



The Source for Navy News

## **Navy Housing Embraces Online Media to Reach Service Members and Their Families**

Story Number: NNS130207-12  
2/7/2013

From Commander, Navy Installations Command Public Affairs

WASHINGTON (NNS) -- Navy Housing strives to connect with service members and their families in a way that is relevant and timely, and social media is revolutionizing their ability to communicate effectively.

Thanks to their significantly increased online presence, more and more service members and their families are making more informed decisions about their housing without ever setting foot in the local Navy Housing Service Center (HSC).

Navy Housing's biggest innovation in connecting with customers online is the Housing Early Application Tool, or HEAT. The first of its kind for service members, HEAT connects customers with one or more of their prospective installations' HSCs so they may begin their housing search even before receiving official orders.

The most requested information by service members are photos, videos and floor plans of military housing. Families need to know what their new home will look like to better plan before their move and getting this information online and in one place is a priority for Navy Housing.

The Navy Housing Pinterest page at [www.pinterest.com/NavyHousing](http://www.pinterest.com/NavyHousing) connects photos and floor plans of military housing at individual bases. Combine that with the videos on Navy Housing's YouTube page at [www.youtube.com/NavyHousing](http://www.youtube.com/NavyHousing), and service members can visualize military housing from all angles from the convenience of their computer.

Communicating earlier and more often with service members is also a priority, and Navy Housing has been using Facebook and Twitter to broaden its reach with customers that use these resources as a first line of communication.

"Navy Housing has integrated social media into our normal customer service operations, and we regularly answer inquiries, manage issues, and listen to our customers' concerns through Facebook and Twitter just as we would if they walked in the door," said Carol Casto, Navy Housing Services Program. "These avenues give us more ways to communicate with service members and their families quickly and efficiently."

Even with all of the online media resources, Navy Housing recognizes that some of their customers prefer a more one-on-one approach to housing inquiries.

"Navy Housing is committed to doing business however and wherever our customers need us. Social and online media are new tools to reach customers that are comfortable with these platforms, but don't replace more traditional methods of obtaining services. Providing high quality customer service via email, phone and in person will always be a priority," said Corky Vazquez, Navy Housing program director.

For more information about HEAT, visit [www.cnmc.navy.mil/HEAT](http://www.cnmc.navy.mil/HEAT).

Navy Housing can be reached via email at [NavyHousingHQ@navy.mil](mailto:NavyHousingHQ@navy.mil) and local HSC contact information is available at [www.cnmc.navy.mil/Housing](http://www.cnmc.navy.mil/Housing).