As Seen in Condo Living Magazine | condoliving MODERN URBAN LIVING IN CALGARY

Editor's note: Readers are encouraged to ask their most confounding condo questions to our resident condo specialist: Maria Bartolotti.

ASK MARIA

By Maria Bartolotti

TO TWEET, OR NOT TO TWEET?

That is the question

Q: Dear Maria, should condominium management companies use social media?

A: The answer to that question is a resounding YES!

I'm a strong believer that anytime you can enhance communication between a condo board and its members, the better. If it, in the end, can save the condominium corporation money, then go for it!

Social media has evolved over the last few years, and with Twitter, Facebook, blogs and condo websites, there is no reason not to take advantage of these tools to help the condo board and condo management companies to better communicate with residents.

About 40 per cent of all condo residents complain about not being informed of what is happening with their condo. Residents feel they are being kept in the dark by the boards, while condo managers may feel overwhelmed with the amount of work before them.

The days of mailing out notices and posting notifications on a bulletin board is slowly becoming obsolete.

In the condos we manage, most — if not all — of our residents have access to the Internet in some form, via a desktop computer, laptop, tablet or a smart phone.

There's no reason condo boards can't take advantage of all these handy tools to better inform their residents. Notifications such as spring cleaning, annual general meetings, special events, budgets, water shut down etc. can be better communicated in this manner.

For many residents, checking the website or email from the comfort of their home or phone, is more convenient then wandering the common hallways or lobby or wherever a bulletin board or notice may be posted to read it.

It takes less than 15 minutes to type an email to the residents, then to put together a notice that would need to be mailed and/or delivered to each unit owner/resident in a building, which is very time consuming.

The great thing about Social Media is that it is instant and fast communication to the residents.

How do you and your Board of Directors communicate with your residents?

Until next time... CL

Maria Bartolotti is the owner-manager of New Concept Management Inc. She has developed a strong reputation for rendering timely and efficient services to the condominium industry. Maria believes that her company's success hinges on her hands-on approach to condominium management as well as maintaining open lines of communications with her clientele. Maria is actively involved in her industry. For more information, visit **www.newconceptmanagement.com**