



**DIAMOND**  
AND ASSOCIATES

# Marketing Updates

*May 2026*

# Quick Roadmap!

1 Jan 2026 Goal

2 Progress Toward Goal

3 LinkedIn Analytics

4 May 2026 Goal

5 Looking Forward



*Jan 2026*

*Marketing Goal:*

Elevate Diamond & Associates' industry presence by making our people, perspectives, and impact more visible—using thought leadership, multimedia storytelling, and earned media to build credibility and ensure our expertise is consistently recognized across the affordable-housing landscape.

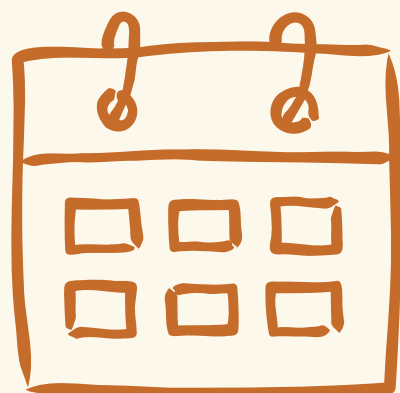


*Goal Progress  
& Research/Best Practices that  
Informed Strategy*



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## LinkedIn Best Practices:



**Best days to post:  
Tuesday–Thursday  
(midweek performs best)**

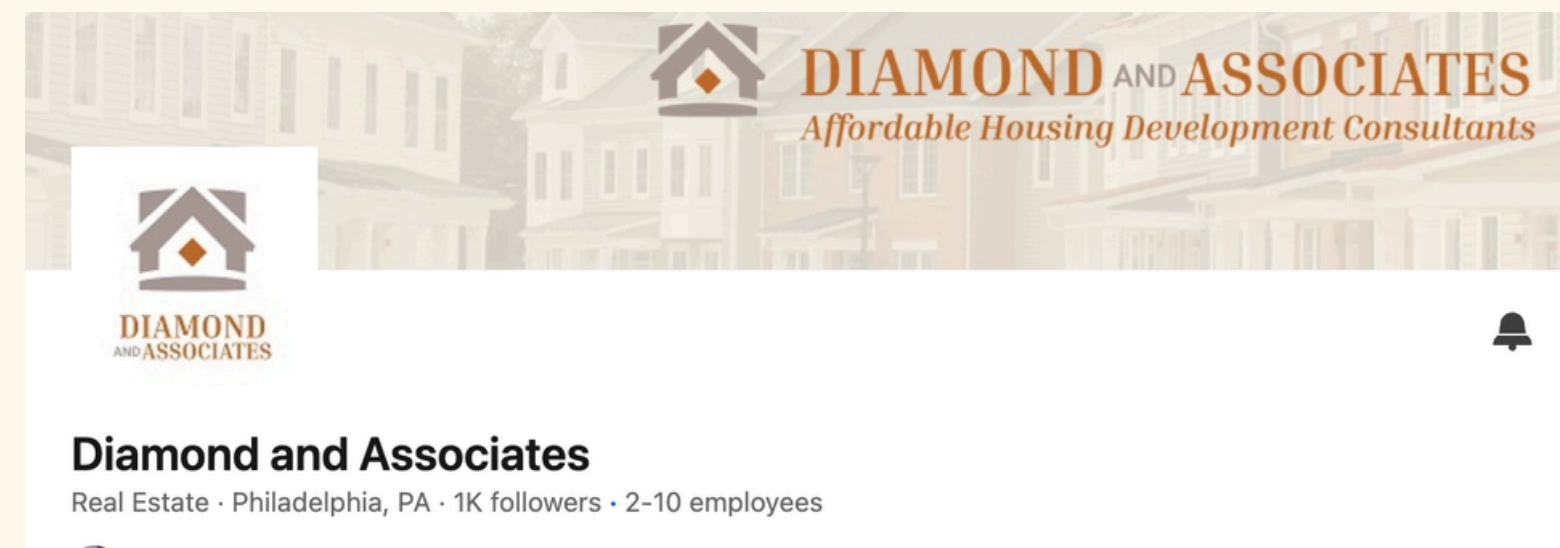


**Best times: 8–11 a.m. local  
time (workday, pre-  
meeting hours)**



**Consistency beats volume  
and builds algorithmic  
momentum.**

**We post weekly on  
Wednesdays at 10:00am,  
with additional posts as  
relevant.**



**Updated LinkedIn header image to  
make our services more clear**



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See you there!

**INGLIS BASH '26**  
INNOVATION STARTS HERE

NATIONAL CONSTITUTION CENTER | THURSDAY, APRIL 23, 2026  
1001 AVENUE STREET, PHILADELPHIA, PA 19106 | 10:30 AM - 12:00 PM



Chris Paul  
President and Principal




Michael Arnst  
Project Manager



AJ Jenkins  
Assistant Project Manager II

See you there!


ULI MARCH 16-17 | BALTIMORE  
HOUSING OPPORTUNITY CONFERENCE




Stewart Scott  
Assistant Project Manager II

with Stewart Scott

Creating & sharing clear, visually impactful announcements & appearances posts for events




**Maggy Jares**




Moderator  
Vice President - Midwest

**ILLINOIS AFFORDABLE HOUSING FORUM**


Panel: Tools for Financing Permanent Supportive Housing



Friday, February 27th




9:15 AM - 10:30 AM



**ILLINOIS AFFORDABLE HOUSING FORUM**


Come find us in the exhibit hall!




February 26<sup>th</sup>-27<sup>th</sup>




Chris Paul




Maggy Jares



Michael Arnst



AJ Jenkins



Korrin Carter

### WHY?

- Puts faces to names, easily scanned, visual > text
- Encourage staff to repost to personal feeds

