

HIGH TIDE

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Dear Woodlake Villas owner,

Woodlake Villas officially launched an official Woodlake website, Facebook page, and Twitter at the annual meeting on December 7, 2013.

Purpose

Utilizing digital and social media outlets serves a number of important purposes:

1. To provide communication to owners and residents of Woodlake Villas (WLV).
2. To provide transparency of operations for property owners.
3. To enhance community relations and provide important information in an easily accessible format.
4. Finally, but just as importantly, to “sell” WLV and provide a positive view of what it is like to own and live at WLV. Utilizing multiple outlets increases our online presence and makes it easier for interested parties to find us when they search the web.

By keeping the work in-house, a website for WLV can be maintained relatively inexpensively. Social media’s distinct advantage is the scale and reach of audiences available through social networks, and that it provides a cost free means to reach this desired audience through the use of these highly popular social media outlets.

Facebook Page

<https://www.facebook.com/WoodlakeVillasHHI>

Updates, such as pool closures, are posted here regularly, as well as “just for fun” posts, such as photos of the WLV Christmas light displays. Much information about WLV is also found on this page in the “About” and “Notes” sections.

This page can be viewed publically without having a Facebook account. When a user “Likes” or comments on our posts, that information is automatically posted to the user’s Facebook feed, updating their friends and in turn increasing our online visibility. User comments are moderated for appropriateness. Your feedback about this page, as well as the Twitter account and website are desired and greatly appreciated. A simple way to send this feedback is through this page, just click “Message” in the upper right of the page.

Twitter

<https://twitter.com/WoodlakeHHI>

Although Facebook remains the most popular and widely known social media outlet, Twitter is growing, adding an estimated 1 million users a day. Having a Twitter account allows WLV yet another means to connect with owners and residents, present and future. The social media outlets are linked, with Facebook status updates and postings set up to feed automatically to Twitter.

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Website

<http://woodlakevillashhi.com>

The information contained within the website is too much to completely cover here, but here is a brief outline of the site.

1. Welcome. The home page gives a brief overview of WLV. Facebook status updates and postings are set up to feed automatically to the Welcome page via Twitter. A visitor can also visit the Facebook page directly from the Welcome page of the website.
2. About. A more in-depth look at WLV, including the amenities available to owners and residents.
3. Calendar. Provides a searchable listing of scheduled activities for WLV.
4. Residents. Includes information important to residents of WLV, including contact information, rules and regulations, and relevant forms. Residents can also sign up for email notification of announcements and newsletters.
5. Owners. This is a secure area of the website for the use of property owners only. Visit the Owners page for board minutes and financial reports, as well as forms necessary to modify your unit(s). You can also sign up for email notification of announcements and newsletters. Login information:
Owner's User Name: WLVOwner (case sensitive)
Owner's Password: 8436893366
6. Property Management. Information about the management of WLV.
7. Photos. Photo "albums" provided to provide a glimpse of life at WLV.

When you have a few moments, please visit these sites and let us know what you think. Your comments and suggestions are desired and appreciated, so please help us make our online presence as helpful and positive as possible.

Sincerely,

The Board