

Smart Socials for HBAs

Automation & Strategies for Success

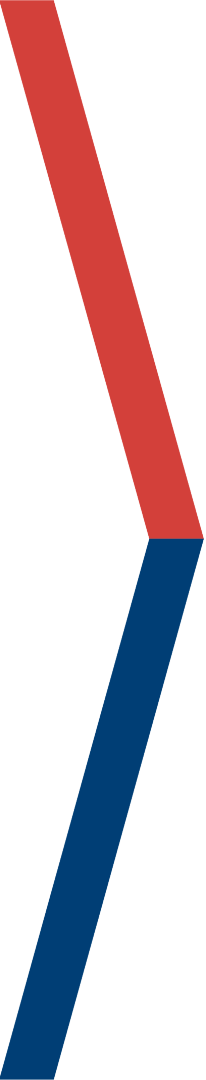
Today's Session

Social Media Playbook

- Content
- Post Elements
- Post Optimization
- Measuring Success

Tools for Social Media

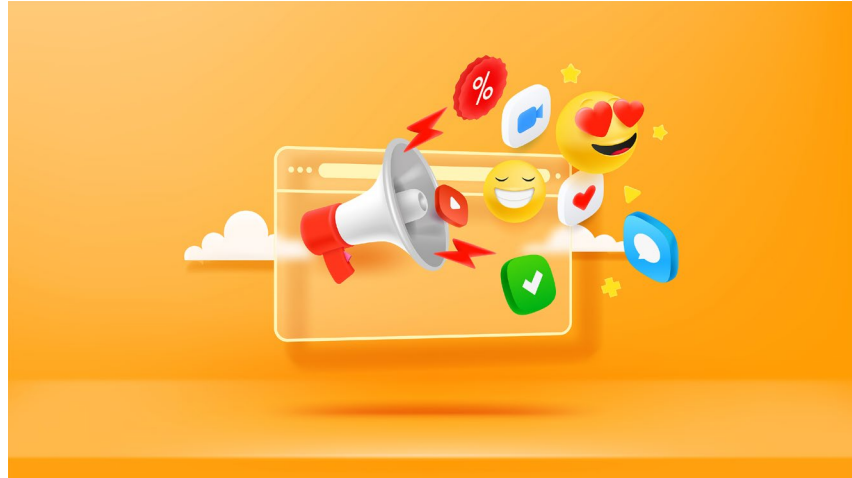
- Hashtag Checkers & Generators
- Canva
- Chat GPT
- Hootsuite
- Scheduling



Social Media Playbook

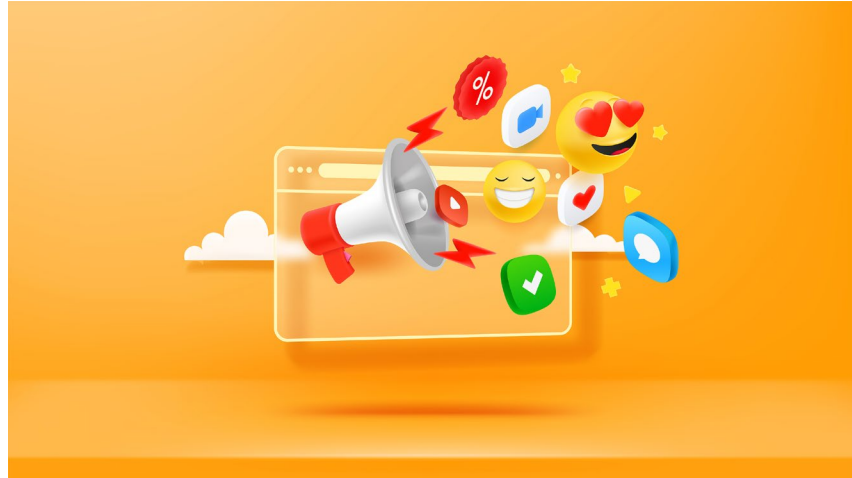
Social Media Platforms

- Facebook
- Instagram
- LinkedIn
- X
- Threads
- TikTok
- Pinterest
- Snapchat
- Telegram
- YouTube



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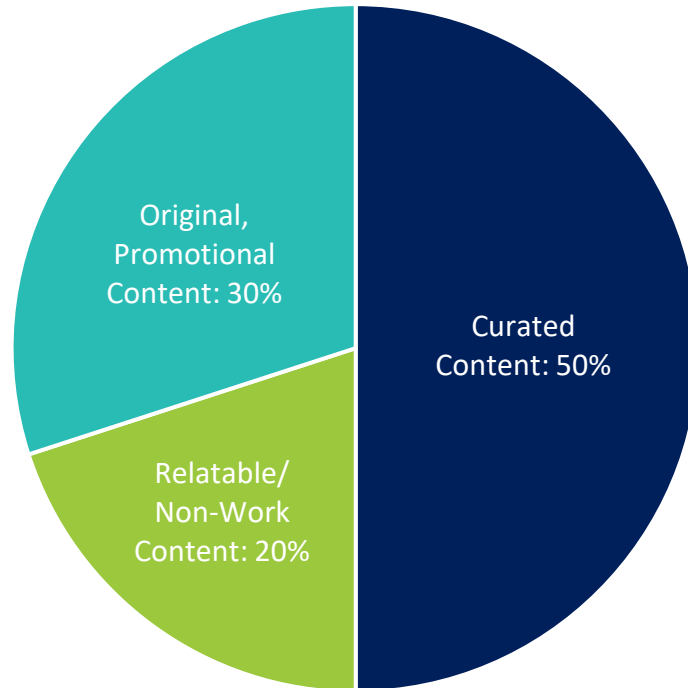


Social Media Playbook

Content

The 5:3:2 Rule

The 5:3:2 Rule



Curated Content – 50%



Curated content should consist of ½ of the content mix, sharing insights from NAHB, IBS, influencers, and trade publications that align with your HBA's audience needs and interests.

Original, Promotional Content – 30%

Original content should make up about 30% of your content mix with calls to action that drive followers to an HBA initiative or promoted offering.



Relatable/Non-Work Content – 20%



Relatable or non-work content should give your HBA relatability, demonstrate your strong member relationships, or encourage member social media engagement.



