

SOCIAL MEDIA POST RECOMMENDATIONS

MINNESOTA FIRST-TIME HOMEBUYER SAVINGS ACCOUNT



FACEBOOK BEST PRACTICE RECOMMENDATIONS:

- Avoid hashtags on this channel
- Use photos in every post (see stock image suggestions)
- Monitor NAR's [Home Ownership Matter's FB page](#), as reposting content from there will amplify reach.
- Avoid posting more than two times per day
- Avoid editing posts, if possible, once live. Edits to posts that have already been shared can decrease reach due to FB's algorithms.

POST OPTION 1: DID YOU KNOW? Minnesota just passed the First-Time Homebuyer Savings Account Act, which makes it easier for you to achieve the dream of homeownership. Learn More: mnhomeowners.com

POST OPTION 2: Homeownership in Minnesota just got easier! Minnesota just passed the First-Time Homebuyer Savings Account Act, providing state tax benefits for first-time homebuyers in Minnesota. Learn more about how the program can benefit you and your family here: mnhomeowners.com

POST OPTION 3: Because of the new First-Time Homebuyer Savings Account Act, Minnesotans can open a savings account that offers tax advantages. Learn More: mnhomeowners.com



TWITTER BEST PRACTICE RECOMMENDATIONS:

- Hashtags are encouraged, but avoid using more than two.
- Hashtags have the most success at the end of the tweet.
- Use a link shortener, such as Bit.ly, which can help with tracking link clicks among other important analytics information.
- Use photos in every post (see stock image suggestions)
- Monitor NAR's [Home Ownership Matter's TW page](#), as reposting content from there will amplify reach.
- Avoid posting more than four times per day

TWEET OPTION 1: MN just passed the First-Time Homebuyer Savings Account Act! Explore how you can save for your first home: mnhomeowners.com #FTHB

TWEET OPTION 2: The dream of homeownership just got easier. Learn about the new First-Time Homebuyer Savings Account Act: mnhomeowners.com #FTHB



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