

The good, the bad and the banned

Communications Strategies for Leaders

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Today's blueprint

- Understanding your role as a homebuilding association leader
- Gaining confidence in speaking and media interviews
- How to effectively advocate with legislators and elected officials
- Presenting yourself on social media

Why it matters

- You're the face of your HBA
- You're a trusted expert on housing issues
- NAHB is one of the nation's most powerful advocacy organizations
- We have power and people are paying attention



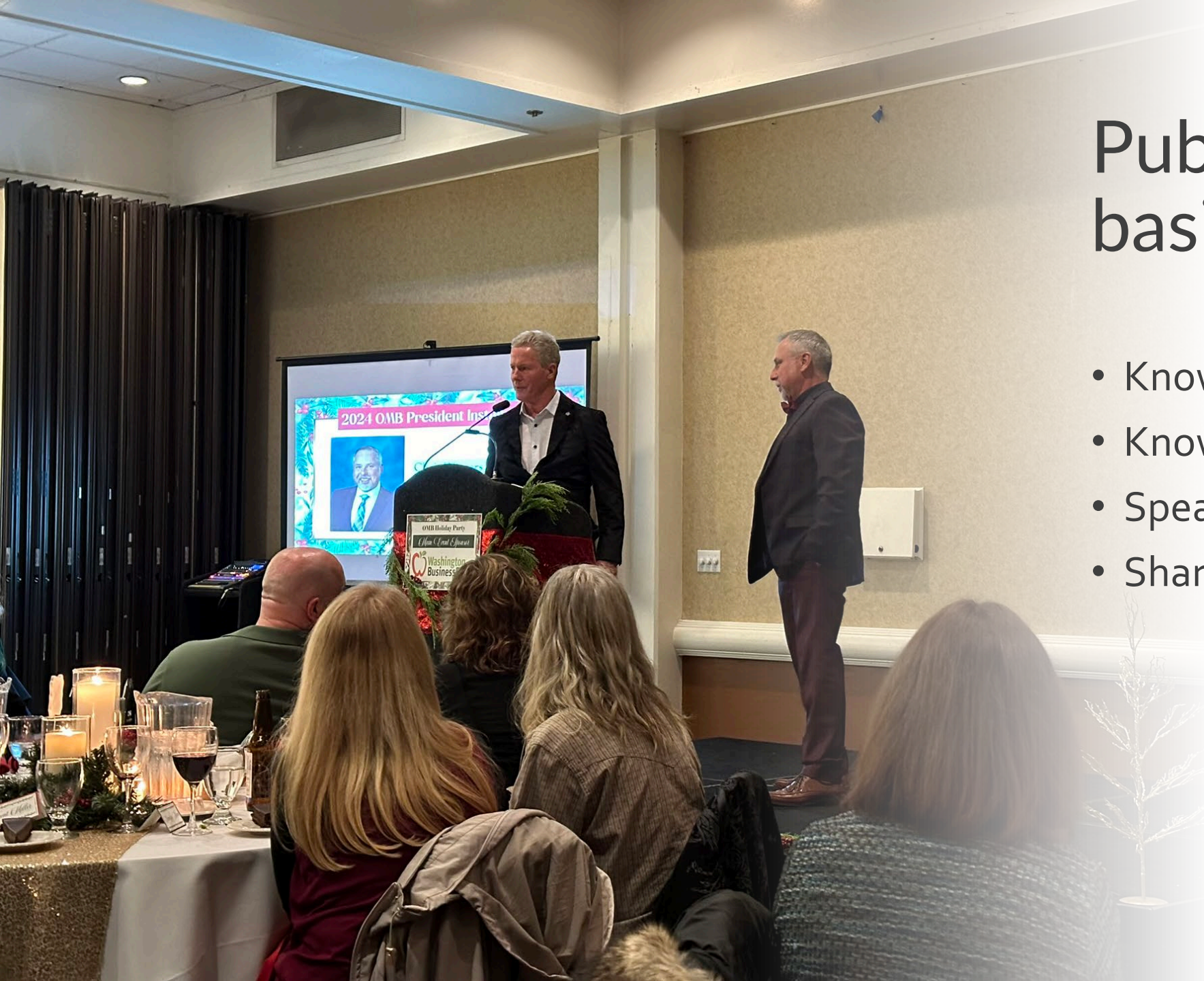
Public presence

The face of the
homebuilding industry



Public speaking basics

- Know the audience
- Know your goal
- Speak slowly and clearly
- Share stories, not just facts



In the community

- Try-a-Trade
- Classroom visits
- Community forums
- Non-profit support



Rapport with reporters

Sharing our message

Talking to Reporters

- Be polite, stay on message
- Speak in soundbites: short, clear, memorable
- Always assume you're on the record
- Pivot to key messages when needed