Publishing Frequency

Publishing Frequency

YEAR-ROUND



1-4 posts / week



2-6 posts / week



1-4 posts / week



1-4 posts / week

DURING VIRTUAL/ONSITE EVENTS



3-5 Instagram Story frames / day
Instagram Stories are ideal for posting regularly throughout an event



2-3 posts / day



1-2 posts / day
Facebook Stories are ideal for posting regularly throughout an event



1 post / day

Content Per Social Network

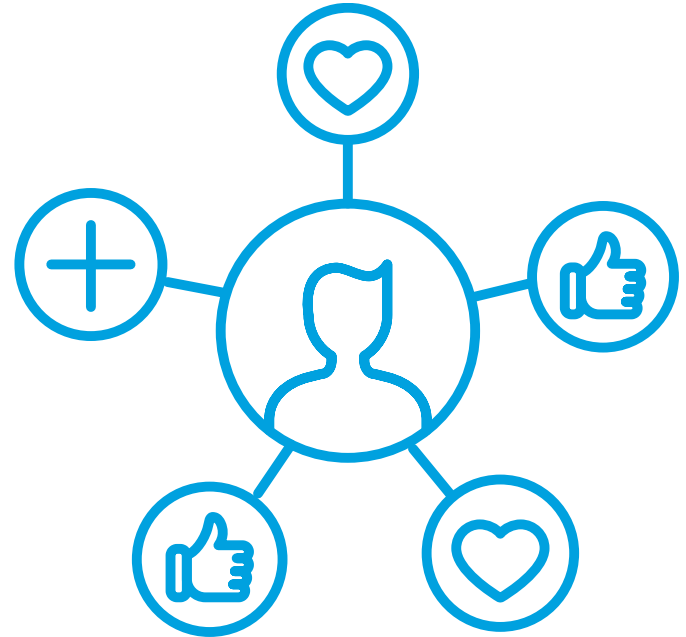


Content by Platform

Provided ahead are recommendations that fit each social media network's purpose and audience.

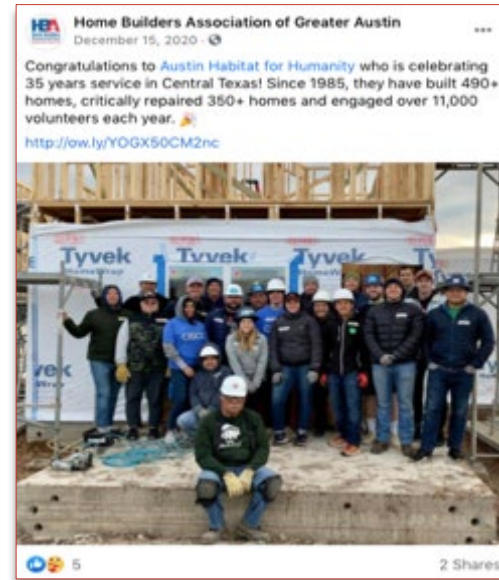
Although this information can generally help guide your HBA towards high-performing content types on each network, using actual KPIs and insights (such as engagement rates) into what resonates with your own audience will be the most successful in guiding your content strategy.

[\(See “MEASURING PERFORMANCE”\)](#)



Facebook

Video content is reported to be Facebook's top-performing post type. Most Facebook users sign onto the platform to connect with friends and family, so non-work/relatable content tends to generate high levels of engagement.



LinkedIn

LinkedIn was built for professional networking, so it should not be overlooked when speaking to home building professionals on social media. Use LinkedIn to curate industry news and highlight and tag members in their success stories and HBA testimonials. Promote HBA activities and benefits the most on LinkedIn, giving members the opportunity to share and tout your HBA's value to their own professional networks.

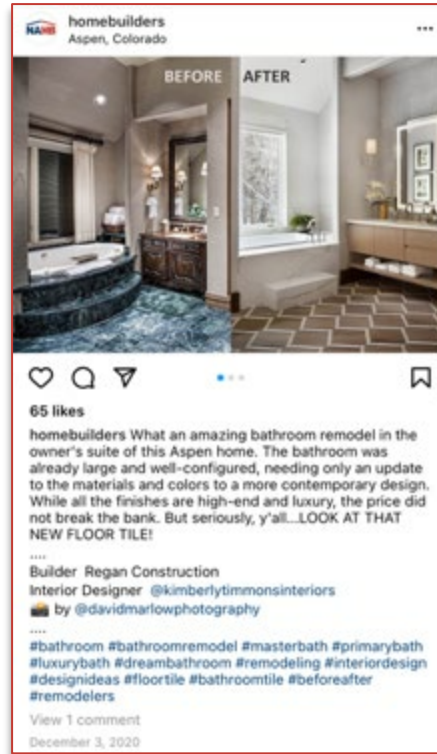


X could be viewed as your HBA's news alert platform. Rely on X to follow home building hashtags, share key HBA and NAHB announcements, monitor industry news, and reshare/curate important developments for your following. Use X to interact with members, influencers, legislators, etc. in real time.



Instagram

What works on Twitter, Facebook or LinkedIn will not always work on Instagram. Adopt a “visual first” approach to Instagram content and ensure your HBA’s images are eye-catching and engaging. Consider posting videos of member events, infographics, visually-striking home building trends and equipment, or new local home designs.



Social Media Playbook

Content

Post Elements



Captions

Captions

Write Value-Driven Copy

While it's crucial to ensure messaging is clear and targeted towards audiences, social media captions must be concise to attract clickthrough and cut through today's crowded digital environment.

Captions that are longer than these optimal caption characters can lower engagement rates, since the message takes longer to consume and can be partially "hidden" by platform character limits.

Optimal caption characters per post



40 - 60 characters



80 - 140 characters



71-100 characters



138-150 characters

Captions

Watch Your Tone

Facebook ads are not the place for high literature. Your message should have a conversational tone that mirrors the overall tone of the platform.

Tailor Your Message

Make sure your message is relevant to the audience you're targeting. If you're targeting contractors or interior designers, your copy should acknowledge the specific needs of each of those audiences.



