

WOODLAKE HOA

Web Presence Improvement Recommendations

Based on the 2026 Resident Communications Survey



April 2026

Executive Summary

The 2026 Woodlake Web Presence Survey collected 156 responses from current and prospective residents, providing clear direction for improving how the HOA communicates digitally. The results reveal a community that overwhelmingly relies on email, is largely disengaged from the current website, and is hungry for timely, organized updates about neighborhood events and meetings.

Three urgent themes emerge from the data:

- The current website is not being used — 85% of residents do not use it for updates, and many cite outdated content and broken links as the reasons why.
- Email is the dominant and preferred channel — 93% of residents want to receive HOA updates via email, making it the most critical communication tool to invest in.
- Residents want structure and timeliness — The top request is a weekly digest of events, followed closely by real-time alerts, with almost universal interest in neighborhood events (96%), community meetings (85%), and volunteer opportunities (70%).

We recommend:

- Establishing a communications volunteer to aid in the initial overhaul.
- Using Email and Website as primary official means of communication with more official communication on the FB page to reflect updates on other channels.
- Design repeatable templates and procedures. These will reduce friction when communications need to be sent
- Reduce key dependencies on individuals. Ensure communications can be developed, approved, and sent from a number of individuals
- Utilize multiple communication methods and repeat the information in all places. I.e. create a web page, send an email and create a Facebook post that links to the page so the details are consistent.
- Utilize push notifications from the website. Homeowners can sign up for notifications sent directly to their devices when updates occur on the site..

We recommend sharing the findings of the survey with the neighborhood. This document translates those findings into prioritized, actionable recommendations for Woodlake's digital presence, including website improvements, email strategy, and social/messaging platforms.

Survey Findings

Respondent Demographics

Of the 156 respondents, 151 (97%) are current Woodlake residents. The survey reached a broad range of tenures and ages:

Tenure in the Neighborhood

Age Distribution (of those who responded)

- 15+ years: largest single group
- 5–10 years: second most common
- 1–5 years: significant younger cohort
- Under 1 year / 10–15 years: smaller but present
- 65+: 37% (54 respondents) — largest group
- 35–44: 25% (36 respondents)
- 45–54: 15% (22 respondents)
- 55–64: 15% (22 respondents)
- 25–34: 8% (11 respondents)

How Residents Currently Hear About Updates

Residents rely on a mix of channels, with email newsletters and the Facebook group dominating, but a notable 13% say they usually don't hear about updates at all.

Channel	Responses	% of Residents
Email newsletters	103	66%
Woodlake Facebook Group	89	57%
Word of mouth	51	33%
Don't usually hear about updates	21	13%
Bulletin board (physical)	18	12%
Woodlake website	14	9%

Preferred Communication Channels

When asked how they would prefer to receive HOA-sponsored updates, email was the clear winner. Multiple selections were allowed.

<p>145</p> <p>Email</p> <p>93% prefer email</p>	<p>42</p> <p>Facebook</p> <p>27% want Facebook</p>	<p>31</p> <p>Text / SMS</p> <p>20% want texts</p>	<p>20</p> <p>Website</p> <p>13% want website</p>
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Notable write-in responses pointed to a strong desire for a single, web-based central hub that works on both mobile and desktop without requiring additional app downloads.

Current Website Usage & Usability

Only 24 residents (15%) currently use the Woodlake website for updates. Of those who have tried to use it, the experience is mixed:

Website Experience	Count	%
Do not use the website	46	30%
Takes a while, but eventually find what I need	52	33%
Easily find everything	26	17%
Cannot find what I need	16	10%

Resident comments reveal that the core website problem is perceived staleness — not just design:

- "The website would be nice to keep everything together in the most updated state. I think I don't rely on it currently because it doesn't seem up to date."
- "The website is not currently being maintained and there is not an easy way to find info on the Facebook page."
- "I'd wish the website was being maintained with current news. It is not currently useful."

Content Residents Want

Almost universally, residents want information about neighborhood events. Community meetings and volunteer opportunities are also highly valued.



Write-in requests included: pool status updates, HOA dues transparency, emergency information, and a filterable/searchable events calendar.

Update Frequency Preferences

Residents are nearly split between wanting a weekly digest and real-time alerts, with a significant minority preferring to receive only major updates.

