



## COVID-19 Crisis Response: Housing Counseling Tuesday, May 19, 2020 - 2:00 – 3:30 EDT AGENDA

### Welcome/Overview—Meaghan McCarthy

- **Objective of the Meeting:** To discuss opportunities to leverage social media for marketing and outreach and updates on serving clients during the COVID-19 pandemic.
- **Brief Overview of Topics for Discussion:**
  - Using social media platforms to reach clients
  - Effective marketing strategies
  - Other updates

### Using Virtual Platforms for Marketing and Outreach

- Zoraima Diaz-Pineda, Financial Security Manager, cdc. come dream. come build
- Tim Coxey, Director, Marketing and Communications Indianapolis Neighborhood Housing Partnership
- Ashley Pose, Social Media Manager, Framework Homeownership

### Facilitated Discussion – Meaghan

**Resources:** We will continue to update the resources on the meeting site. New resources include:

- Freddie Mac [blog post](#) on new deferral option
- [Fannie Mae update](#) on the new deferral option as well as other updates.
- New [Mortgage and Housing Assistance site](#) a Consolidated Consumer Portal announced by HUD, CFPB, and FHFA. It provides information on: 1) Mortgage relief options, 2) Protection for renters, 3) Watch out for scams and bad actors, and 4) Mortgage basics.

### Looking Ahead – Topics and Areas of Focus

### Next Steps