b. International Day of Education (24-Ene)
  - c. UN WASH Conference (3-Feb)
  - d. International Women's Day (8-Mar)
  - e. World Water Day (22-Mar)
  - f. Earth Day (22-Abr)
  - g. World Habitat Day (7-Oct)
  - h. World Toilet Day (19-Nov)
  - i. World Children's Day (20-Nov)
  - j. International Day for Disaster Risk Reduction (23-Nov)
  - k. International Volunteer Day (5-Dic)
  - l. Christmas (25-Dic)
9. It is at the discretion of the consultant Víctor Solano, slight modifications in form for the publication of the content.
  - a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.

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<sup>19</sup> It is recommended to check these dates at least once each year, especially in the initial weeks of the current fiscal year.

10. About interaction with the community:

- a. Reply to all comments and direct messages:
  - i. Use responses already uploaded to the messaging platform
  - ii. Consult the Annex section, section “Responses in digital channels” or the responses of the document [Answers to questions in channels.docx](#)
  - iii. If there is no response already created for a certain interaction, the consultant Víctor Solano will seek a solution through the public relations and content manager, or the senior communications specialist.
  - iv. No comment or direct message should remain unanswered for more than 3 calendar days.

11. About the hashtags in X:

- a. Moderation is key so you should use between 1 and 2 hashtags per post.
- b. Quality over Quantity. The hashtags used must be relevant to the content of the post.
- c. You can use your own hashtags (such as #SoyHabitat), or those already agreed upon in other instances (such as #HomeEquals).

### *Linkedin*

Official page: [www.linkedin.com/company/habitat-for-humanity-lac](http://www.linkedin.com/company/habitat-for-humanity-lac)

Administrative access with permissions from Linkedin Admin Manager

User: Víctor Solano, marketing and digital communication consultant.

### **Contents:**

1. As Linkedin tends to be a network with more formal audiences, the way of addressing us is “You” since Habitat LAC wants to maintain a professional and respectful image.
2. The minimum recommended regularity for publishing content on Linkedin is one post per week.<sup>20</sup>, using at least the following distribution, but which is detailed in more detail in the Implementation Schedule section, in this same document:

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<sup>20</sup> No other type of content is excluded, but for the purposes of this document, as of the date of its update, content that is already consolidated and/or defined as “regular” is considered. All additional content must be integrated according to availability and/or need, such as invitations to events, special activities, etc.

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- a. Week one of the month: Post with link to story published on the website
  - b. Week two of the month: Post with link to news published on the website
  - c. Week three of the month: Post with link to story published on the website
  - d. Week four of the month: Post with link to news published on the website
3. The content mentioned above does not require any intervention from the rest of the Habitat LAC communications team, as it is already existing content.
4. Other content to be published is created and validated by the public relations and content manager, or by the senior communications specialist of Habitat LAC.
5. If the content lacks the above validation, it will not be published on Facebook.
6. The content to be published includes:
  - a. Text between 150 to 300 characters including spaces and punctuation since short posts tend to capture more attention and have greater engagement.
  - b. Video to be used in .mp4, .mov format, and can be:
    - i. 1280 x 720 pixels (720p) or 1920 x 1080 pixels (1080p) for up to 10 minutes (ideal for long, detailed content)
  - c. Images to be used, preferably in .png or .jpg format, that comply with the brand guidelines described in the current manual, that are 1420 x 1420 pixels and that the main element of the image is towards the center of the image
  - d. Include in the copy, at the end of the text, some call to action (called CTA from the standard terminology of digital marketing) that motivates users to take some action, such as: Comment below and tell us your opinion, Share this post, Read more here etc.
7. It is at the discretion of the communications department to make slight modifications in form for the publication of the content.
  - a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.
8. In the absence of content to publish on LinkedIn, it is at the discretion of the consultant Víctor Solano to “repost” some of the publications of national organizations, taking care first of all of the regional value of the publication and maintaining the balance between countries, as best as possible. .
9. About interaction with the community:
  - a. Reply to all comments and direct messages:
    - i. Use responses already uploaded to the messaging platform
    - ii. Consult the Annex section, section “Responses in digital channels” or the responses of the document [Answers to questions in channels.docx](#)

- iii. If there is no response already created for a certain interaction, the consultant Víctor Solano will seek a solution through the public relations and content manager, or the senior communications specialist.
- iv. No comment or direct message should remain unanswered for more than 3 calendar days.