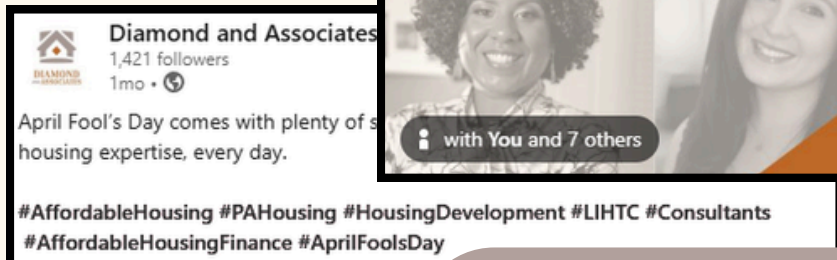
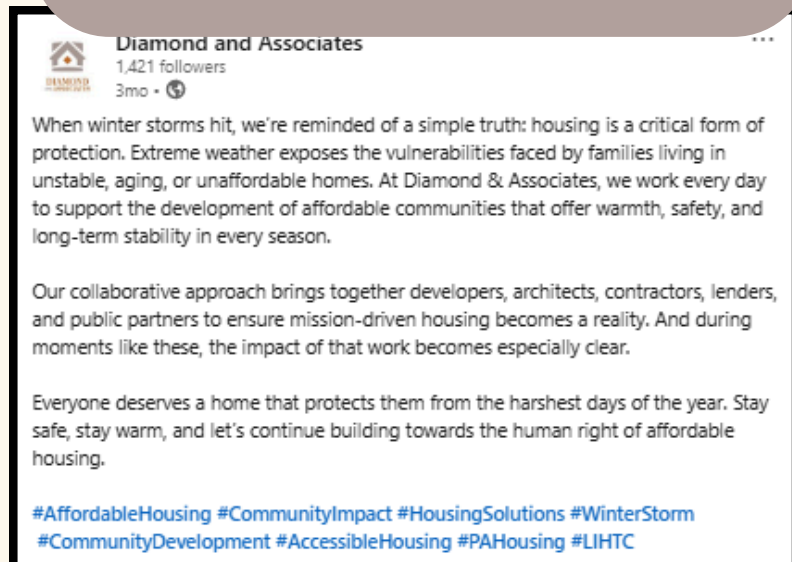


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## Women's History Month

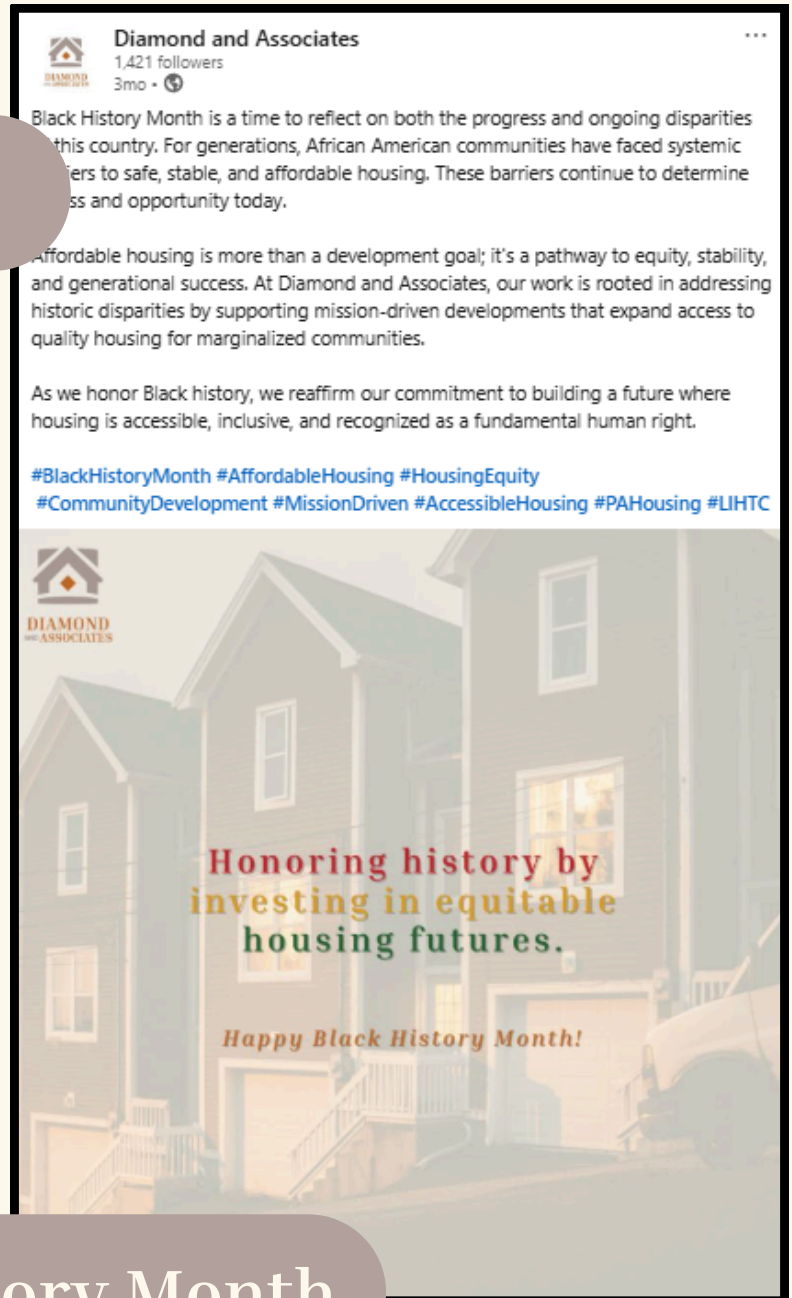
## Severe Winter Weather



## April Fools Day



## Valentine's Day



## Black History Month

# Leaning into timely opportunities



Placing emphasis on high-impact visuals at events when staff are present

Increasing professionalism of photos with watermark

## WHY?

- Humanizes D&A, shows presence/engagement, esp. important to brand as the consultants behind the projects
- High-impact visual content improves information recall by 65% after three days
- 73% of viewers express their inclination to purchase from or work with companies/brands that use high-quality images.





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## We held a staff training in February to encourage employee engagement on LinkedIn and provide guidance for taking event photos.



### WHY?

- High-quality photos reflect attention to detail. Suggest that D&A values excellence & professionalism, qualities that clients & colleagues seek in a business relationship.
- Blurry, poorly lit, or amateurish photos can make you seem less reliable. Crisp, well-lit photos convey trustworthiness & competence.
- Employee advocacy = amplified reach
- Posts from individuals outperform company pages in reach and trust.



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Ron Clewer · 3rd+  
CEO to PlatFORM Group, ZION Development Corporation, and Northwest ...  
2w ·

+ Follow

The consultants at [Diamond and Associates](#) are spot on in their comment that these stats are the starting points for better [#HousingPolicies](#)



**Diamond and Associates**

1,421 followers

2w ·

The statistics are clear: we are facing a systemic affordable housing shortage that affects every single state in the US. As consultants, we look at these numbers as the starting point for better policy and smarter development.

