

## **SOCIAL MEDIA TEMPLATE INSTRUCTIONS**

For model/builder specific template:

- Right click "Place Model Home Image Here"
- Click Replace Image
- Select an image
- Right click "Builder Logo Here"
- Click Replace Image
- Select your Logo
- Save as JPEG

For generic template, no changes need to be made

Open your social media channel, add your copy and upload your chosen template image.

### **Copy**

For best results, keep the information to 140 characters or less, and preferably closer to 40 for the best results.

*Include:*

- The point of the post [Join Us at the Lee BIA Parade of Homes]
- What you're offering [tour our models]
- Where our models can be seen [Visit us at...]
- Link to website
- Precautions being taken during current situation [All precautions are in place]

### **Hashtags**

We recommend the use of hashtags at the end of your copy. The primary purpose of a hashtag is to bring conversations on the same topic into a single thread to make it convenient for consumers to view and compare ideas. Suggested hashtags are:

#LeeBIAParadeofhomes  
#LBIAparadeofhomes  
#livinfineinthe239

### **For example:**

"Join Us for the 35<sup>th</sup> Annual Lee BIA Parade of Homes. Our XYZ model can be seen in person at 123 America St, Anywhere, FL 12345 or by touring virtually on at [www.LeeParade.com](http://www.LeeParade.com). Now is the time to start Livin' Fine in the 239!

All safety precautions are in place if you choose to tour in person!"

#LeeBIAParadeofhomes #LBIAparadeofhomes #livinfineinthe239