10. About hashtags on LinkedIn:

- a. Moderation is key so you should use between 3 and 5 hashtags per post.
- b. Quality over Quantity. The hashtags used must be relevant to the content of the post.
- c. You can use your own hashtags (such as #SoyHabitat), invitation hashtags (such as #Webinar) or those already agreed upon in other instances (such as #HomeEquals).

### *YouTube*

Official page: [www.youtube.com/hphlac](http://www.youtube.com/hphlac)

Administrative access with key control directly on the platform through email [hphlac@gmail.com](mailto:hphlac@gmail.com)

User: Víctor Solano, marketing and digital communication consultant.

### **Contents:**

- 1. As YouTube tends to be a network with very varied audiences, the way we address it is “You” since Habitat LAC wants to maintain a professional and respectful image.
- 2. The purpose of the profile on YouTube is to publish only high-quality and official videos that show the work and impact of Habitat LAC, so the regularity will depend on the viability of materials with these characteristics.
- 3. Currently, “Shorts” type publication tasks are not executed since they require more editing work than; Having analyzed it, they could be linked to materials created like Instagram Reels.
- 4. “Reposting” video materials already published on other profiles is not recommended, unless they have been reviewed in detail and specifically by the consultant Víctor Solano.
- 5. The content to be published includes:
  - a. Video title between 60 to 70 characters including spaces and the relevant keywords are as early as possible.
  - b. Description of the video between 150 to 200 words, clearly explaining the content of the video and including relevant keywords.

- c. Tags (tags) between 5 and 15, combining general tags (e.g. #housing) and specific tags (e.g. #HabitatDominicana) to maximize the relevance and reach of the video.
  - d. Thumbnail image for video publication, 1280 x 720 pixels, in JPG or PNG format. It is recommended to use high quality images, clear but concise text, contrasting colors and the thumbnail should reflect the content of the video.
  - e. It is also recommended to include:
    - i. Date and location of recording
    - ii. Distribution of chapters: Example:  
00:00 Introduction  
01:11 His 1  
04:23 His 2  
09:11 Questions  
24:23 Conclusions  
35:09 Farewell
    - iii. Subtitles in word format (if they exist)
  - f. All music contained in videos must have copyright.
6. It is at the discretion of the communications department to make slight modifications in form for the publication of the content.
- a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.

### *Bright*

Official page: <https://secure3.convio.net/hfhi/admin/AdminHomePage>

Administrative access with password control directly through the Digital Fundraising Platforms department at headquarters.

User: Víctor Solano, marketing and digital communication consultant.

The platform has 15,147 users with a name and email in Spanish and 1,245 users with a name and email in English<sup>21</sup>.

These people have joined the databases after subscribing on the website

<https://www.habitat.org/lac-es> (Spanish) or <https://www.habitat.org/lac-en> (English).

### **Contents:**

- 1. As these databases, which are hosted in the Luminate tool, tend to be generic because people have only shown their interest in receiving updates, it is

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<sup>21</sup> Refer to the Current Analysis section, Evaluation of current digital channels section, Illuminated.

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recommended that the content to be sent to them be generic.

2. The way we address these audiences is “You” as Habitat LAC wants to maintain a professional and respectful image.
3. The recommended minimum regularity for sending mass emails in Luminare is one mailing per month, or one mass email per month, or one campaign per month.<sup>22</sup>, using at least the following distribution, but which is detailed in more detail in the Implementation Schedule section, in this same document:
  - a. News 1: Image, title and short description of news one of the month and with a link to its previous publication on the website
  - b. News 2: Image, title and short description of news two of the month and with a link to its previous publication on the website
  - c. Story 1: Image, title and short description of story one of the month and with a link to its previous publication on the website
  - d. Story 2: Image, title and short description of story two of the month and with a link to its previous publication on the website
4. The content mentioned above does not require any intervention from the rest of the Habitat LAC communications team, as it is already existing content.
5. Other content to be sent in these mailings is requested, created and validated by the public relations and content manager, or by the senior communications specialist of Habitat LAC.
6. If at the time of compliance with the schedule there is no new content for the website (news, stories) or if it is not properly translated, the sending to the corresponding database will be void and will be resumed the following month.
7. It is at the discretion of the consultant Víctor Solano, slight modifications in form for sending the content.
  - a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.
8. About interaction with the community:
  - a. If there is a response to these shipments, the sender's query will be reviewed in light of the Annex section, section “Responses in digital channels” or, the responses in the document. [Answers to questions in channels.docx](#)

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<sup>22</sup> More shipments or with some other type of content are not excluded, but for the purposes of this document, as of the date of its update, the contents that are already consolidated and/or defined as “regular” are considered.

