

MAA ACTION WEEK | APRIL 29-MAY 3

SOCIAL MEDIA TOOLKIT

Thank you for supporting MAA Action Week! We encourage you to promote your engagement on social media. Here are a few pointers and sample posts to get you started.

USE HASHTAG AND TAG MAA

Include **#MAAActionWeek** in your posts to join the conversation and connect with fellow advocates. If you are posting on LinkedIn or Facebook tag the @Mortgage Action Alliance.

SAMPLE SOCIAL MEDIA POSTS

Exciting news! <Company or Association> is proud to be part of #MAAActionWeek! Join us and the @Mortgage Action Alliance as we stand up to promote positive change within our industry. Together, we can make an impact. Engage in grassroots advocacy now: <https://bit.ly/43UkOhP>.

Advocacy made simple! Join the @Mortgage Action Alliance for free and make your voice heard during #MAAActionWeek. Let's shape the future of our industry together. Engage in grassroots advocacy now: <https://bit.ly/43UkOhP>.

During #MAAActionWeek, I am amplifying our collective voice on the MBA-Supported "Trigger Leads" Bills! Tell your members of Congress to support for bipartisan legislation to eliminate mortgage trigger lead abuses. Add your voice: <https://bit.ly/49dDXgF>.

Join me in making your voice heard and supporting a vote on the Low-Income Housing Tax Credit (LIHTC) program enhancements! During #MAAActionWeek, tell your Senators to vote on housing affordability. Add your voice: <https://bit.ly/49dDXgF>.

Let's strengthen the @Mortgage Action Alliance during #MAAActionWeek! Join us in this industry-wide campaign to push for legislative action and encourage other industry professionals to get involved. Join or renew your annual membership now: <https://bit.ly/43UkOhP>.

USE VIDEO TO SPREAD THE WORD

Share a short video (30 seconds or less) explaining why advocacy is crucial for our industry. Encourage your followers to join!

SAMPLE SCRIPT FOR VIDEO

"We need you advocating with the Mortgage Bankers Association during MAA Action Week, a national, industry-wide campaign dedicated to helping real estate finance professionals engage in political advocacy. Advocacy means using our collective voice to shape legislation impacting our businesses and communities. Join MAA at mba.org/joinmaa or text "MAA" to 50457. It takes less than a minute and is free to join. Let's advocate together!"

DOWNLOAD SOCIAL GRAPHICS

MAA Action Week social graphics can be found at mba.org/maaaactionweek. Scroll to the bottom of the page, download, and post!

CONNECT WITH US ON



Facebook

facebook.com/mortgageactionalliance



LinkedIn

linkedin.com/showcase/11079441

Join. Renew. Engage.

Get ready to make an impact!
#MAAActionWeek.