



Share. Inform. Educate. Communicate.

## Residents – What’s in it for them?

...Helpful ways to increase website awareness and participation!

### Setting up Your Content

1. First - get other volunteers to help add content if possible – it’s very easy to edit the website!
2. If you have just setup your site, be sure your resident address book has been uploaded – our Support staff will assist with this. If you use TOPS, Jenark, or VMS Accounting Software, you have the option to integrate the owner information from the software to the website.
3. Be sure your menu items on both the public and private areas are established the way you want; don’t leave any “empty” pages on your menu. You can add, re-order, and remove menu items anytime using our easy Menu Manager feature.
4. Be sure your public home page is setup with attractive community photos, amenity information and pictures, and even helpful real estate information for agents and buyers.
5. Customize your “What’s Nearby” feature with your own categories: schools, parks, hospitals, fitness centers and restaurants – whatever is most helpful for your residents.
6. Create an inviting owner “welcome” page. Setup a custom introduction message for residents at the top of the page, and enable widgets such as Announcements, the Calendar, and the User Profile. This will provide a “snapshot” of favorite features right on the private resident page! You can also create a custom “pop-up” message to draw attention to any urgent announcements.
7. Pre-load all important association documents in the “Documents” area and setup any eForms that owners need to do business with the association. Your maintenance order, architectural modification form, pool key request – most any paperwork can be turned into a form that be filled out by owners directly on the website and submitted online.
8. Setup your Calendar with upcoming board meetings, social happenings, club meetings or even local school events. You can easily enter one-time events, or setup a reoccurring event using the scheduler.
9. Like the Calendar, setup your Announcements page on the website for various categories; this is a great place to promote community clubs and activities, post updates to board projects, and publicize information about local road closings or community maintenance. Setup an eForm so residents can submit their own ideas for Announcements to the webmaster and they can help provide a steady stream of fresh news for the website.

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"Interactive Web Sites for Residential Communities"



10. Populate the “Board and Committee” page. It’s simple to create the list of your association committees, and then just click to add each committee member, their contact info, and their title.
11. Setup photo albums! It’s easy to start with nice pictures of your association, clubhouse, amenities and local scenery. Then, you can announce a neighborhood photo contest, post pictures of the Yard of the Month, or neighborhood pets.
12. Pre-set some email bulletin subscription categories and announce them when you introduce the site. This allows owners to login and sign up for email topics they are interested in (social events, tennis team) and gives the webmaster the option to send news about specific subjects only to those residents that want to receive the emails.
13. Offer Online Dues Payment from your website! Just contact AtHomeNet about the option for owners to pay dues online by echeck or credit card. It’s a great service for your residents, costs the association nothing, and certainly helps promote the website as an easy business tool for the residents.
14. Use your site to generate some revenue for the association and help your owners out at the same time by accepting classified ads from vendors and owners! Who wouldn’t visit the website to print a discount coupon for the local pizza parlor or to find out about the new drycleaner?

## Get the Word Out!

1. Buy some small professional signs with your website address ([www.GlenOaksHOA.com](http://www.GlenOaksHOA.com)) and place them at your entrance, the clubhouse, or by the elevators. It’s a constant reminder to residents and visitors of how to find your website online, and they aren’t very expensive.
2. Take advantage of the “Admin Welcome Info” page located in the private Administrator-Only area of your website. You can access templates to help create a website announcement letter for your owners, example website promotion flyers, feature lists, and more.
3. When you announce the website, make it an interactive experience for the owners by creating a contest such as a website scavenger hunt. Create an eform with a list of the information they must locate within the site: what is the address of the Yard of the Month? Or - who is the chairman for the Social Committee? Host a “cutest pet” photo contest. Reward the winners with a gift certificate and make this a fun activity that you announce several times during the year.
4. Post a Survey and ask owners opinions about an upcoming board project or community issue – residents love to give you their 2 cents about a matter that affects their homes, and it encourages participation and volunteering in the association.
5. If you plan to incorporate the Message Board Forum in your website, the webmaster or board can post a few initial comments on a topic of interest to get things started. Owners can “subscribe” to the message board and receive new forum posts or replies via their personal email.
6. Use your eMail Bulletins feature! The webmaster can send out news updates regularly to “all” the residents, or can choose one of the email bulletin categories to send out specific information to one segment of the community – golf updates, or the Book Club news – it’s easy with our

wide selection of beautiful template designs for every type of occasion. You can elect to send your message out right away, or schedule a delivery time and date for later on. Insert a link to your website address and be sure to click the box to automatically include the owners login and password in the email.