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- b. If there is no response already created for a certain interaction, the consultant Víctor Solano will seek a solution through the public relations and content manager, or the senior communications specialist.
- c. No response email should remain unattended for more than 5 calendar days.

The communications that are made through Luminate (also called mailing or mass emails) are created on the same Convio platform that already has some design templates configured.

The design used by Habitat LAC is the following (example) and if some images or inputs are required, these will be requested by the consultant Víctor Solano directly from the senior communications specialist.

[illegible]

[Click to see larger](#)



### *Microsoft Outlook*

Official email account for shipments: [lac@habitat.org](mailto:lac@habitat.org)

Access with key control directly through the IT department of the Hábita LAC area office.

User: Víctor Solano, marketing and digital communication consultant.

Database to use: HFHIINTLStaff [HFHIINTLStaff@hfhi.onmicrosoft.com](mailto:HFHIINTLStaff@hfhi.onmicrosoft.com) (group) and sometimes that group is called just “LACStaff”.

These people have joined the group by being part of the official staff of the organization and their custodian and person in charge is the IT department of the Habitat LAC area office.

### **Contents:**

1. As this database is internal, it is recommended that the content to be sent to them be very specific.
2. The way we address these audiences is “You” as Habitat LAC wants to maintain a professional and respectful image.
3. The minimum recommended regularity for sending mass emails from Outlook is one campaign per month<sup>23</sup>, using at least the following distribution, but which is detailed in more detail in the Implementation Schedule section, in this same document:
  - a. Updates on the Regional Strategic Framework – MER -: Image, title and short description of the contents to be included
  - b. News 1: Image, title and short description of news one of the month and with a link to its previous publication on the website
  - c. News 2: Image, title and short description of news two of the month and with a link to its previous publication on the website
  - d. Story 1: Image, title and short description of story one of the month and with a link to its previous publication on the website
  - e. Story 2: Image, title and short description of story two of the month and with a link to its previous publication on the website
4. The content mentioned above does not require any intervention from the rest of the Habitat LAC communications team, as it is already existing content. Except for updates on the Regional Strategic Framework, which must be created and validated by the public relations and content manager, or by the senior communications specialist of Habitat LAC, and sent to the consultant Víctor

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<sup>23</sup> More shipments or with some other type of content are not excluded, but for the purposes of this document, as of the date of its update, the contents that are already consolidated and/or defined as “regular” are considered.

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Solano, no later than the tenth of each month.

5. Other content to be sent is requested, created and validated by the public relations and content manager, or by the senior communications specialist of Habitat LAC.
6. If at the time of compliance with the schedule there is no new content for the web (news, stories) or updates on the Regional Strategic Framework, the sending to staff will be void and will be resumed the following month.
7. It is at the discretion of the consultant Víctor Solano, slight modifications in form for sending the content.
  - a. If the modifications are substantive or modify a key concept or message, the consultant must communicate this to the person in the department from whom they received the content.

The communications that are made through Microsoft Outlook to HFHIINTLStaff (LACStaff) are created on the Mailchimp platform but only as a mechanism to give a little more design and structure to the content.

The design used by Habitat LAC is the following (example) and if some images or inputs are required, these will be requested by the consultant Víctor Solano directly from the senior communications specialist.

LAC Staff  
Noticias-Ene24

**Saludos,**

Muchas gracias por estar siempre al pendiente de nuestras más recientes noticias.  
Mediante este resumen, acceda a información de gran interés sobre nuestro trabajo.

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**Su fuente de información acerca del Marco estratégico regional (MER)**

**Habitat Paraguay**

Habitat Paraguay llevó a cabo en diciembre el primer taller de análisis de contexto y de la organización a nivel interno, así como identificación de posibles opciones estratégicas, con participación virtual de la Oficina de Gestión Estratégica (OGE).

