

How Social Media can Work for You

National Self-Help Housing Conference

March 11–13, 2025 • Orlando, Florida

*Building a
brighter
future
together.*



Building Awareness



Expanding reach to a wider audience



Highlighting community needs and success stories



Engaging with potential donors, partners, and supporters

Strengthening Community Engagement

- Creating an online community for support and information
- Sharing client testimonials and positive outcomes
- Promoting housing-related events, workshops, & webinars



Fundraising and Resource Generation

- Promoting donation drives & crowdfunding campaigns
- Sharing impact metrics to inspire contributions
- Promoting organization fundraising events



Building Organizational Credibility



About

Members

Advocacy

Partner With Us

News & Events



Rising to Meet the Housing Crisis in Appalachia: A DreamBuild initiative takes shape

A Continuing Series



Establishing
leadership
in the
community

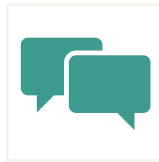
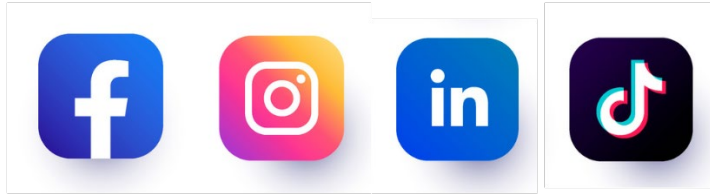


Consistent
sharing of
accurate
and
meaningful
content



Collaborating
with other
organizations
for joint
messaging

Best Practices for Social Media Use



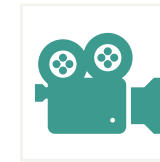
Why
Facebook
and
Instagram



Consistent
posting
schedule
using Meta
Business
Suite



Types of posts that
receive the most
engagement/views



Utilizing
Canva to
create posts
and edit
video

I Encourage You to use Social Media and Build Homes – One Post at a Time

Buying a House can be
SCARY!



Don't let the fear of the unknown stop you! We have helped hundreds of first time buyers and we can help you.

Create your profile today!
[Link in Comments](#)



Dreaming of Homeownership?

Create your profile & let's see if you are Lending Ready.

We have helped People who work at:

- Grocery Stores
- Hospitals
- Recovery Centers
- Food Service
- Factories

We are looking forward to meeting you!
[Link in Comments](#)



50 years
FRONTIER HOUSING
1974-2024

Disclaimer: Achieving Lending Ready status is subject to various financial factors and does not guarantee eligibility to purchase or construct a home. Program qualification is contingent upon an evaluation of credit score, income, debt, and other relevant considerations.

Video Post on Facebook



Reel on
Facebook
and
Instagram



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Thank you for attending!



Please don't forget to complete the conference surveys.