[#AffordableHousing](#) [#Consultants](#) [#LIHTC](#) [#AffordableHousingDevelopment](#)  
[#NLIHC](#) [#AffordableHousingFinance](#)



2

1 comment · 2 reposts

Like

Comment

Repost

Send

Emerging as a thought leader,  
emphasizing expertise and  
insight to contribute to wider  
industry conversation & be  
reshared by other  
professionals

## WHY?

- Executive voices build more trust and reach
- Practical lessons, industry observations, & real perspectives perform better than promotional content



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**Diamond and Associates**  
1,421 followers  
1mo • 🌐

Wishing luck to all applicants as the [Pennsylvania Housing Finance Agency HOME-ARP](#) application deadline approaches tomorrow at 2:00pm EST!

If you're looking for support on future applications or need experienced consultants to guide you through the process, Diamond has supported several successful apps. Reach out to [info@diamondandassociates.com](mailto:info@diamondandassociates.com) for more information!

[#AffordableHousing](#) [#HousingDevelopment](#) [#PHFA](#) [#PAHousing](#) [#Consultants](#)  
[#AffordableHousingFinance](#)

**Reminder**

HOME-ARP applications are due April 1<sup>st</sup> by 2:00PM EST! 🏠

Reviewing! Submitted.

**Diamond and Associates**  
1,421 followers  
1mo • 🌐

Best of luck to all applicants as the [Wisconsin Housing and Economic Development Authority \(WHEDA\)](#) 4% application deadline approaches tomorrow!

If you're looking for support on future applications or need experienced consultants to guide you through the process, Diamond has supported several successful 4% and 9% apps. Reach out to [info@diamondandassociates.com](mailto:info@diamondandassociates.com) for more information!

[#LIHTC](#) [#AffordableHousing](#) [#HousingDevelopment](#) [#WHEDA](#) [#WIHousing](#)  
[#Consultants](#) [#AffordableHousingFinance](#)

**Reminder**

WHEDA 4% LIHTC applications are due March 27th! 🏠

Reviewing! Submitted.

**Diamond and Associates**  
1,421 followers  
1mo • 🌐

Best of luck to all applicants submitting today for the [Iowa Finance Authority](#) 4% LIHTC applications!

If you're looking for support on future applications or need experienced consultants to guide you through the process, Diamond has supported several successful 4% and 9% apps across various states. Reach out to [info@diamondandassociates.com](mailto:info@diamondandassociates.com) for more information!

[#LIHTC](#) [#AffordableHousing](#) [#HousingDevelopment](#) [#IFA](#) [#IAHousing](#) [#Consultants](#)  
[#AffordableHousingFinance](#)

**Reminder**

Iowa 4% LIHTC applications are due March 11th! 🏠

Reviewing! Submitted.

## Staying active in industry conversations, deadlines & culture

### WHY?

- A thought leadership function, emphasizing expertise, could be reshared/reposted by others in industry
- Works to build community of those working toward affordable housing



DIAMOND AND ASSOCIATES

**Diamond and Associates**  
1,424 followers  
1mo · 🌐

Diamond and Associates attended the Westpark ground breaking last Monday to celebrate the start of construction on three separate mixed income developments. A new mid-rise development that will include a new plaza to open up the larger site to the 46th street SEPTA station, the renovation of one of the original towers on site, and the new construction of infill rowhomes.

These developments are just the first phase of the larger Westpark redevelopment plan to reintegrate this block into the neighborhood and providing former residents of the towers with the ability to come back to the neighborhood. This redevelopment plan to reconnect streets and infill vacant land is a testament to the vision of the developers **M Squared** and **LMXD**, along with the immense support and guidance of the **Philadelphia Housing Authority!**

It was great to hear from former Westpark residents, CEO of PHA **Dr. Kelvin A. Jeremiah**, Chair of PHA's board **Lynette Brown-Sow**, Governor **Josh Shapiro**, Mayor **Cherelle Parker**, Representative Dwight Evans, State Senator **Vincent Hughes**, Councilmember **Jamie Gauthier**, and PHFA Director **Robin Wiessmann** as they spoke to the power of this transformative project!

**Diamond and Associates**  
1,424 followers  
3w · 🌐

The statistics are clear: we are facing a systemic affordable housing shortage that affects every single state in the US. As consultants, we look at these numbers as the starting point for better policy and smarter development.

[#AffordableHousing](#) [#Consultants](#) [#LIHTC](#) [#AffordableHousingDevelopment](#) [#NLIHC](#) [#AffordableHousingFinance](#)

**The Importance of AFFORDABLE HOUSING**

- 35% Only 35% of the rental homes needed are available for extremely low-income renters.
- 26% 26% of the nation's largest metro areas have shortages exceeding 100,000 affordable units.
- 0% 0% of states meet full affordable housing need, with availability ranging from 16% to 73%.

Including multi-form content (i.e. a mix of photos, graphics, text)

**Diamond and Associates**  
1,424 followers  
1w · Edited · 🌐

Last Wednesday, the Diamond team came together in Philadelphia for our much-anticipated Annual Meeting. We kicked off the day with a DiSC Assessment training to learn more about everyone's working styles and best collaboration practices (completed with LIHTC bingo!). Our training was followed by a creative afternoon at HoneyBee Arts, where we painted, laughed, and spent quality time together. The day concluded with a wonderful dinner and great conversation in East Falls.

Our Annual Meeting is a special opportunity to bring our full team together in person. With colleagues spread across several cities, we utilized this time to reconnect, learn together, and strengthen our bonds through shared experiences and meaningful work.

[#TeamBuilding](#) [#TeamDevelopment](#) [#DiSCAssessment](#) [#StaffTraining](#)

with You and 10 others

**Diamond and Associates**  
1,424 followers  
3mo · Edited · 🌐

New year, new milestones, and many new followers 🎉

We thought this was the perfect time for a reintroduction! At Diamond and Associates, we specialize in affordable housing development advisory services. Swipe to learn more about the core competencies that set us apart.

Drop a 💎 if you're excited for the projects coming in 2026 and check out our website to learn more! <https://lnkd.in/e2-yrsSE>

[#AffordableHousing](#) [#PAHousing](#) [#CommunityImpact](#) [#LIHTC](#) [#HousingSolutions](#) [#CommunityDevelopment](#) [#AccessibleHousing](#)

advisory services focused on the planning, packaging, financing, structuring, closing, construction, leasing and/or sale of affordable multifamily housing development projects

selection and development of affordable housing projects

LEARN MORE ABOUT OUR EXPERTISE AND PROJECTS

## WHY?

- Pages with visual content tend to rank higher on Search Engine Results Pages (SERPs)
- Short videos, carousels, & graphics generate higher engagement than text-only posts.



