

HOMEAdvantage®

Homeownership Truths

Social Media Campaign

What you need to know...

- Homeownership Truths is a 24-week social media campaign focused on both the joy and humor in homeownership.
- Each of the 24 unique images focuses on a specific truth and has a corresponding message, hashtag and suggested posting date.
- The campaign features images intended for use on Facebook and/or Twitter.

How to use it...

To help build momentum and leverage the power of social media, we encourage our credit union partners to:

- Launch our Truths campaign within your own social media channels using the text and images as we've planned out for you.
- Personalize it. Add a call-to-action linking the viewer back to your portal. For example: "Discover your Homeownership Truth with ABCFCU's HomeAdvantage program. Sign up at abcfcu.mycuhomeadvantage.com."
- Have fun with it! Encourage your team—from loan officers to tellers—to share these. That's what makes them social!
- You may also consider including these images in your other marketing channels such as e-newsletters, in-branch displays and website.

The image shows a Facebook post from ABC Federal Credit Union. The post includes a profile picture, the name 'ABC Federal Credit Union', and a timestamp 'Today at 19:33'. The main text of the post reads: 'Give a new meaning to Easter Egg hunt—you're free to do as you please in your own backyard! Discover your Homeownership Truth with ABCFCU's HomeAdvantage program. Sign up at abcfcu.mycuhomeadvantage.com'. Below the text is a yellow banner that says 'HOMEOWNERSHIP TRUTH #57'. The main image shows two young girls in a backyard with several chickens. Overlaid on the image is the text: 'Your backyard is a place for zen — or maybe hens, depending on where you live.' At the bottom of the image is the 'HOMEAdvantage' logo and the website 'mycuhomeadvantage.com'. The post has 1,035 likes and shows 'Like', 'Comment', and 'Share' buttons.

Annotations with red brackets point to the following elements:

- Your social media channel
- Use descriptions provided
- Add a customized call-to-action with a link to your HomeAdvantage portal
- Use images provided
- Encourage your employees to like, comment and share!

Where to Find it...

- Log in at www.mycuhomeadvantage.com.
- Visit the **Resource Center**
- Click on **Marketing Tools**
- Locate in **Marketing Templates and Examples**

Questions?

Contact us at marketing@curealty.com.

*Please note that some images have been scheduled on specific dates honoring national observance days.



Week of March 27

Give a new meaning to Easter Egg hunt—you're free to do as you please in your own backyard!

Hashtags:
#EasterEggs
#hensarezen



Week of April 3

Know your neighbors. Know your neighbors' dogs.

Hashtags:
#schoobushounds
#dogalarms



Special Day: April 15*

It's Tax Day! Remember, owning a home can mean more cash in your pocket—both at closing and on April 15!

Hashtags:
#taxrefund
#taxday



Week of April 17

Pink. Yellow. Green. Paint whatever you like, wherever you like in your own home.

Hashtags:
#endlesspaintcolors



Week of April 24

You make the rules.
You give the orders.
You're the King of the castle.

Hashtags:
#kingofthecastle
#boss



Week of May 1

We may smile seeing packages at our front door, but our kids prefer when their neighborhood friends knock on the door.

Hashtags:
#knockknock



Week of May 8

Weekends at home = lying around in your pjs. Privacy is priceless.

Hashtags:
#pajamaparty



Week of May 15

A little spring cleaning would be a lot more fun with a closet like this. Your dream home is only a HomeAdvantage step away.

Hashtags:
#springcleaning



Special Day: May 30*

Today is Water a Flower Day! Gardening brings life to your yard and health to your family.

Hashtags:
#backyardfarmer
#wateraflowerday



Special Day: June 1*

Today is Barefoot Day! Take a moment to go outside and dig your toes into the yard!

Hashtags:
#barefootday
#toesinthegrass



Special Day: June 11*

Today is Get Outdoors Day! Join your neighbors to shoot hoops, play baseball or a start a friendly game of street hockey. There's nothing quite like the neighborhood cul-de-sac.

Hashtags:
#getoutdoorsday
#culdesacred



Week of June 19

Welcome your family and friends without feeling crowded in your brand new home.

Hashtags:
#guestroom

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Week of June 26
 Enjoy the summer and some great eats with your neighbors. There's nothing quite like a neighborhood block party.
Hashtags:
 #blockpartiesrock
 #neighborhoodfun



Special Day: July 4*
 It wouldn't be a great 4th without some great grilling!
Hashtags:
 #independenceday
 #july4th



Week of July 10
 The sweetest (parking) spot you'll ever know.
Hashtags:
 #parkandload



Week of July 17
 Go ahead. Play your Christmas music and dream about how you'll decorate your home come December. It's Christmas in July!
Hashtags:
 #christmasinjury



Week of July 24
 Spontaneous summertime gatherings are always easier when your best friends live next door.
Hashtags:
 #neighbors



Week of July 31
 Stop thinking and start doing. Your home. Your way.
Hashtags:
 #diywarrior



Week of August 7
 Who needs to go out when it's so much better to say in!
Hashtags:
 #datenight
 #cozynights
 #housepoorisrich



Week of August 14
 Go ahead and grab that power tool—you know you want to.
Hashtags:
 #demotime



Special Day: August 26*
 Today is National Dog Day! There's nothing like man's best friend greeting you at your door.
Hashtags:
 #nationaldogday
 #k9love



Week of September 4
 You labor. You save. Let your hard-earned bucks become an investment in your future.
Hashtags:
 #laborday
 #byebyelandlord



Week of September 11
 Football season is here! Time to cheer as loud as you want to!
Hashtags:
 #collegefootball



Week of September 18
 Let our HomeAdvantage program help you give your family the security they deserve.
Hashtags:
 #priceless