

SOCIAL MEDIA TOOLKIT

Missouri First-Time Homebuyer Savings Account

This Missouri First-Time Homebuyer Savings Account social media toolkit contains two sections. SECTION I outlines social media best practices to maximize your organic reach. SECTION II offers social media post suggestions that you can copy and customize for your own social channels.

SECTION I

General Social Media Tips

- **Ensure** your social media profiles are up-to-date.
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- **Post throughout the week** and at different times for the best organic reach.
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- **Use hashtags** more frequently on Twitter than other social platforms.
You should aim for no more than two hashtags per post.
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- **Engage** with people who comment on your post.
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- **Thank** your followers for sharing your post.
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Most importantly have fun!

Social media is a great way to connect with your community.



SECTION II

Below are social media messages that can be copied or customized to your preferences.

Facebook / LinkedIn Content

POST OPTION 1:

DID YOU KNOW? The Missouri First-Time Homebuyer Savings Account program went into effect at the beginning of this year, making it easier to achieve the dream of homeownership. Learn more at MissouriFirstHome.com

POST OPTION 2:

Homeownership in Missouri just got easier! The Missouri First-Time Homebuyer Savings Account program went into effect at the beginning of this year, providing a tax-deductible savings account for first-time homebuyers in Missouri. Learn more about the Missouri First-Time Homebuyer Savings Account program at MissouriFirstHome.com

POST OPTION 3:

Thanks to the Missouri First-Time Homebuyer Savings Account program, Missourians can open a tax-free savings account to help cover the cost of a new home! Learn more at MissouriFirstHome.com

Twitter Content

TWEET OPTION 1:

Missouri First-Time Homebuyer Savings Accounts are now available! Learn how you can save for your first home at MissouriFirstHome.com #MissouriFirstHome

TWEET OPTION 2:

Your dream of homeownership just got closer. Visit MissouriFirstHome.com to learn more. #MissouriFirstHome