

# Amplify the Voice of Your State and Local Association

State and local associations communicate with their members and other stakeholders via social media. However, sourcing regular content and reaching a large audience can be challenging. MBA's social media presence is managed by our marketing and public affairs teams reaching an average of 10 million people each month. We encourage you to look to MBA and our social platforms to find content and amplify the voice of your association by referring to MBA's popular social presence.



## AMPLIFY YOUR VOICE WITH MBA SOCIAL

### FOLLOW MBA

When you and your leadership follow MBA, you can see what we are posting and decide what you want to share with your own followers.

### MBA HANDLES

- LinkedIn: [@Mortgage Bankers Association](#)
- Twitter: [@MBAmortgage](#)
- Instagram: [@mortgage\\_bankers\\_association](#)
- Facebook: [@Mortgage Bankers Association](#)
- YouTube: [@MBAmortgage](#)

### mPact HANDLES

- LinkedIn: [@MBA mPact](#)
- Instagram: [@MBA\\_mPact](#)

### MORTGAGE ACTION ALLIANCE HANDLES

- LinkedIn: [@Mortgage Action Alliance \(MAA\)](#)
- Facebook: [@MortgageActionAlliance](#)

### MBA OPENS DOORS FOUNDATION HANDLES

- Instagram: [@MBA\\_OpensDoorsFoundation](#)
- Facebook: [@OpensDoorsFoundation](#)

## MBA VIDEO

MBA Video brings you the latest news and perspectives from MBA staff and industry insiders and can be found at [mba.org/video](http://mba.org/video), our [YouTube Channel](#) or posted on our other social platforms. Four series are produced on a regular basis.



### MBA NOW

An online video show discussing important issues with MBA leadership and members that is released every Tuesday.



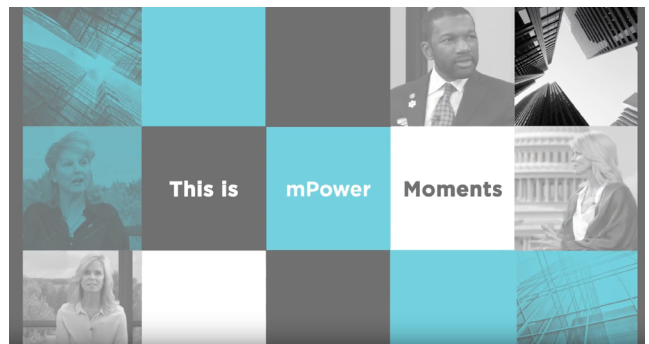
### MBA WASHINGTON REPORT

A summary of top federal issues in policy and advocacy affecting the real estate finance industry that is released every Monday.



### MORTGAGE MARKET UPDATE

A breakdown of the results of MBA's Weekly Application Survey. The Update highlights both application volume and mortgage rate activity and is released every Wednesday.



### mPower MOMENTS

Marcia M. Davies, MBA COO and founder of mPower, discusses issues important to the mPower community with her guest. Released on the first Tuesday of each month.

---

## SHARE OUR POSTS

Source content for your followers by reposting MBA content on your social media channels. Here are a few links in case you need a crash course:

[How to share on LinkedIn](#)

[How to share a Tweet](#)

[How to repost on Instagram](#)

[How to share on Facebook](#)

[How to share on YouTube](#)





## JOIN THE CONVERSATION, USE A HASHTAG.

If you're posting about a particular MBA conference or initiative, please use its hashtag. This makes your post searchable by those using the same hashtag or following the conversation. Like MBA, you can create hashtags for your events and make them available a few weeks before the first day of the conference.

### MBA INITIATIVES

MBA initiatives are focussed efforts that seek to improve the industry or people's lives through the help of industry professionals. Hashtags for each initiative can be found below.

- mPact: **#MBAmPact**
- mPower: **#MBAmPower**
- Diversity & Inclusion: **#MBADiversityInclusion**
- Mortgage Action Alliance (MAA): **#MortgageActionAlliance**
- MBA Opens Doors Foundation: **#MBAOpensDoors**

## MENTION MBA'S ACCOUNT IN YOUR POST

Use our handles like we have below. This is referred to as *@-ing*. By *@-ing* us you extend your reach and tap into our followers as well.



## SUGGESTIONS FOR EFFECTIVE SOCIAL ENGAGEMENT

MBA understands how the use of social media sites and blogs can shape the way the public views our mission, policy positions, members, and employees. Below are some tips for being a good social citizen:

### GIVE CREDIT WHERE CREDIT IS DUE

Never use copyrighted material, including images, without permission. When using licensed materials, be sure to abide by the license terms. Identify any copyrighted materials with citations. Follow the established terms and conditions of use established by the publication or platform and don't do anything that would violate those rules. Provide links to original sources where possible and appropriate.

### BE A GOOD CONVERSATIONALIST

Monitor and reply to comments in a timely manner, when a response is appropriate. Be sure to proof posts for spelling and grammar. Try to add value to the conversation. If your content improves knowledge or skills; builds businesses; helps people do their jobs; solves problems; or builds a better understanding, you are adding value.

### BE CLEAR, BUT NOT DEFENSIVE

Be polite and professional, especially when you disagree with someone. Once the words are out there, you can't get them back. If you find yourself working too hard to defend your position, take a step back, let the community defend for you (because they will if you're justified). Try to avoid communicating with hostile personalities in an effort to avoid personal, professional, or credibility attacks. Always be respectful.

## QUESTIONS?

If you have further questions please reach out to William Kooper at [wkooper@mba.org](mailto:wkooper@mba.org).

**PLEASE NOTE:** The use of your social media accounts to share MBA's products and services is entirely voluntary. This document is guidance for those who are already doing so, or those who desire to do so.