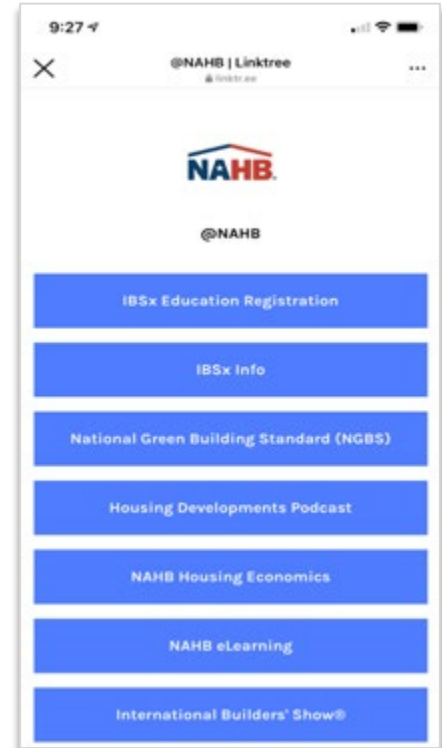
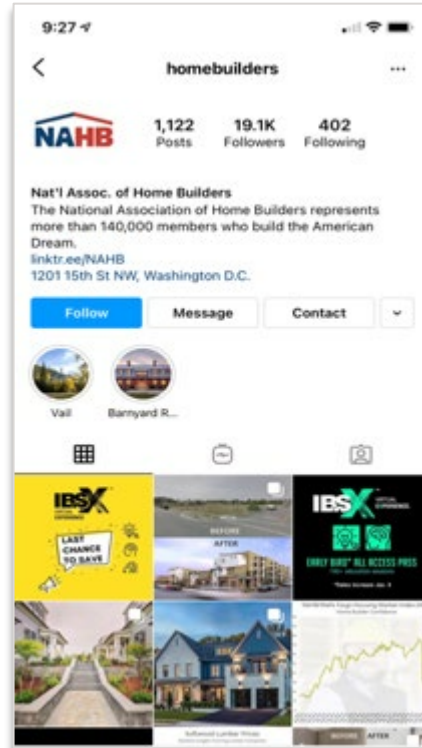


Links

Links

On Instagram, only links embedded in the “bio” section are clickable. Unless your Instagram content consistently drives followers to a single website, your HBA should adopt tool like linktr.ee for its Instagram bio section.

This tool is free and easy to update and can house a suite of links. It’s user-friendly, eliminates the need to constantly delete and replace your bio link, and ensures all content CTAs have an easily-discoverable link.



Links

"Link" format posts are reported to receive **2x higher click-through rates** than "image" format posts, as they display the webpage source and title, and the link's auto-populated image acts as a clickable link.



Links

If using a link within an “image” format post, shortened and branded URLs can boost click through rates. Shortened URLs are cleaner and more attractive than long, clunky links. They are effective for social media because they take up less room, are easy to share, and their customization builds transparency and trust in where followers will be directed to.



<http://blog.buildersshow.com/2021/01/meet-our-speakers-series-debra-wyatte/>



<http://bit.ly/3oAR8B5>



http://bit.ly/IBSx_DWyatte



Images & Videos

Images & Videos

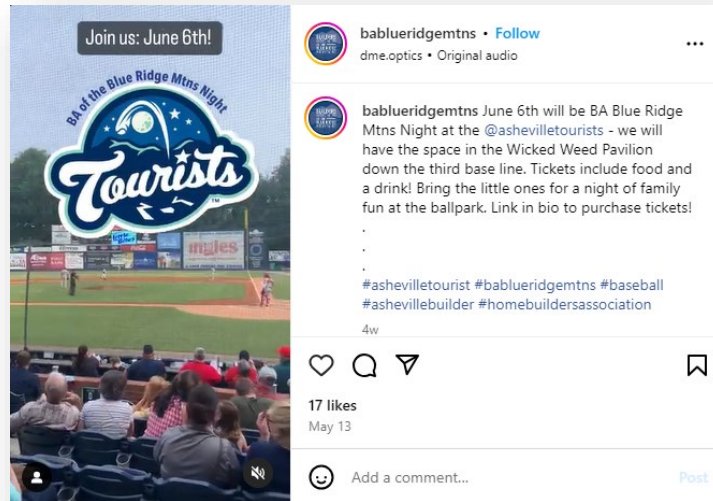
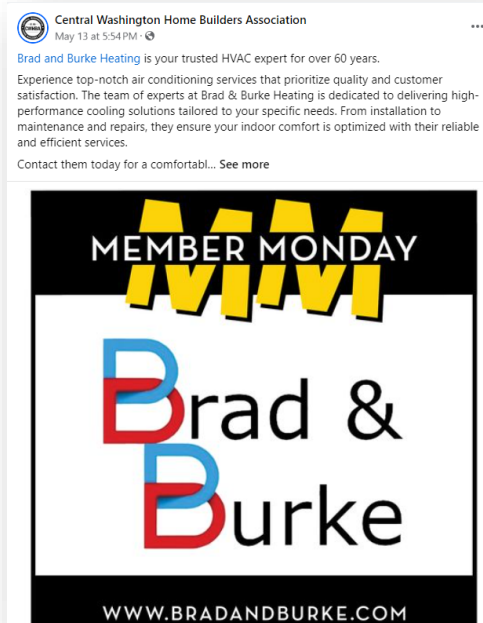
Posting a single image size to multiple platforms will lead to improper final display, with unwanted image cropping that can ultimately harm engagement rates.

Social media networks can change optimal image sizes several times a year – check [this image guide](#) and [this video guide](#) for always up-to-date sizes per channel.



Images & Videos

Images and videos tend to perform better when they use minimal words. Let the post caption fill in the details and focus on eye catching visuals in your images and videos.



Canva

Canva is a platform that organizations can use to develop graphics for social media posts, presentations and more.

The premium version of Canva will also:

- Resize graphics to fit multiple social media platforms
- Use AI to write content
- Use AI to generate images

Basic Canva is free and Premium is \$15/month.

[Home - Canva](#)



Canva

How to resize your images for multiple social media platforms:

Premium:

1. Create your image using a template.
2. Click on “Resize & Magic Switch”.
3. Select the social media platform and format that you need.
4. Click “Continue”.
5. Open the new design.

Instagram



Facebook



Social Media Playbook

Content

Post Elements

Post Optimization



Hashtags

Hashtags

Your HBA should leverage industry trends and keywords in hashtags that are relevant to the content being posted. Hashtags:

- Help applicable audiences find, follow and contribute to your HBA's social media conversations
- Help your HBA reach its intended target audiences
- Help improve your HBA content's impressions and reach

[Optimal hashtag quantity per post:](#)



