

TOGETHER

STRONGER



Spokane Association of REALTORS® Housing Campaign How-To Guide

Spokane Association of REALTORS® recognizes how the housing crisis impacts each of its members. In 2021 we are launching an awareness-building campaign, Together Stronger™ to activate all of our members, as well as advertise through local media outlets and on social media. We're leading the charge because the housing crisis is limiting our county's ability to grow and provide prosperity – not only for our members – but for local businesses. Together, we can shape the conversation with policy makers and local legislators to address an issue that impacts all of us.

We have identified four audiences who are impacted and will benefit from Stronger Together™ as we address the housing crisis.

Consumers (Buyers/Sellers)

- Help consumers understand the housing crisis
- Provide access to additional information
- Invite them to share how it has impacted them

Local Businesses

- Build awareness and understanding for local businesses that a lack of housing impacts their business – less housing units, fewer people to shop, eat, visit their establishments
- Activate businesses to align and organize and get a seat at the table
- Invite them to share how the housing crisis has impacted their business

Builders / Developers

- Restrictions on land use limit the available space for new housing starts
- Activate businesses to align and organize and get a seat at the table
- Invite them to share how the housing crisis has impacted their business

Policy Makers / Legislators

- Government officials need to understand that the housing crisis can no longer continue
- The constituency of Spokane County needs to have an open dialogue and to discuss real solutions to the housing crisis that has been years in the making

We need your help!

We're asking all of our members to download the materials and post on your social media pages. The goal is to make our collective voices as loud as possible and drive the change that is desperately needed.

What SAR Members Get

Every month, 3 social media graphics and content messages will be released for the 4 audiences the campaign is targeting.

How-to Use the Stronger Together™ Materials

The campaign materials provide many choices so Spokane REALTOR® members have lots of flexibility. Images are organized by audience and by platform.

1. Select an audience

- Images and copy have been developed to speak to each of the four audiences
- Provide access to additional information
- Review the images and select what you'd like to share on social media

2. Select a Social Media site for posting

- Determine which of your social media pages you'd like to share the post
- You can post on Facebook, Twitter or LinkedIn
- You can choose 1, 2 or all 3 pages

3. Download the image for that audience and social media platform

- For example: Select "Consumer" image for Facebook

4. Download the content for that audience

- You can find the link to download content at the top of each audience webpage

5. Post within the recommended schedule

- The schedule is listed in color above each image on their designated webpage

Personalize Your Message for Greater Impact

Use these assets to let your clients, and partners know what you and the Spokane Association of REALTORS® is doing to help end the housing crisis.

- Use the content provided as a starting point. Talk to your audience!
- Add your company's name
- Add what you're doing to help your clients

Encouraging Call to Action

- Include a link in your post to the Spokane Association of REALTORS® Stronger Together™ web page: www.spokanerealtor.com/together-stronger
- This page provides additional information and a way for visitors to share their story.

Spokane Association of REALTORS® thanks you for participating. Together We Are Stronger and will be able to shape the conversation and activate our community for the greater good.

Questions?

Contact us!