En un segundo taller se estarán definiendo las prioridades programáticas, objetivos estratégicos y resultados esperados, con el apoyo metodológico de la OGE y participación presencial de dos representantes de la CA.

**Habitat Dominicana**

Habitat Dominicana inició el estudio de análisis de contexto de vivienda mediante la contratación de una empresa consultora.

Se espera tener los resultados a finales de febrero para proceder con las sesiones de planificación estratégica.


**Habitat Argentina**

Habitat Argentina concluyó una serie de sesiones de planificación estratégica con su Comisión Directiva y se encuentra en proceso de sistematización de los resultados, como parte de una primera etapa en este proceso.


25

**en otras entregas.**

**Historias Habitat**




Andrea vive en la comunidad de Heliópolis, en Sao Paulo, **Brasil**, desde hace muchos años. Es madre soltera y luchó mucho para criar sola a sus cuatro hijos. Hoy vive con ellos y sus dos nietos. [Lea su historia](#)




En **El Salvador**, ocho de cada diez personas no cuentan con una vivienda digna. Muchos optan por alquilar viviendas en condiciones poco favorables. [Conozca la historia de Evelyn y su esposo Ramiro](#)

**Noticias recientes**




26 de Enero: Durante el año fiscal 2023, el cual se desarrolló de julio 2022 a junio 2023, Habitat trabajó globalmente para que más de **13,4 millones de personas** construyeran o mejoraran su lugar seguro al cual llamar hogar. [Leer más](#)



19 de Diciembre: **Habitat para la Humanidad Honduras** celebró en diciembre, 30 años de presencia en territorio nacional, caracterizados por una trayectoria llena de proyectos y programas en cumplimiento con la visión institucional. [Leer más](#)

**Muchas gracias por la atención**

**Con vivienda construimos fuerza, estabilidad y autosuficiencia**



Departamento de Comunicación  
Habitat para la Humanidad  
América Latina y el Caribe

¿Quieres modificar la manera en que recibes estos comunicados?  
Puedes actualizar tus preferencias o abandonar esta lista

Click to see larger

## Considerations about other digital channels Habitat LAC

The Habitat LAC digital ecosystem makes use of other channels that are important not only to take into account, but it is recommended to update their uses and objectives at least twice a year.

### *Mailchimp*

More than a digital channel, it is considered a tool with two main uses:

1. As a tool to give a little more design and structuring to content that, for example, is sent to HFHIINTLStaff (LACStaff).  
By consultant Víctor Solano.
2. As a tool to design, structure and send content to specific lists.  
By the senior communications specialist, Lucía Zúñiga.

Regarding point one, as a tool to design and structure content, the use given to Habitat LAC's Mailchimp in addition to what is explained in the section of Best practices and recommended uses for digital channels Habitat LAC - Microsoft Outlook-; It is used to assemble the email that is sent after each Community of Practice with the area's communicators.

This email is a communication that the consultant Víctor Solano sends to all communicators a maximum of three business days after the meeting, also called CoP, has been held. The email contains a summary of the topics that were discussed in the meeting and the email addresses of the recipients are contained in the database called "Available Slot 1" of Habitat LAC's Mailchimp, which is updated every beginning of the quarter from of the data that is in [ON-Contactos&mailinglist.xlsx](#).

Regarding point two, as a means of sending content to specific lists, the uses given to Habitat LAC's Mailchimp are varied and respond more to other specific and generally more internal needs, and not so much to promote content. to larger or external audiences.

Among those needs are:

- Bulletins for AsoHabitat, with updates, specific requirements, information on products and services, among others.
- Notices to national organizations such as contests (Open Call), invitations and reminders to Communities of Practice, etc.

## Change and query management

The digital communications strategy for Habitat for Humanity, Latin America and the Caribbean office is executed, measured and managed by the Habitat LAC communications department.

Any change that you want to implement in the digital strategy must first be requested from the consultant Víctor Solano who will confirm it internally in the communications department and resolve it as soon as possible.

Any query, doubt or comment about the digital strategy must also be directed through the consultant, by email. [vsolano@habitat.org](mailto:vsolano@habitat.org).

This is a permanent consultation document and any modification that is confirmed will be noted at the beginning of the document and at the footer of each section, indicating the month and year of the most recent update.

External use of all the information contained in this document is prohibited unless there is express authorization from the communications director.