3-5 hashtags



3-5 hashtags



1-2 hashtags



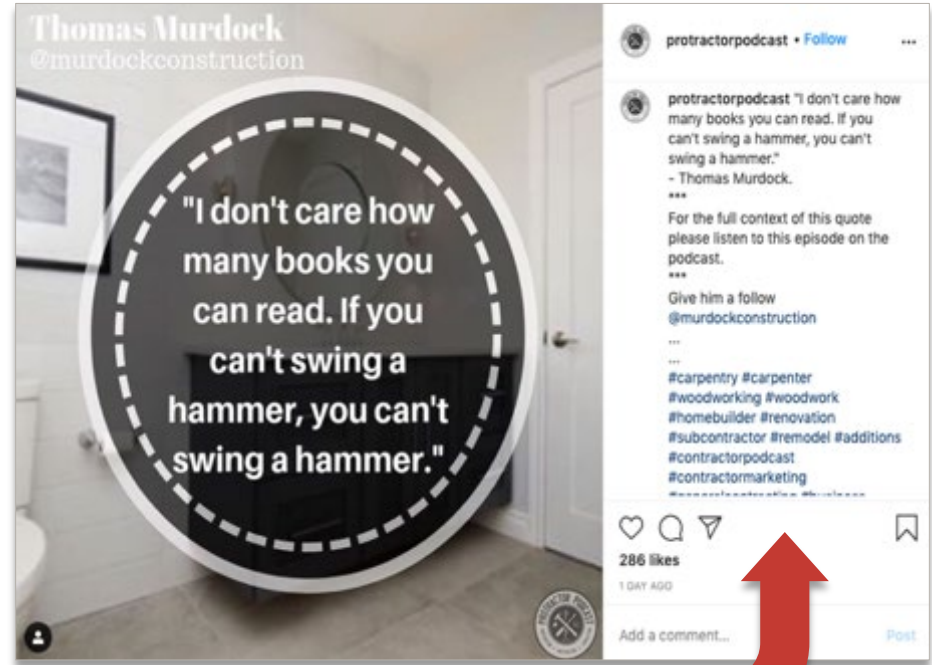
2-3 hashtags

Hashtags

Remember that hashtags must be relevant to your content's topics to be impactful.

Make sure hashtags are targeted towards your audience. While something like #trends is too general to reach home builders, #HomeTrends will help you reach relevant social media users.

Test different hashtags and track their results! Look at hashtags industry influencers use for inspiration.



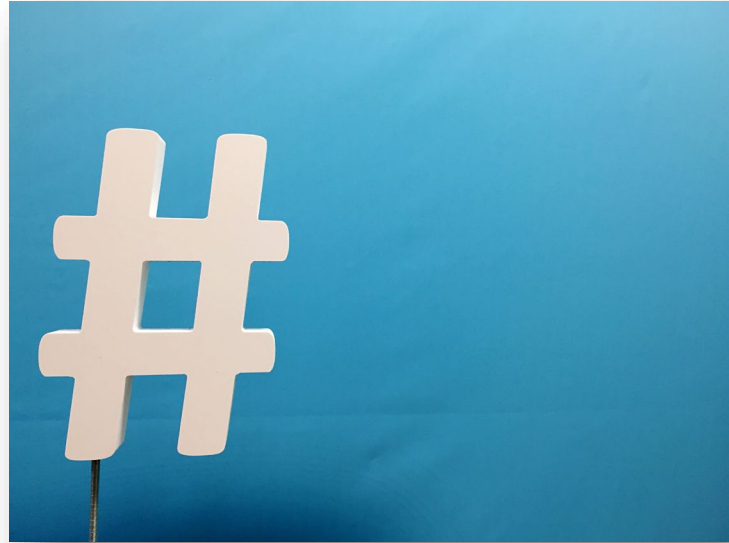
Hashtag Tools

Hashtag Checker:

- [Check My Hashtag](#)

Hashtag Generators:

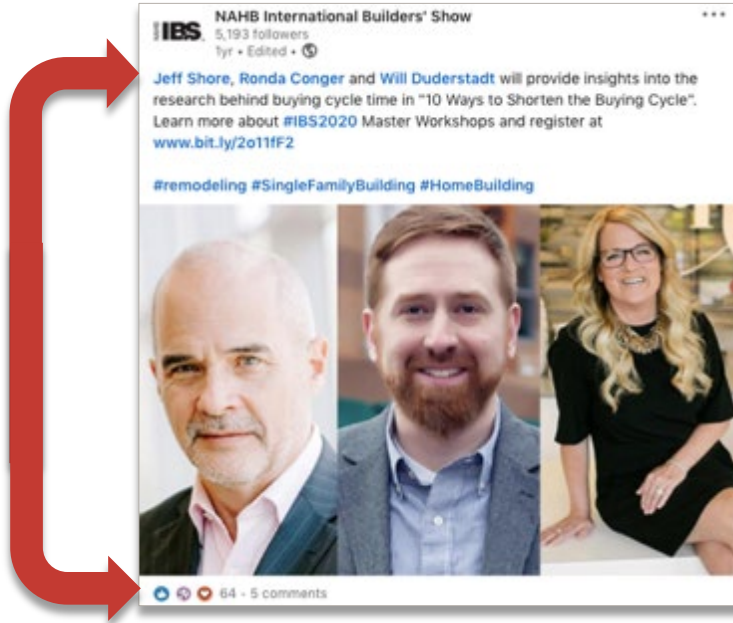
- [Hootsuite](#)
- [Canva](#)





Account Tags

Account Tags



Tagging connects content to another account, which can be a person, company, or event. Your HBA should tag people and businesses whenever relevant across all social media platforms.

Benefits

- Increases content reach and engagement, especially if the tagged recipient chooses to share the post
- Gives followers contents into mentioned members, companies, sponsors, etc.



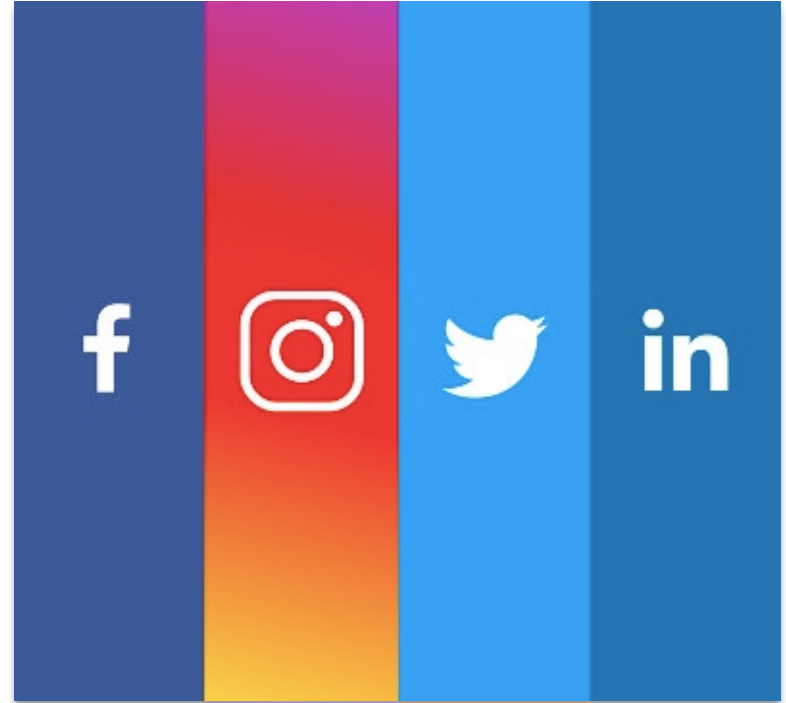
Social Media Profiles

Social Media Profiles

Consistent Profile Branding & Messaging

Social media profiles reflect your HBA's public image. As such, it's essential to ensure social media profiles are thoughtfully branded, stay up-to-date and have consistent messaging across each network.