- Weekly digest of events: 75 residents (48%)
- Real-time alerts when events happen: 37 residents (24%)
- Major updates only: 37 residents (24%)

Social Media & Digital Group Preferences

Facebook remains the dominant social platform in use, but adoption is far from universal, and a meaningful share of residents actively resist it.

- Facebook: used by 92 residents (59%)
- No social media: 49 residents (31%)
- Instagram: used by 43 residents (28%)

For neighborhood digital groups, the majority of active participants are already in the Facebook group (87 respondents), but WhatsApp (21), NextDoor (10), and Slack (9) have meaningful interest. Importantly, 45 residents explicitly said they would not join any digital group.

Key Insights

The Website Has a Trust Problem, Not Just a Design Problem

- Residents who have tried the site report it feels outdated and unreliable. The fix is not a redesign alone — it's committing to a consistent content refresh cadence.
- Multiple residents specifically mentioned not being able to find the HOA handbook, current bylaws, or dues information — core documents that should be permanently accessible.
- One resident reported paying incorrect dues for months because the website lacked current payment information. Accurate, accessible official documents are a fairness issue, not just a UX issue.

Email Is the Connective Tissue of the Neighborhood

- At 93% preference, email is not one channel among many — it is THE channel. Investment should start here.
- Several residents noted they only learn about events through their spouse who gets the emails, suggesting the email list has coverage gaps. A self-service signup process is needed.
- A weekly digest format would satisfy nearly half of residents and reduce the noise of ad-hoc emails.

Facebook Is Useful but Fragmented and Exclusionary

- Facebook works for real-time informal updates (lost dogs, power outages, items for sale) but is poor for structured event discovery.
- Several residents reported being unable to get into the Facebook group despite trying multiple times, representing a real access barrier.
- A significant 31% of residents don't use social media at all — any Facebook-only communication strategy excludes nearly a third of the neighborhood.
- Multiple residents are actively anti-Facebook and have expressed desire for alternatives.

There Is Appetite for a Better Central Hub

- The #1 write-in response for preferred communication was a centralized, up-to-date web presence accessible on mobile without downloading an app.
- Residents want the website to be the definitive source for: official documents, event calendar, meeting minutes, and HOA news.
- The website should complement, not compete with, email — serving as the archive and reference point that emails link back to.

Recommendations

The following recommendations are prioritized by impact and feasibility, based directly on survey findings.

#	Recommendation	Description	Survey Support
1	Launch a Weekly Email Digest	Create a consistent, well-formatted weekly email newsletter covering upcoming events, meeting reminders, and community news. Link back to the website for details.	93% email preference; 48% want weekly digest
2	Overhaul Website Content & Freshness	Establish a content update schedule. Assign an owner responsible for keeping event listings, documents, and news current. Remove or archive stale pages.	85% don't use site; top reason: outdated content
3	Build an Events Calendar on the Website	Add a central, filterable events calendar displaying HOA meetings, community events, pool hours, and volunteer activities. Mobile-friendly is essential.	96% want events info; multiple write-in requests for calendar
4	Make Key Documents Easily Accessible	Create a clearly labeled 'Documents' section with HOA handbook, bylaws, ARC rules, meeting minutes, and dues information. Ensure links don't break.	Multiple comments about inability to find handbook/dues info
5	Update the Email List & Enable Self-Signup	Audit and update the email subscriber list. Add a self-service signup option on the website so residents can subscribe or update their contact info.	Residents report getting duplicates or being left off list
6	Resolve Facebook Group Access Issues	Designate a Facebook group admin responsible for approving new member requests promptly. Post instructions for joining on the website and in emails.	Multiple residents unable to join despite trying repeatedly

Detailed Implementation Guidance

Weekly Email Digest

The email digest should become the primary, reliable voice of the Woodlake HOA. Based on survey preferences, the recommended approach is:

- Send every Friday or Monday morning to allow residents to plan their week.
- Use a consistent template: upcoming events, meeting dates, announcements, one featured community story or photo.
- Keep it scannable — short paragraphs, bold section labels, no walls of text.
- Include a footer with links to the website, Facebook group, and contact for the HOA board.
- Use a proper email platform (Mailchimp, Constant Contact, or similar) rather than a personal email account — this enables list management, unsubscribe options, and analytics.

