

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. Leverage MBA's social platforms to find content and amplify the voice of your association by referring to MBA's popular social presence.

FOLLOW MBA

When you and your leadership follow MBA, get the latest industry information and resources to share with your network.

MBA HANDLES

- LinkedIn: [@Mortgage Bankers Association](#)
- X: [@MBAmortgage](#)
- Instagram: [@mortgage_bankers_association](#)
- Facebook: [@Mortgage Bankers Association](#)
- YouTube: [@MBAmortgage](#)

mPower HANDLES

- LinkedIn: [@mPower - MBA Promoting Opportunities for Women to Extend their Reach](#)
- Instagram: [@MBA_mPower](#)

mPact HANDLES

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

MORTGAGE ACTION ALLIANCE (MAA) 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, our [YouTube Channel](#) or posted on our other social platforms. Explore the four timely series we produce on a regular basis.



MBA NOW

The latest news and analysis from MBA leaders.



MBA EYE ON WASHINGTON

A weekly summary of top issues in policy and advocacy affecting the real estate finance industry.



MBA RESEARCH MINUTE

A weekly breakdown of the results of MBA's Weekly Application Survey, highlighting both application volume and mortgage rate activity.



mPower MOMENTS

On a monthly basis, Laura Hopkins, AMP, MBA's Senior Vice President of Membership, Meetings, and mPower, discusses issues important to the mPower community with her guest.

SHARE OUR POSTS

Source content for your followers by reposting MBA 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 on X](#)

[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 focused 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**
- Mortgage Action Alliance (MAA):
#MortgageActionAlliance
- MBA Opens Doors Foundation: **#MBAOpensDoors**

MENTION MBA IN YOUR POST

Use our handles like the example 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 media 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 Ainsley Zimmer at azimmer@mba.org.

PLEASE NOTE: Using 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.