Check your HBA's profile images, cover images, "about" sections, and profile links to ensure they're updated and consistent with your current, overarching messaging.



Brand Consistency

NAHB has provided HBAs with a suite of approved images and branded assets around the member pillar of doing business with other NAHB members. Not only does this suite of assets provide a source of evergreen social media content, it will also ensure your content is aligned with NAHB's brand pillars, helping brand your HBA as a legitimate and affiliated with our national presence.

These assets can be downloaded from the following [link](#). You can use free tools such as [Canva](#) to overlay the profile picture frame onto any of your current photos.





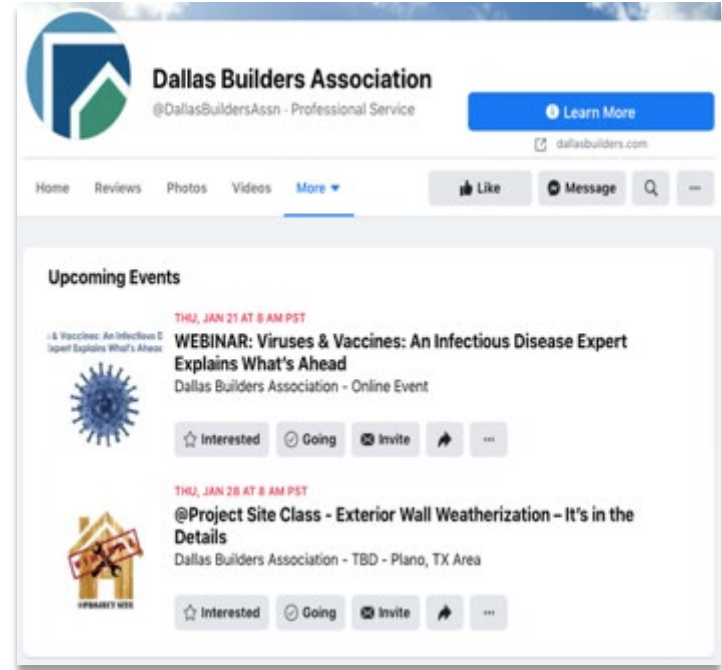
Event Pages

Event Pages

Ensure HBA event pages are created on Facebook and LinkedIn, with current event information and occasional key updates posted to increase visibility and encourage member RSVPs.

Benefits

- Promotes live and virtual events in a presentable format
- Gives attendees the option to RSVP with ease
- Delivers content to followers and friends of those who have RSVP'd
- Can act as a FAQ resource and encourages attendee engagement





The Why

The Why

Before you post on social media, evaluate what outcomes you would like to see. Why are you posting on socials?

- Reach new businesses or individuals for sponsorship
- Reach new businesses or individuals for membership
- Inform current members of HBA happenings
- Build community among current members
- Reach potential customers/clients of your members
- Spread brand awareness among the community

The Why

 Builders Association of the Blue Ridge Mtns
a day ago · 🌐

We're looking for some young people in construction ... 5'5"...

 National Association of Home Builders
a day ago · 🌐

Very interesting article in [The Wall Street Journal](#) about the Gen Z social media influencers who are opening their peers' eyes to the world of [#skilledtrades](#). W... [See more](#)



WSJ.COM
Gen Z Plumbers and Construction Workers Are Making #BlueCollar Cool

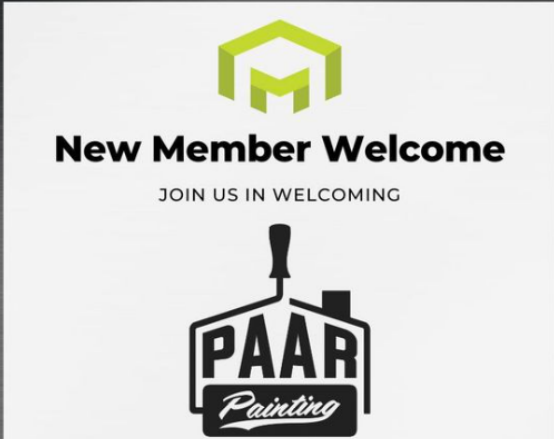
👍❤️ 5

👍 Like 💬 Comment ➦ Share

 Madison Area Builders Association
16h · 🌐

Paar Painting LLC - Painting Contractor based in Prairie du Sac, WI

"We do business to ensure long-term quality with any painting project you may have. We know what it takes to provide the highest quality and ensure the longest-lasting finishes. We specialize in new home construction painting, and offer interior and exterior painting & staining, as well as custom finishes. Ranging from small projects to transforming your entire living space, we provide superior workmanship from start to finish. Thank you for considering Paar Painting on your next home improvement project." ~Aaron Paar, Owner




New Member Welcome
JOIN US IN WELCOMING


The Why

 **Central Washington Home Builders Association**
June 3 at 4:38 PM · 🌐

Say YES to Energy Choice!
We need your help gathering 405,000 signatures!

CWHBA is now an official signing location! You can pick up your forms here too. Visit <https://letsgowashington.com> for more information and additional signing locations.

**YES ON I-2066**
PROTECT ENERGY CHOICE

LET'S GO WASHINGTON
Fix what's broken!

STOP THE GAS BAN

SIGN THE INITIATIVE

3 4 shares

Like Comment Share

 **Charlotte-DeSoto Building Industry Association**
May 31 at 4:40 PM · 🌐

Have you been thinking about wanting to join the CDBIA family?

Well how about getting a chance to win a travel stipend and pass to [The International Builders' Show \(IBS\)](#) in Las Vegas?

Information to join is available at <https://members.cdbia.com/applicationtojoin>

**C·D·B·I·A**
The one where our industry gets stronger

WELCOME
TO *Fabulous*
LAS VEGAS
NEVADA

The one in Vegas!

Do you know someone who wants to join the CDBIA family?
Now is the time be a part of the fun!