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# WHAT WE DO

LEARN MORE ABOUT OUR EXPERTISE AND PROJECTS

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#AffordableHousing #PAHousing #CommunityImpact #LIHTC #HousingSolutions #CommunityDevelopment #AccessibleHousing

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Tell them what you loved...

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Gabrielle Piccirilli, M.A. · You · Public Relations & Advertising Master's S... · 3mo

Like | Reply | 74 impressions

Korrin Carter · 1st · Marketing | Project Management | Comm... · 3mo

## The Importance of AFFORDABLE HOUSING

35% Only 35% of the rental homes needed are available for extremely low-income renters.

26% 26% of the nation's largest metro areas have shortages exceeding 100,000 affordable units.

0% 0% of states meet full affordable housing need, with availability ranging from 16% to 73%.

Data via National Low Income Housing Coalition, 2026

Diamond and Associates is a skilled, successful provider of affordable housing development advisory services focused on the planning, packaging, financing, structuring, closing, construction, leasing and/or sale of affordable multifamily housing development projects.

New year, new milestones, and many new followers! We thought this was the perfect time for a reintroduction! At Diamond and Associates, we specialize in affordable housing development advisory services. Swipe to learn more about the core competencies that set us apart. Drop a ❤️ if you're excited for the projects coming in 2026 and check out our website to learn more! <https://lnkd.in/e2-yrsSE>

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## HOW WE CAN TAKE YOUR PROJECT FROM CONCEPT TO CONSTRUCTION START

Define project goals (affordable units, populations served)

Selection and coordination of development team members

Creation and management of pro forma tools

Funding Applications (LIHTC, HUD, HTF, local funds)

Negotiation of terms for debt and equity financing

Closing on all financing sources and construction start

Get in touch today [info@diamondandassociates.com](mailto:info@diamondandassociates.com)

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## Emphasizing educational/informative offerings through infographics

### WHY?

- Simplifies/demystifies some of the complex financing or program tools relevant to the work Diamond does
- A thought leadership function, emphasizing expertise, could be reshared/reposted by others in industry
- Infographics generate higher engagement



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Drop a 💎 if you're excited for the projects coming in 2026 and check out our website to learn more! <https://lnkd.in/e2-yrsSE>

We ❤️ affordable housing. Drop a ❤️ if you do too!

[#AffordableHousing](#) [#PAHousing](#) [#CommunityImpact](#) [#LIHTC](#)  
[#HousingSolutions](#) [#CommunityDevelopment](#) [#AccessibleHousing](#)

[#IHC](#) [#IAHF](#) [#ILHousing](#) [#AffordableHousing](#) [#LIHTC](#) [#Consultants](#)  
[#CommunityDevelopment](#) [#CommunityHousing](#)

## Expanding hashtag usage to what's working in industry and encouraging audience engagement

### WHY?

- Hashtags improve content discoverability, categorize posts for algorithm & expand reach beyond immediate network to relevant, interested professionals
- Commenting & participating in conversations increases reach & visibility
- Early engagement (first 60–90 minutes) boosts reach



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#### OUR MISSION

We strive to form collaborative working relationships that deliver well-designed, livable, and affordable communities.

We have a long history of working effectively with developers, architects, contractors, accountants, attorneys, lenders, and equity investors to create high-quality, sustainable, affordable housing. We are always growing and expanding our geographic footprint.

#### CORE VALUES:

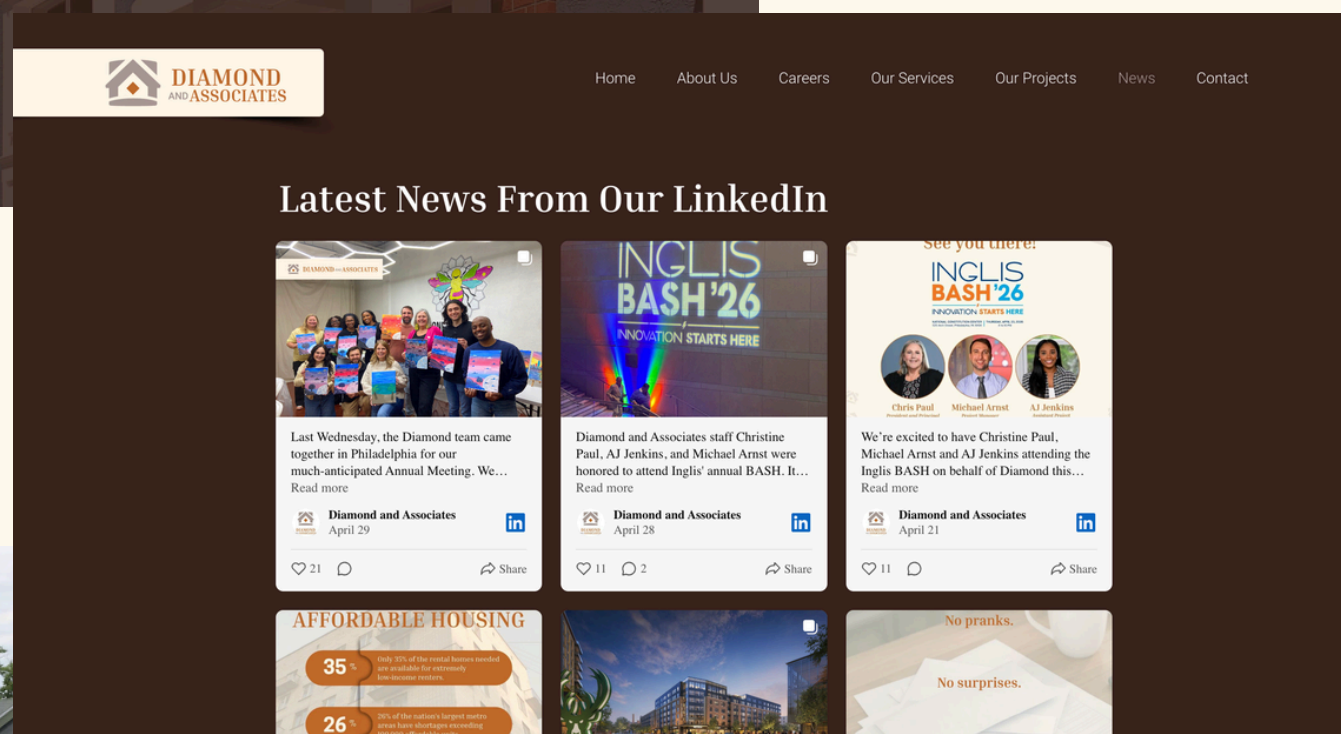
##### Mission Driven Development

We believe housing forms an essential foundation for a healthy life, and we partner with our clients to develop practical, lasting housing solutions that address real community needs.