At a News Conference

- Prepare a 60-second opening statement
- Stick to 2–3 key messages
- Use bridging: “What’s important to know is...”
- Speak with energy and conviction



Awesome advocacy

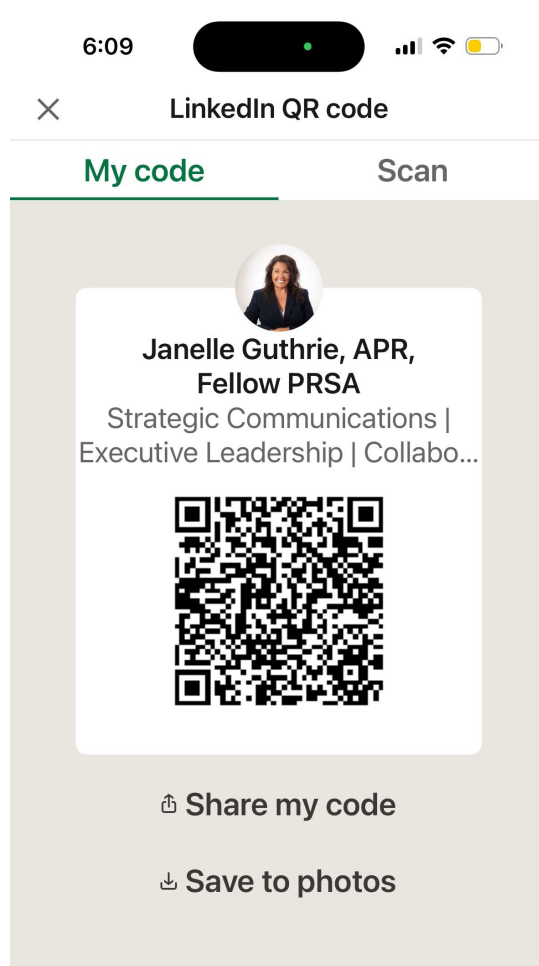
Educating electeds

Working with Legislators

- Be respectful and direct
- Share personal stories and local impact
- Keep it short: 1 problem, 1 solution
- Always follow up with a thank you

Savvy Social

Building your brand, not
getting banned



Let's connect on LinkedIn

- Open the LinkedIn app
- Tap the Search bar
- Click on the QR code
- Start connecting

Main social media platforms





Facebook

- Use for
 - Community engagement
 - Reviews
 - Before-and-after project photos
 - Event promotion
- Why?
 - It reaches homeowners, local communities, and potential clients—especially Gen X and Boomers



YouTube

- Use for
 - How-to content, client testimonials, home tours, and explainer videos on building processes
- Why?
 - Builds long-term trust and helps educate potential clients or DIYers



Instagram

- Use for
 - Showcasing beautiful homes
 - Progress videos
 - Reels of job sites
 - Team highlights
- Why?
 - Great visual platform
 - Attracts younger homeowners
 - Shows craftsmanship



TikTok

- Use for
 - Quick build tips
 - Tool demos
 - Funny jobsite moments
 - Busting contractor myths
- Why?
 - Reaches younger audiences and future workers—especially helpful for workforce development



LinkedIn

- Use for
 - Networking with trades, recruiting, posting thought leadership, and sharing business wins
- Why?
 - Helps build credibility with peers, partners, and future employees



X

- Use for
 - Industry news, real-time updates during public hearings, and advocacy messaging
- Why?
 - Good for staying connected with local government, media, and fellow professionals

Have a plan



Content



Consistency



Timing



Mindfulness

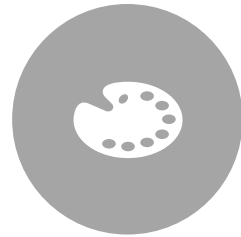


Responsiveness

Be strategic



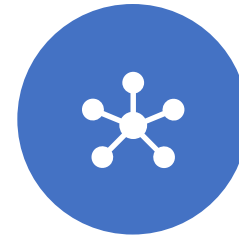
SET YOUR
GOAL



BE CREATIVE



KNOW YOUR
AUDIENCE



ENGAGE



MONITOR
RESULTS

Smart social media

- Be authentic
- Share positive stories
- Stay professional
- Remember the other party buys homes, too
- Photos/videos = more trust and engagement
- Follow and engage with lawmakers, partners, and members

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Social slip-ups

- Arguing online
- Posting when angry
- Sharing without thinking
- Too political all the time



Final tips

What else is in your toolbox?

- Professional headshots
- On-the-job photos and videos
- Voicemail messages
- Email signatures
- Company website
- Biography
- SWAG

Final thoughts

- You don't have to be perfect—just prepared
- Stay positive and professional
- You are a powerful voice for our industry