Every new associate & builder member that joined the CDBIA by June 28th will be entered for a chance to win:

\$1,000 towards a trip to Las Vegas for the International Builders Show PLUS a free pass to IBS!

Every new member earns you an additional chance to win! One sponsor and one new member will win!

IBS will take place February 25-27, 2025
www.buildersshow.com

Apply for membership at www.cdbia.com

 **Charlotte-DeSoto Building Industry Association**
Local business

Send message

Social Media Playbook

Content

Post Elements

Post Optimization

Measuring Success

Key Performance Indicators (KPI)



Your HBA should set SMART goals for your organic social media campaigns to ensure you're effectively building engaged online communities and reaching relevant audiences.

Monthly KPI reports can share insights into what's resonating with your following and inform future content creation and publishing strategies.



KPI Dictionary: Engagement

Engagement

The total number of times that content has been interacted with, or the sum of likes, shares, comments, link clicks, image clicks, etc.

Your HBA can influence engagements by ensuring posts are published with striking visuals, actionable CTAs, and concise, but impactful captions.

While it might not be a notable KPI on its own, dividing engagements by reach or impressions will generate engagement rates, which can provide insightful findings into how well content is resonating with audiences.



KPI Dictionary: Impressions and Reach

Impressions

The number of times an organic social media post has been viewed.

Reach

The number of unique accounts that have viewed an organic social media post.

These KPIs will quantify your ability to generate awareness through organic social media campaigns. You can influence impressions and reach by optimizing content through unique hashtags, tagging relevant accounts and influencers, and publishing content on days and at hours in which your audiences are most active. They can also be influenced by external factors and current events.



Measuring Performance

Measuring Performance

Content that surpasses these engagement rate benchmarks will tell you that it's resonating with your audience stronger than average, or vice versa.

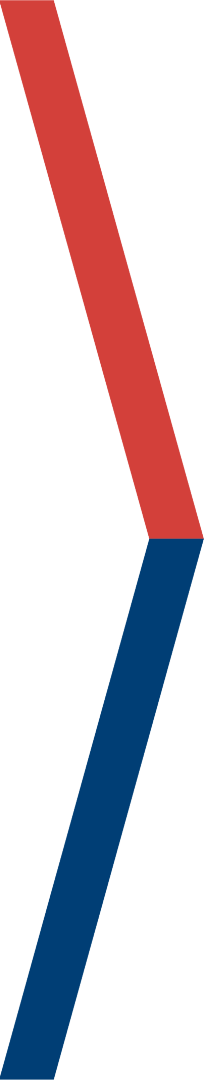
Continuously use this tactic to inform your content creation strategies. Continue to create content that out-performs your engagement rate averages and move away from content that under-performs your benchmark averages.

Facebook Example:

Post	Impressions	Engagements	ERI
12/11/20	1,249	21	1.68%
12/9/20	1,290	64	4.96%
12/4/20	430	17	3.95%
11/19/20	580	12	2.06%
11/16/20	1,309	73	5.58%

Facebook Benchmark = Average ERI = 3.65%





Tools for HBAs

Content Calendar

A standardized content calendar template has been created for all HBAs, downloadable [here](#). Each column in the content calendar template indicates a field that should be considered to properly optimize content for high performance on Facebook, Instagram, Twitter, and LinkedIn.

	A	B	C	D	E	F	G	H	I
	Scheduled?	Post Type	Publish Date, Time	Caption	Link	Caption Tags	Image Tags	Image / Video Link	Image / Video
2	SEPTEMBER 2019								
3	Yes	GIF	9/18/2019 12:00:00	Back for its second year, the Wood Flooring Pavilion features the best in modern wood flooring including the National Wood Flooring Association, Allegheny Mountain Hardwood Flooring, Villinge Innovation AB, Oak Wood LLC, BuildDirect, Hardwoods of Wisconsin, and more! Register at bit.ly/2N8TkbD	(in caption)	National Wood Flooring Association - https://www.facebook.com/nwfh hardwood flooring Allegheny Mountain Hardwood Flooring - https://www.facebook.com/hokman hardwood Villinge Innovation AB - https://www.facebook.com/villinge innovation/ Oak Wood LLC - https://www.facebook.com/oak wood flooring/ Build Direct - https://www.facebook.com/build direct/ Hardwoods of Wisconsin - https://www.facebook.com/Hardwoods of Wisconsin/	N/A	https://www.builderexchange.com/assets/captions/stock-photo-2019-09-18-01	
4	Yes	Image	9/24/2019 9:00:00	nextBUILD keeps you on the cutting edge of what's new in home technology and automation. Register for BHS 2020 so you have the knowledge to manage customer needs and wants in their high-tech homes! bit.ly/2N8TkbD	(in caption)	N/A	N/A	https://www.builderexchange.com/assets/captions/stock-photo-2019-09-24-01	
5	Yes	Image	9/26/2019 18:00:00	Happy #NationalFamilyDay! We are celebrating by celebrating over our favorite multi-family projects. #BHS to our 2018 award winners - view them all at bit.ly/20MFGq7 (partnering with) The Rey Apartments - San Diego, CA, 2018 Multifamily Community of the Year	(in caption)	The Rey Apartments - San Diego, CA - https://www.facebook.com/the rey andiego/	N/A	https://www.builderexchange.com/assets/captions/stock-photo-2019-09-26-01	

Content Calendar

You can use the content calendar template to write and plan your original promotional posts and non-work/relatable content. Here are some timelines to consider as you're building your calendar:

CALENDAR:

- **February/March:** IBS highlights and recap; testimonials or quotes from members that attended.
- **Spring:** Spring Tour of Homes; Consider video footage and “sneak peek” of participating homes. Schedule posts at least four weeks in advance to build anticipation.
- **August/September:** IBS registration launch; early member rates are heavily discounted. Posts can focus on pricing deadlines.
- **Fall:** Fall Parade of Homes; Similar to the Spring Tour of Homes, you can also consider focusing your posts on trends rather than specific homes.
- **October:** Careers in Construction Month; Whether you decide to host a field trip or visit a classroom, be sure to share these photos to social media throughout the month and tag #careersinconstruction. You can also use the [toolkit](#) that NAHB has developed.

Content Calendar

The standardized content calendar template has been optimized for Hootsuite's Bulk Composer feature, allowing you to schedule your social media content with ease.

Instructions:

- 1) [Download Hootsuite's CSV file](#)
- 2) Copy columns C:E from your Facebook content calendar and paste into CSV file
- 3) Select "Facebook" as your platform
- 4) Upload required media
- 5) Set up applicable account tags
- 6) Repeat for other social media channels individually

Chat GPT

Chat GPT is a free AI platform that generates content.