##### True Partnership

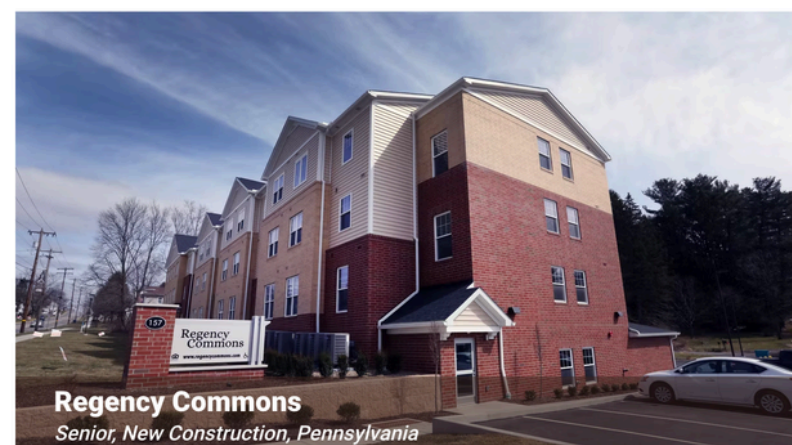
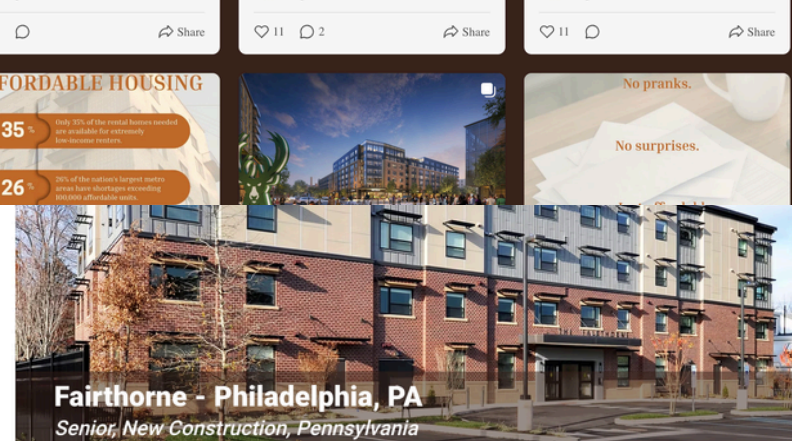
Our collaborative approach empowers clients to manage development tasks as they prefer, stay engaged where they choose, and gain meaningful insight into the development process.

## Copyedits & Upgrades to Website



## WHY?

- Core values are more concise and specific
- Included active subjects (“We [VERB]”) to emphasize clarity, agency, and accountability
- Projects are all tagged uniformly, allowing for easier navigation
- Updated news page to sync with LinkedIn, ensuring consistency across all touchpoints & more timely updates
- Adjusted team bios to less time-sensitive language so it needs less frequent updating





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## Merchandise Ideas & Mockups

*For tabling usage at  
conferences & events*

Jan 2026



### Mini Level Keychains

- Useful, lightweight, and durable
  - Similar concept to the handiness of the tape measures
- Appeals to contractors, architects, & even lenders would get the metaphor of keeping projects level & on track



### Tiny House or Apartment-Shaped Stress Relievers

- Offers consistent, daily brand impressions on desks, in bags, or at home
- Often fosters positive associations with relaxation
- Appealing to all audiences



### Diamond Community Enamel Pins

- Stylish and subtle
  - Apparently, architects frequently love & collect enamel pins!
- A conversation starter that spreads the mission visually
- Potential to order for staff to wear when at conferences



### Stickers with Branding & Mission Themes

- Contractors and architects love customizing their hard hats.
- Stickers can highlight core values: "Mission Driven," "Strategic Planning," "True Partnership," etc.
- Low cost



### Sticky-Note Booklets with Tabs

- Perfect for marking up plans, budgets, or regulatory documents.
- Appeals across all partner types.
- Reinforces Diamond's role in strategic planning and organization.