7. If you have a community newsletter, write up an introductory article about your website, and describe some of the helpful information people can access online anytime it's convenient for them. Of course include the website address and maybe a section about the advantages of a particular feature in each edition of your newsletter. Your website service also includes our convenient "Newsletter Architect" feature – a free newsletter builder to help you create a beautiful professional newsletter with the click of a mouse!
8. Add a flyer about the website to your New Resident Welcome Packet. Many associations distribute a letter or packet that is sent to all new owners. Include information on how they can login, promote the website address ([www.GlenOaksHOA.com](http://www.GlenOaksHOA.com)), and outline the helpful content they can find in the website.
9. Allow owners to post content directly into some areas of the site. If you wish, there is an option to set the security level on certain features so owners can add content. Some popular ones are Homes for Sale/Homes for Lease and Garage Sales. Allowing owners to post content in a limited number of features can provide more reasons for residents to become involved in promoting the site, help build fresh content, and increase usage of the website.
10. Be sure your Board in "On Board"! There is a private area of the website restricted just to board members where they can take advantage of storing and accessing private documents, posting on a board-only message forum area, and using our Task Manager tool. This feature is especially designed for boards and committees to ease the burden of managing such projects as Architectural Modification Review, and any other business or social activities. Also, if you use TOPS Accounting Software, your board can view reports uploaded directly from the management software to the private board area of the website, and even access an area to view and approve A/P invoices online – eliminating the bothersome and expensive practice of printing and delivering invoices in many instances.

## Update Content on a Regular Basis

The advantage of an association web site is that there are many areas to store information for your owners that don't have to be updated frequently – Documents, FAQ's, Amenities, and eForms are just a few. You populate these areas and they remain a permanent storage database of helpful information – available 24/7 for your owners. However, to keep owners coming back to visit the site on a regular basis, adding new information and keeping the site up-to-date is very important.

1. Add announcements and calendar events regarding neighborhood clubs and committee meetings. As we said, allowing other volunteers to keep certain web pages up to date is the easiest way to get plenty of fresh information and it's simple to edit the site; you don't need any coding skills to use our internal editor tools – it's just "add, edit, click & save".

2. Setup links on your site from your local city events webpage, or the crime-watch area of the local police website.
3. Send out regular email bulletins promoting local events, club news, and association meetings.
4. Take advantage of AtHomeNet's 'Instant Articles' feature – these are professional, magazine-style articles you can post as a widget on the public page or resident home page of your site. You can choose articles from different categories, and the topics auto-refresh to provide for new content that you don't have to update manually.
5. Don't forget those photo albums! Add a few pictures from any community event or sporting activity! A "pets" album is one of the most popular and you can set the security level of any particular album to allow owners to add their own pictures if you wish!
6. Keep your Surveys page active – if the board is considering a new project or you just want to allow owners to provide feedback – create a new survey occasionally to keep residents involved and let them know that the association values their opinions.

## Summary

We hope that we've been able to give you some ideas to help make your community website a helpful resource for your owners. Soon you'll have a dynamic website that your residents will visit over and over again.

Don't forget...

Any administrator can join our online training class for New Administrators which is offered every Wednesday at 2pm eastern time. Any approved administrator can sign up and there's no fee. Just visit our website at [www.AtHomeNet.com](http://www.AtHomeNet.com) to see a list of all the webinar dates and times on our training page.

You can also access training videos from the AtHomeNet website. We offer short tutorials on how to use all of the website features, and you can find information videos on all of our services. It's a great way to learn more on your own time – and there's no charge of course.

Also, 6 times a year we send all of our Administrators the AtHomeNet Gazette – be sure you are receiving our email newsletter! It's a great way to keep up with new features and services we introduce; and get helpful tips from Support, company news, and of course read about our Community in the Spotlight!

Last but not least - contact our wonderful support staff! They're here to help our administrators from 7:30 am to 7pm eastern time – Monday through Friday. You can also email us at [Support@AtHomeNet.com](mailto:Support@AtHomeNet.com) anytime and we track every inquiry systematically to be sure you always get your answer in a timely manner. No question is too hard or too easy!