Use Chat GPT to write post captions, give suggestions on post images, write social media campaigns, make suggestions and more.

Basic Chat GPT is free and Advanced is \$20/month.

[ChatGPT | OpenAI](#)



You

Help me write 5 facebook post captions for a home builders association to market our upcoming parade of homes



ChatGPT

1. "Get ready to be inspired! 🏡 Join us for our annual Parade of Homes and discover the latest trends and craftsmanship from the best builders in town! #ParadeOfHomes #HomeInspiration"
2. "Dreaming of your perfect home? Let us turn those dreams into reality! Mark your calendars for our Parade of Homes and explore stunning designs and innovative ideas. #DreamHome #meBuilders"



You

Create a social media plan for the month of july for a local home builders association



ChatGPT

Sure, here's a social media plan for a local Home Builders Association for the month of July:

Week 1: July 1st - July 7th

- **Monday:** Share a post introducing the theme for the month: "July: Celebrating Homeownership! 🏡 Let's kick off the month by honoring the joys of owning a home. Stay tuned for tips, stories, and inspiration all month long! #Homeownership #DreamHome"

Chat GPT

Caveats:

Chat GPT is an open-source platform.

- Do not input any sensitive information that you would not want to be public.

There is no real consensus yet about how to list Chat GPT as a source or author.

- For any published work, such as articles or papers, it is best practice to list Chat GPT when it was used.



Chat GPT

Be as specific as possible in your prompts.

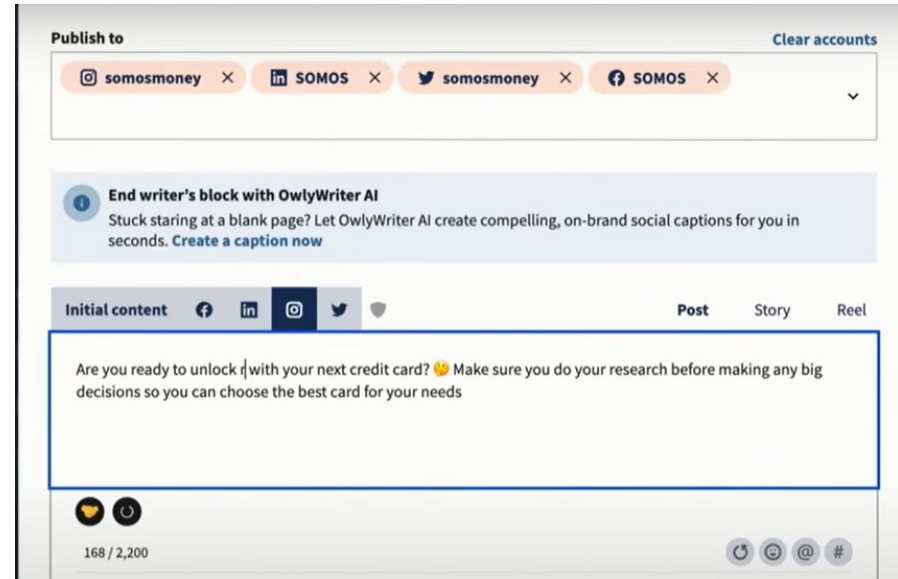
- “I would like to fill my Instagram feed with influencers who work in the home building industry. List the top 15 micro influencers I should follow in the space.”
- “Give me five Facebook post captions that will ask local homeowners to attend our 2024 home show.”
- “Write a social media marketing plan for my local home builders association’s LinkedIn for the month of July 2024.”

Hootsuite

Hootsuite is a cross-platform social media scheduling tool. Hootsuite also suggests the best days and times to post, social media analytics, AI content creation and more.

Hootsuite starts at \$99/month.`

[Hootsuite | Social Media Marketing and Management Tool](#)



Facebook & Instagram Scheduling

Meta Business Suite – Desktop

1. Sign into your HBA's Facebook page and click on Meta Business Suite on the lefthand side of the page.
2. Click on the blue “Create Post” button.
3. Under “Post to” select both Facebook and Instagram.
4. Write your post and attach media.
5. Scroll down the bottom and toggle on “Set date and time”.
6. Select the date and time you'd like and the click the blue “Schedule” button.

The screenshot displays the 'Create post' interface in Meta Business Suite. At the top, there's a text input field with a placeholder image and a hashtag icon. Below this are icons for adding attachments like photos, videos, and links. The 'Scheduling options' section is visible, featuring a toggle for 'Set date and time' which is currently turned on. Below the toggle, a message states: 'Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.' Underneath, the 'Facebook' platform is selected. A date picker shows 'Jun 11, 2024' and a time picker shows '08:35 PM'. There is also an 'Active times' button. At the bottom, there's a 'Boost' toggle (currently off), and three buttons: 'Cancel', 'Finish later', and 'Schedule'.

LinkedIn Scheduling

1. Compose your post as usual.
2. Click on the clock icon in the lower right hand corner of your post.
3. A pop up window will appear with the options to select a date and time.
4. Click “Next” to review the post.
5. Click “Schedule” to schedule the post.

[Instructions](#)

This is how you schedule a post.



Schedule post

Tue, Jun 11, 12:30 PM Eastern Daylight Time, based on your location

Date

6/11/2024

Time

12:30 PM

[View all scheduled posts →](#)

[Back](#)

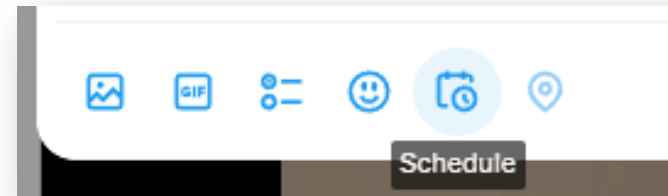
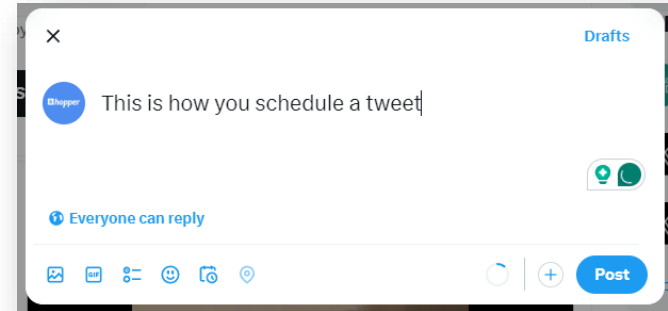
[Next](#)

X Scheduling

You can now schedule posts to X!