Created a deck of  
merchandising ideas  
for future tabling

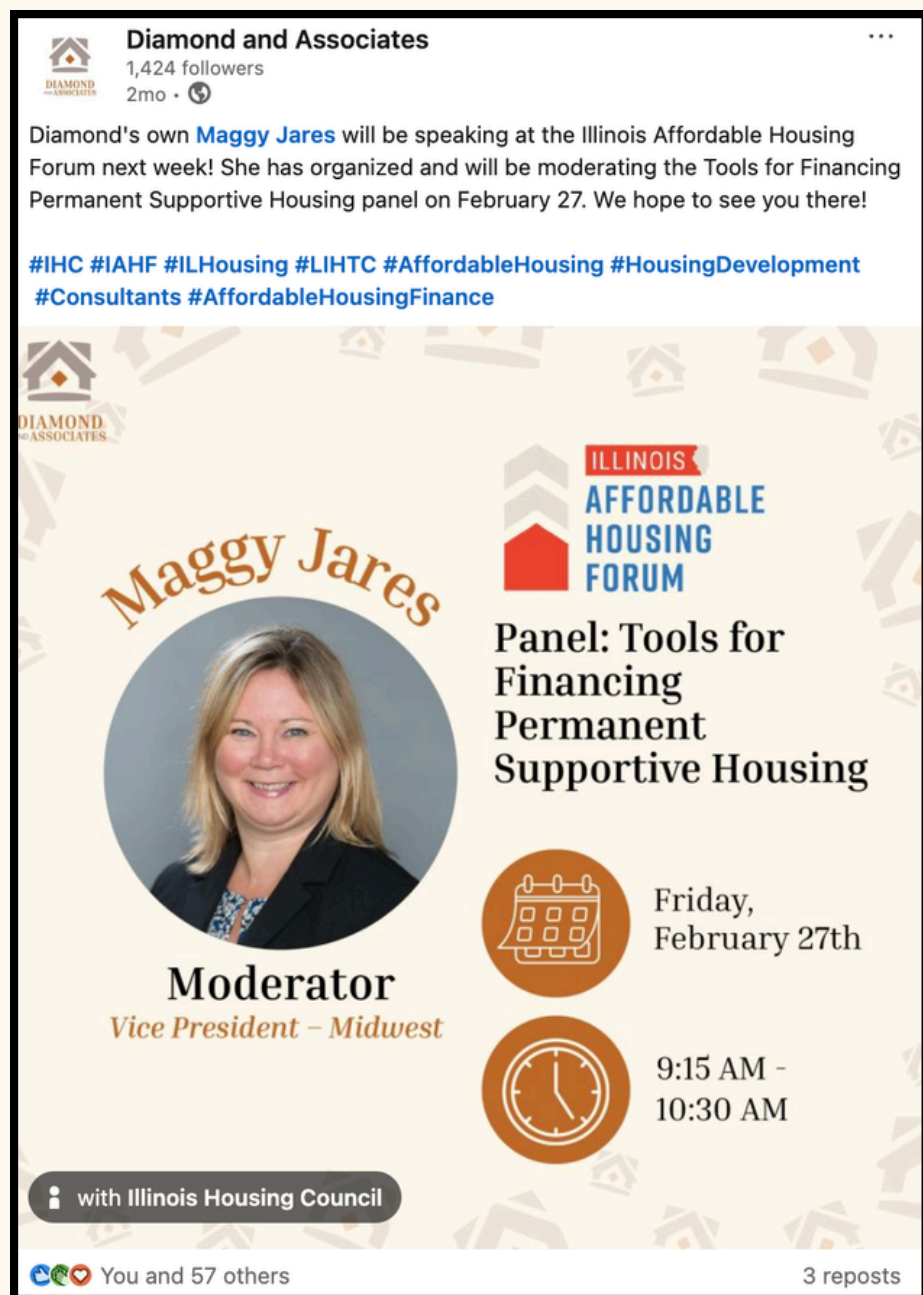


*LinkedIn Analytics*

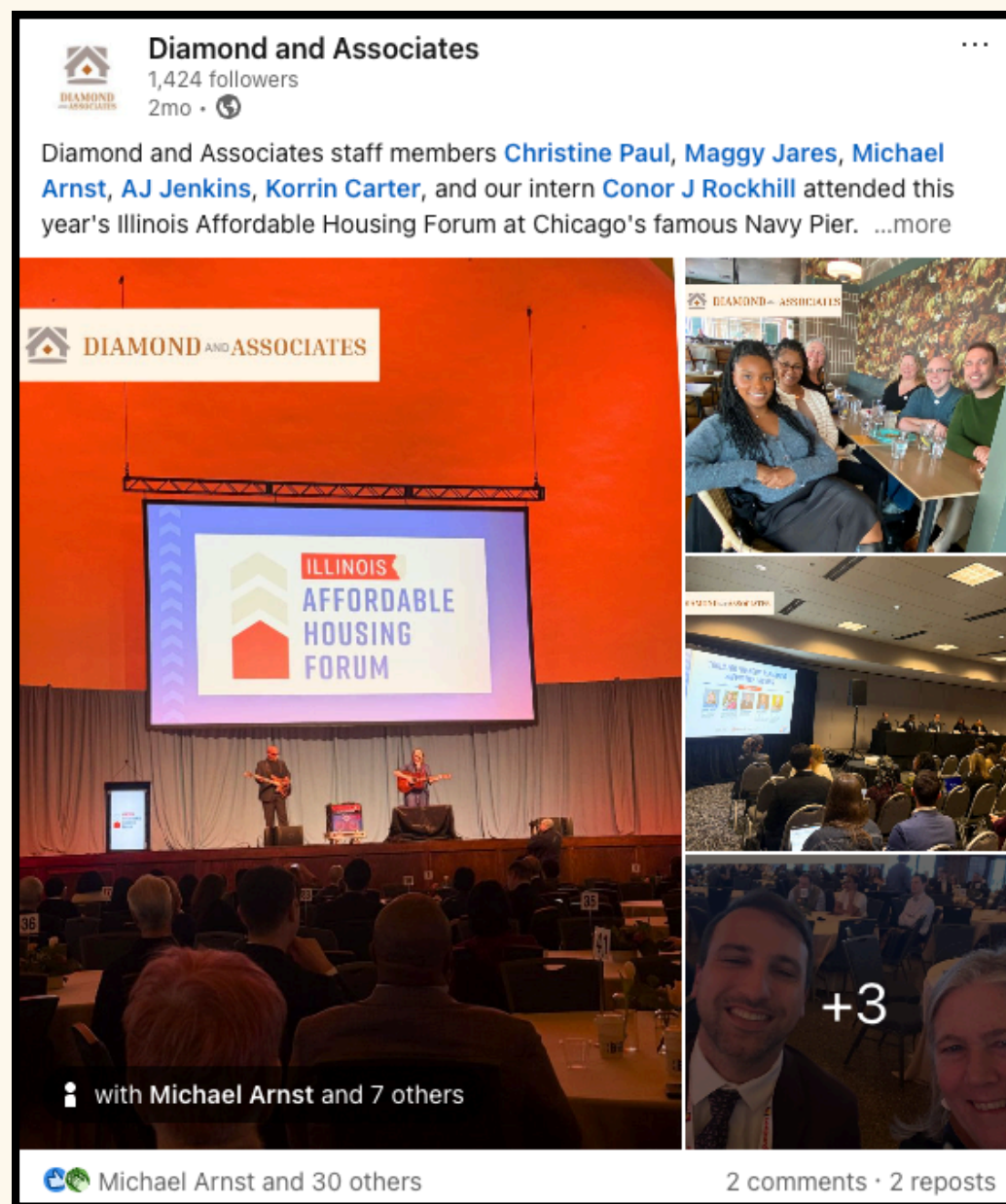


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# Our highest performing posts:



1005 impressions  
58 likes  
3 reposts



968 impressions  
470 clicks  
31 likes  
2 reposts

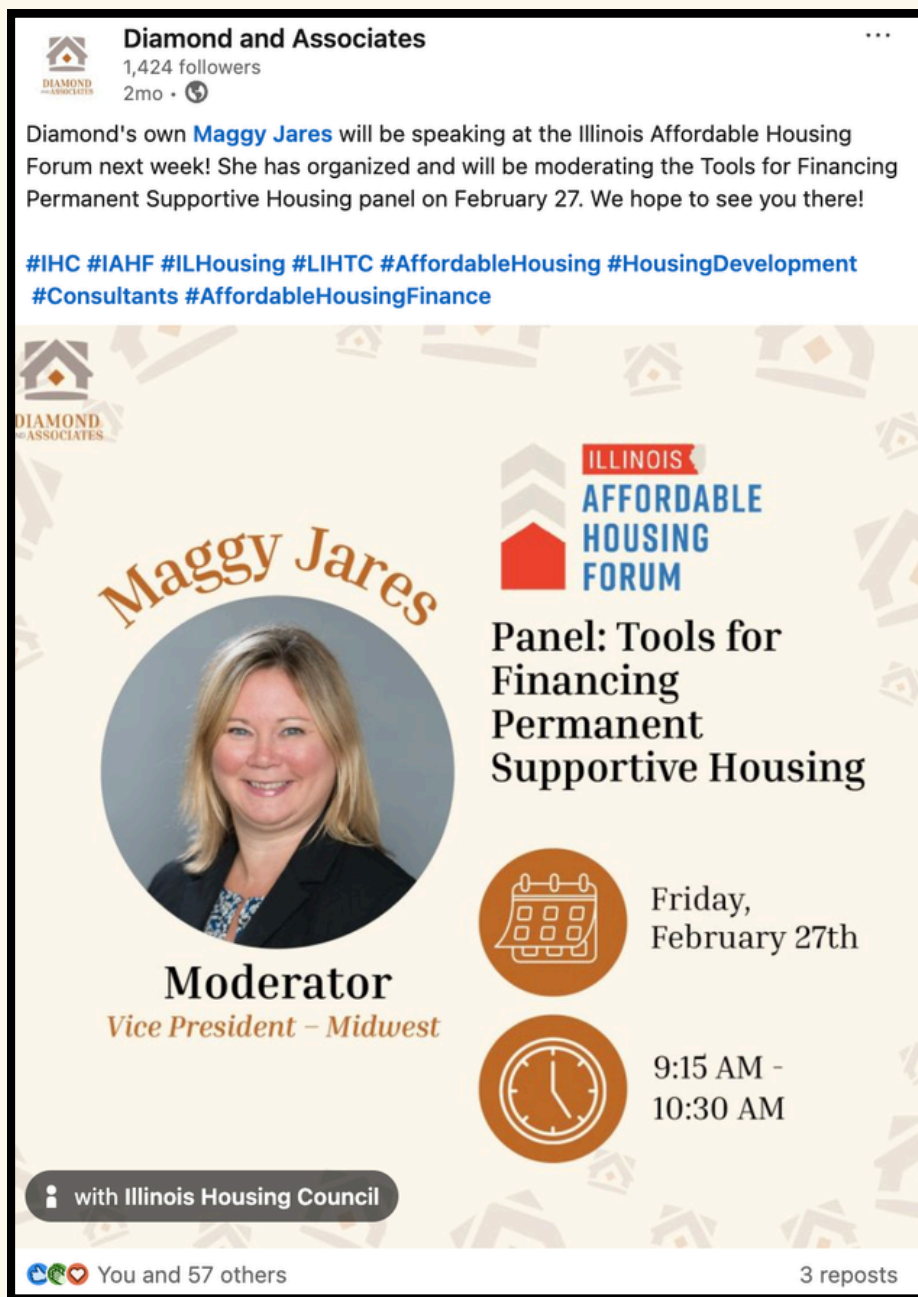


666 impressions  
28 likes  
3 reposts

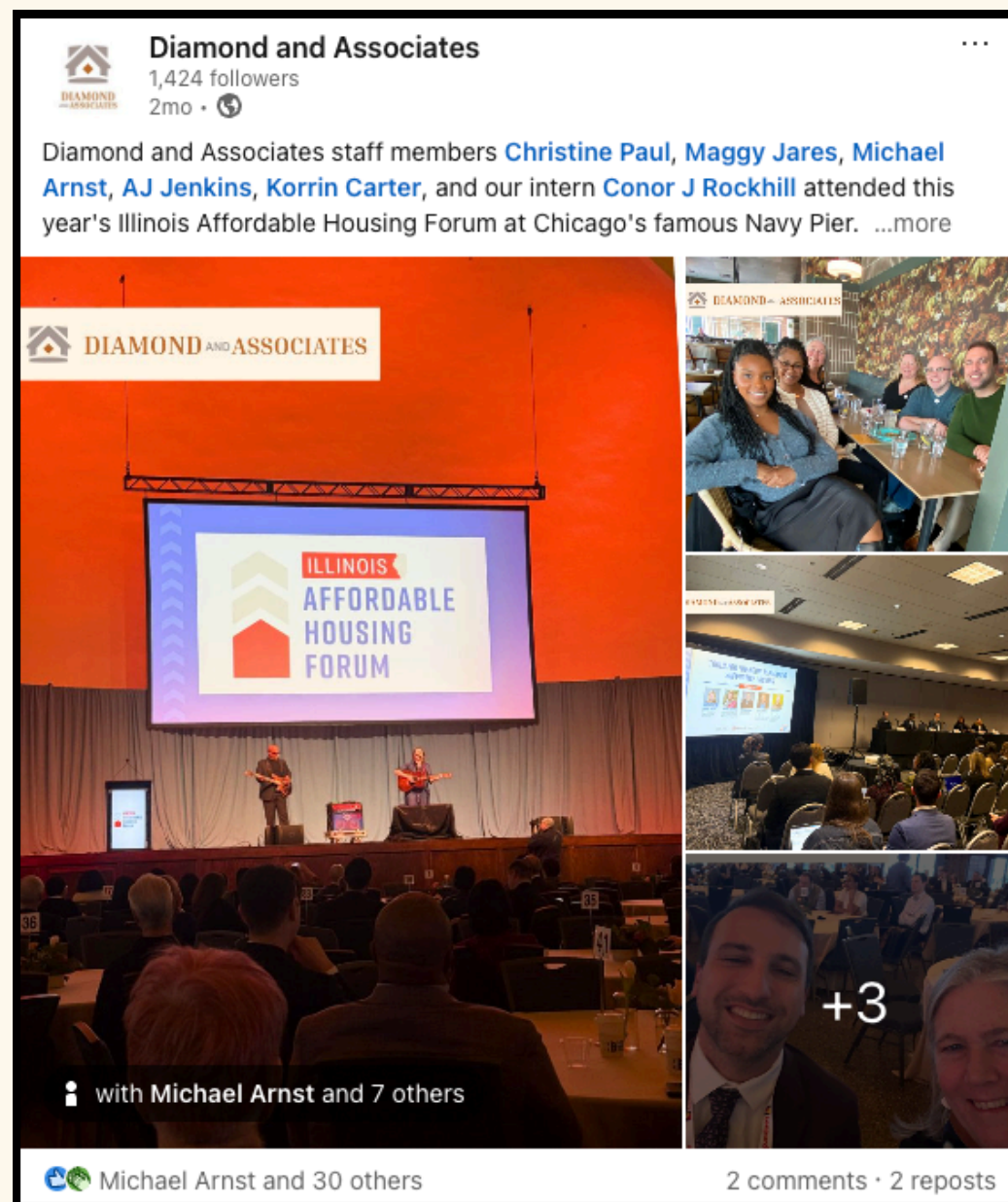


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## What This Tells Us:



*Posts featuring team expertise perform well*



*Posts with a mix of text and a variety of photos (event itself, team selfie, team bonding) perform well*



*Timely posts acknowledging employees and showing company appreciation & culture perform well*

*Tagging people or companies in both photos & captions may increase engagement*



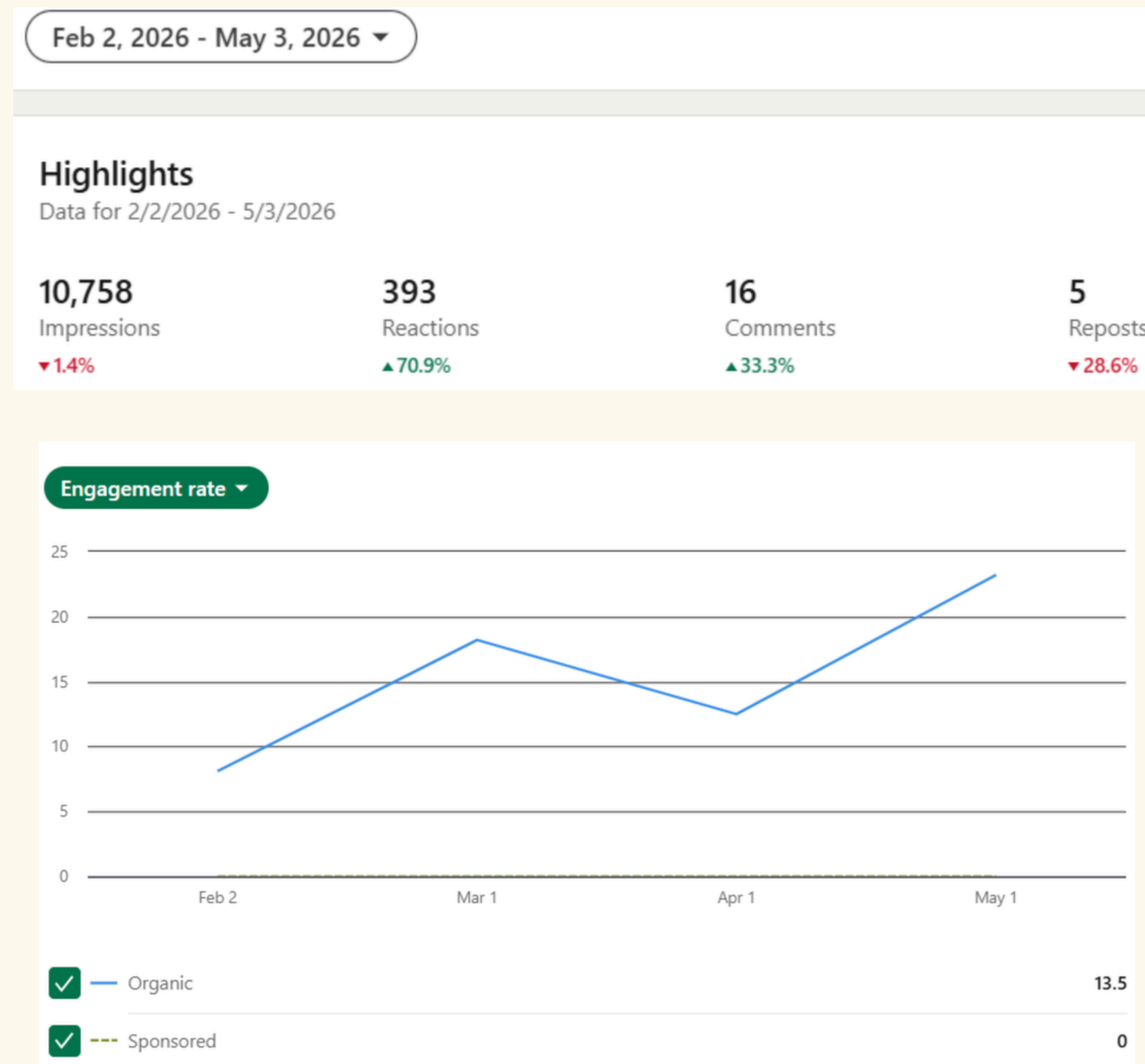
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# By The Numbers: February 2nd-May 3rd, 2026

453.2  
average impressions  
per post

17  
average likes  
per post

23  
new followers in last  
91 days





*May 2026*  
*Marketing Goal:*

*Continue to expand and elevate Diamond & Associates' industry presence by making our people, perspectives, and impact more visible—using thought leadership, multimedia storytelling, and **third-party credibility of peers in the industry to build credibility, reach** and ensure our expertise is consistently recognized across the affordable-housing landscape.*



*Looking Forward*



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# Ideas for Marketing Expansion:

## *Thought Leadership Articles*

- Some staff author & publish an article via LinkedIn Articles
  - Could share industry stats, offer commentary on industry news, insights into challenges and solutions
- Works to emphasize authority & expertise, invites other industry leaders to be in conversation/repost
- To take weight off staff, marketing could write skeleton, meet with staff for some commentary & quotes, then send over for approval

## *Creation of a D&A Instagram*

- Instagram & LinkedIn serve different audiences and mindsets, using both ensures we reach people where they engage socially and professionally, maximizing visibility and credibility across platforms.
- **Competitor analysis:** Stone Sherick has a presence on Instagram, while we do not. However, their feed is not cohesive or branded.