Website Content & Freshness

The website should be treated as the official record of the neighborhood, not a passive bulletin board. Key actions:

- Conduct an immediate content audit: remove or archive all pages with outdated information, broken links, or irrelevant content.
- Create a content calendar for the website aligned with the email digest — whatever goes in the email should also be on the site.
- Ensure the homepage surfaces the three most recent/upcoming items prominently so visitors immediately see that the site is active.
- Consider a simple CMS (WordPress, Squarespace, or the existing platform if configurable) that allows non-technical volunteers to update content easily.

Events Calendar & Documents Hub

Two sections of the website require immediate creation or significant improvement:

Events Calendar

- Display events in a visual calendar format with list view option for accessibility.
- Categorize events (HOA Meetings, Community Events, Pool/Recreation, Volunteer) and allow filtering.
- Include event details, location, contact, and 'Add to my Calendar' links (Google, Apple, Outlook).
- Keep the calendar current — stale or past-only events will reinforce the perception that the site is not maintained.

Documents Hub

- Create a clearly labeled section called ‘HOA Documents’ or ‘Resources’ in the top navigation.
- Include: HOA Handbook/Bylaws, ARC guidelines, Meeting minutes (archive), Dues schedule and payment instructions, Board member contact list.
- Use descriptive filenames and dates (e.g., ‘Woodlake-HOA-Bylaws-2025.pdf’) so documents are identifiable at a glance.
- Assign document ownership so updates are made when governing documents change.

Email List Management

An effective email program requires a clean, well-managed list:

- Conduct a list audit to remove duplicates (multiple residents reported receiving duplicate emails) and identify residents not yet on the list.
- Add a signup link on the homepage and at the bottom of every email, so new residents and interested parties can self-enroll.
- Allow subscribers to set preferences: weekly digest only, urgent alerts only, or both.
- Ensure compliance with CAN-SPAM by providing an easy unsubscribe option in every email.

Messaging, Text Alerts & Social Media

While email is the primary channel, a multi-channel approach supports residents with different preferences. Key principles:

- Do not try to be everywhere — focus on two or three channels done well rather than six channels done poorly.
- Use text/SMS alerts sparingly and only for time-sensitive, actionable information (pool closures, urgent HOA notices, event day reminders).
- Maintain Facebook for informal community connection but do not rely on it as a primary official channel, given that 31% of residents don’t use social media.
- If launching a WhatsApp group, establish clear community guidelines up front to keep it useful and prevent it from becoming a source of noise.
- NextDoor was mentioned by 10 residents as a preferred platform — consider creating an official Woodlake presence there for broader neighborhood reach.

What to Avoid

- Don’t add new platforms without retiring or reducing use of old ones. Platform sprawl confuses residents and burdens content creators.
- Don’t use the Facebook group as the sole source of truth for official information. Too many residents can’t access it or choose not to use it.
- Don’t over-communicate. 24% of residents want major updates only — excessive emails will drive unsubscribes.

- Don't launch the new website strategy without first cleaning up outdated content. A fresh design with stale content will fail as quickly as the current site.
- Don't require residents to download a new app. Multiple survey write-ins explicitly flagged this as a barrier.

Appendix: Selected Resident Comments

The following comments from the open-ended survey question were representative of broader themes and are included here to provide qualitative context for the recommendations.

On the website:

- "The website would be a good place to showcase events (past and future)."
- "I like the website as a repository for things like bylaws, ARC rules, a reference board for services like plumber, electric, etc."
- "Use website for official business, use Facebook or email for social notices."

On email:

- "My spouse gets the emails and forwards them to me. I would like to receive them directly."
- "I changed my email and I now get emails to the new and old. You need a better way to manage the contact list with a way for us to change our subscription needs."
- "I am satisfied and grateful but think that the addition of text messaging for important news would improve the experience."

On Facebook:

- "Facebook is not a good way to reach those of us who don't use it."
- "I have tried multiple times to join the Facebook group but I cannot get in!"
- "Don't assume everyone sees stuff posted on Facebook, like the Halloween map."
- "I use Facebook often, however, Woodlake posts do not reliably and timely appear in my feed."

On communication strategy:

- "Keep things to the essential. Too much communication kills communication."
- "Would LOVE to have communication be via something that is web-based, easily accessible on mobile or computer WITHOUT having to download another app."
- "I'd like to know about events, meetings, etc. in advance and also a short time before as a reminder."