

# social media examples & tips

We all know social media is an effective tool to recruit team members and inspire donors to support your Women Build goals.

Below are resources to help inform your followers about the Women Build mission, why the mission is important, and how to donate. By utilizing our pre-made graphics and captions, you can get the word out quickly, but we do want these posts to be your own! **Please edit and/or delete content that is highlighted.**

Posts with photos or videos are viewed more often thanks to social platform algorithms, so don't forget a graphic. Post often and across multiple platforms – not everyone always sees everything you post every time – and remember, the sooner you start spreading the word, the more successful you will be.

## SOCIAL POST CAPTION IDEAS

For platforms like **Facebook, LinkedIn, or Instagram**, you can include longer, more detailed posts with a photo to discuss why Women Build is important. Customize as applicable.

- *Homeownership is not only a powerful wealth-generating tool, but it also improves health, educational, and social outcomes for homeowners and their households. Unfortunately, women face disproportionate barriers to homeownership access due to lower incomes, uneven care responsibilities, and mortgage denials and rates.*

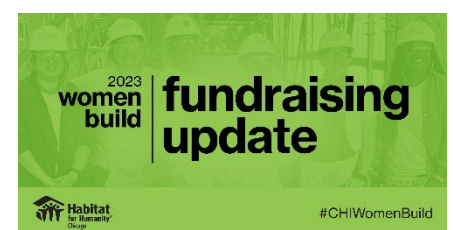
*Join me in breaking down the gendered barriers to homeownership by [either joining my fundraising team or donating to my fundraising page] in support of @habitchicago's 11<sup>th</sup> annual #CHIWomenBuild: [link to fundraising page]*

- *Women have a harder time accessing homeownership because of lower income, uneven care responsibilities, and mortgage denials and rates. Due to historical racist housing policies (like redlining, predatory lending, racial covenants, and more) and the stark wealth gap between Black and White Americans, Black women have an especially harder time becoming homeowners.*

*Join me in breaking down the gendered AND racial barriers to homeownership [either joining my fundraising team or donating to my fundraising page] in support of @habitchicago's #CHIWomenBuild: [link to fundraising page]*

### Social media graphics

Use our pre-designed post graphics alongside any of our suggested captions, or use them for your own fundraising promotion and updates.



- Families living in affordable homes have been found to have double the discretionary income of their neighbors in high-cost housing, putting them in a better position to buy health insurance, pay down debt, save for education, or start a business. Since women, especially Black and Brown women, have a harder time accessing homeownership, they have less access to these financial opportunities compared to men.

Help more women access the financial benefits that homeownership can provide by [\[either joining my fundraising team or donating to my fundraising page\]](#) in support of @habitatchicago's 11<sup>th</sup> annual #CHIWomenBuild: [\[link to fundraising page\]](#)

- Help provide women homebuyers the security, stability, and equality that comes from safe and affordable homeownership. Join me and 620 other inspiring women from across Chicago [\[on my fundraising team or by donating to my fundraising page\]](#) for @habitatchicago's 11<sup>th</sup> annual #CHIWomenBuild to break down gendered barriers to homeownership: [\[link to fundraising page\]](#)

**For Twitter or photo captions on Facebook**, use condensed, to-the-point statements about Women Build. Customize as applicable.

- If you'd like to help more Chicago women become owners of stable, affordable, and quality homes, [\[join my fundraising team or donate to my fundraising page\]](#) in support of @habitatchicago's #CHIWomenBuild: [\[link to fundraising page\]](#)
- Interested in helping Chicago women provide opportunity-filled futures for their children through stable homeownership? [\[Join my fundraising team or Donate to my fundraising page\]](#) in support of @habitatchicago's #CHIWomenBuild: [\[link to fundraising page\]](#)
- All of us women desire to grow our wealth, financial security, and independence. Join us for this year's @habitatchicago's #CHIWomenBuild to help our fellow women reach these goals through homeownership: [\[link to fundraising page\]](#)

## SHORT-TERM POSTS: STORIES

**Instagram and Facebook Stories** allow you to share temporary content on social media. These photo and/or video posts are often more interactive than a static post and provide another avenue for content interaction and viewing. What's more? Since Stories disappear within 24 hours, you can post as often as you like without overloading your personal profile feed. See below for some tips and tricks.

- **Start a Story and add text, stickers, and photos** to make it super engaging. For example:
  - Add text to share why you Women Build (see *provided graphics*)
  - Share your fundraising updates or goals for the day/week/month. Tag a teammate to share or tag friends to help reach your goal.
  - Take before and after pictures on your build day and [upload them to your story](#) to share all your hard work with your followers.
  - Post multiple stories in a row that lay out a theme or share relevant data to create a series.
- [Share an IG post](#) onto your story to increase post exposure.
- **Post multiple times on Stories throughout your build day**, so your followers can see your progress on the build site.

New to Stories? Read this [how-to guide](#) for more information.

## BEST PRACTICES FOR SOCIAL MEDIA FUNDRAISING

- **Place a link to your fundraising page** in your social media bio so your followers have an easy way to get to your donation page. Here is an article to show you [how to add links to your IG bio](#).
- **Supplement stories with personal anecdotes and reasons why you support Women Build's mission.** Donors and potential team members are more inclined to support you and your event connection with personal stories and photos of you from previous Women Builds or Habitat Chicago events.
- **Tag @habitchicago** and use the hashtags #CHIWomenBuild and/or #AffordableHomeownership
- **Direct message** anyone who responds to, looks at, or interacts with your posts. Ask them to support your team.
- **Thank all who donate.** Give a shout out on your social media to anyone who donates (with their permission!) with an Instagram Story, Facebook post, feed photo with caption, etc.
- **Challenge your friends to get involved.** How?
  - Post a photo with a friend whom you've volunteered with before (Women Build or otherwise) with a call to action
  - Organize a happy hour event! Bring together women you think are likely to support you and get involved while having a fun time together
- **Tag-team on social post interactions.** When someone from your team posts on social media, be sure to like it and comment. Tag each other in posts to help boost your views.
- **Create a fundraising idea,** such as providing goods or services in exchange for donations (photoshoots, craft gifts, etc.) or tying an important number to a donation amount ("In honor of @habitchicago's 11<sup>th</sup> annual Women Build, I have a one-day goal of raising eleven \$11 donations to help more women achieve the strength and stability homeownership provides. I just donated \$11 myself; will you join me?")