1. Compose your post.
2. Click on the calendar icon in the bottom left corner.
3. Pick a specific date and time to send your post.
4. Click “Confirm”.

[Instructions](#) with images





AI TOOLS FOR ASSOCIATIONS

Explore AI Tools to help you save time.

AI for Associations

LARGE LANGUAGE MODELS

Large Language models use 'natural language' to prompt and respond. These tools can be used as an AI chatbot to provide everyday assistance. Help brainstorm, generate text, review large documents, and much more.



ChatGPT - OpenAI



Copilot - Microsoft



Claude - Anthropic

CONTENT CREATION

Create ready to use content, generate images, videos, ppts, social media posts and more.



CANVA

Streamline your content creation with a suite of AI tools in Canva.

HOOTSUITE

AI writing for Social Media. Generate captions, post ideas and hashtags



BEATIFUL.AI

Create stunning and professional slides in minutes



GRAMMERLY

AI writing assistant that follows you across platforms.



PHOTOSHOP

Use Generative Fill, Generative Expand, Content-Aware Fill and Object selection to enhance your photos.

AI VIDEOS

Work with NAHB staff to create custom AI videos for your members.



AI for Associations

OTHER TOOLS



READ AI

Capture & summarize every meeting effortlessly. Auto-generated recaps, action items, and highlights. Works with Google Meet, Zoom, and Microsoft Teams



OTTER.AI

OtterPilot is an AI meeting assistant that automatically takes notes and summaries, including action items! Can be used on Zoom, Google Meet and Microsoft Teams.



GPTExcel.UK

Boost your spreadsheet productivity with Excel and Google Sheets AI assistant to Generate and Understand formulas. Create and automate complex calculations and analyses in Excel, Google Sheets, or Airtable.



MUNCH

Munch is a tool that extracts engaging clips from your long-form videos and generates social posts based on marketing insights and trends.



REMOVEBG

Make a background transparent (PNG), add a white background to a photo, extract or isolate the subject, or get the cutout of a photo - you can do all this and more with remove.bg.



CHATPDF

ChatPDF lets you upload a PDF file and ask questions to get insights, summaries, or multiple choice answers. It works across languages and supports various file types.

MADE FOR ASSOCIATIONS



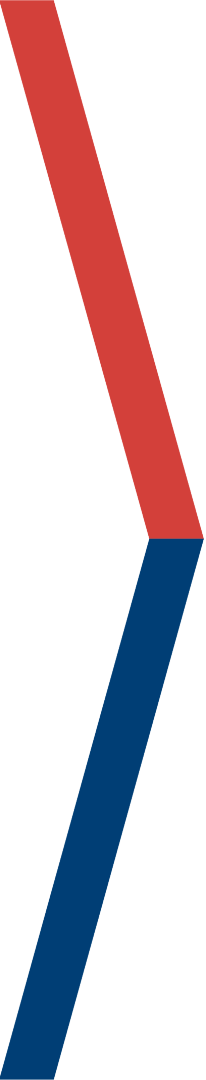
RASA.IO

Rasa.io is a tool that helps you create and send personalized newsletters to your email list. Learn how to get started, grow your relationships, stay top of mind, and build trust. Make connections with each person on your list with unique content per their individual interests.



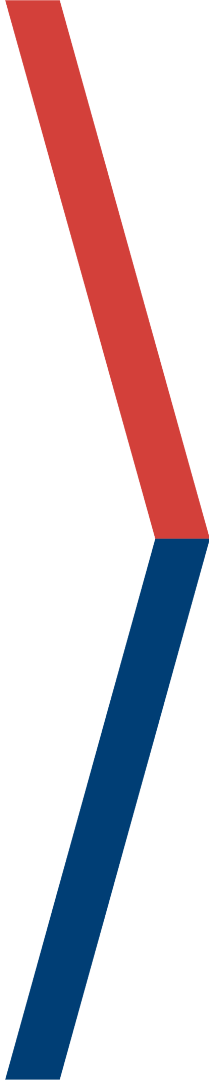
BETTYBOT

Betty Bot is a first-of-its-kind solution designed exclusively for member-based organizations, built using advanced AI techniques, generative chat, and robust language models. Using information from your Association, create a customized chatbot for your members.



Questions?

Lauren Games
Sr. Manager, Membership Marketing
lgames@nahb.org



Engage with NAHB on Social

Facebook

@NAHBhome & @BuildersShow

Instagram

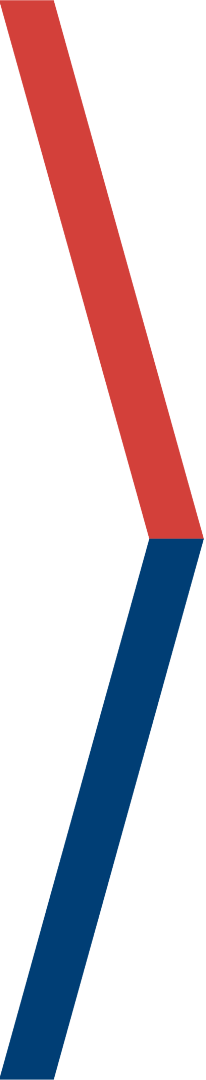
@homebuilders & @intlbuildersshow

X

@NAHBhome & @IntlBldrsShow

LinkedIn

National Association of Home Builders &
International Builders' Show



Links to Tools for HBAs

HBA Tools & Resources

Resource	Function	Access / Pricing
AI for Associations	List of AI resources for HBAs	Free (link)
Bitly	Link shortening; vanity link customization	Free plan (link)
Canva	Graphic design tool for simple projects	Free plan or \$15/month (link)
Chat GPT	Open source generative AI	Free plan or \$20/month (link)
Content Calendar	Uniform template; formatted for Hootsuite bulk upload	Free (download link)
Hashtag Checker	Check the effectiveness of hashtags	Free (link)
Hashtag Generators	Generate relevant hashtags	Free on Canva (link) & Free on Hootsuite (link)

HBA Tools & Resources

Resource	Function	Access / Pricing
Hootsuite	Content scheduling; KPI reporting	\$99/month (link)
Image Sizing Guide	Provides ever-changing image specs for every channel	Free (link)
Linktree	Houses variety of links for Instagram bios; allows Instagram CTAs	Free plan (link)
NAHB 'Do Business With a Member' Toolkit	Help promote the Do Business with a Member philosophy with these digital assets specially created for the campaign	Free (link)
Video Sizing Guide	Provides ever-changing video specs for every channel	Free (link)

Thank You





Session Survey