




TIPS FOR MARKETING YOUR TOP 250 ACHIEVEMENT



FACEBOOK

Posts with photos and videos will catch your friends' and followers' eyes!

Suggested photos you could post include:

-  A screenshot of your name published in the report.
-  The social media graphic template provided in the media package.
-  A congratulatory selfie of you and or your team with a Top 250 logo.

Tag us using [@nahrep](#) on Facebook and use the hashtag [#nahreptop250](#)

PRO TIP!

Research says the best time to post on Facebook is Wednesday afternoon!

INSTAGRAM



This platform is all about the photos and videos!

Add photos, videos, and boomerangs to your Instagram story and jazz them up with stickers, gifs, Top 250 logo, etc.

Add photos and videos to your gallery.

Try tagging your office and other colleagues that helped you with this achievement to promote engagement on your post.

Update your bio to include your recent accomplishment. Examples:

-  #000 Latino Agent in the USA, 2021 NAHREP Top 250
-  #000 Latino Mortgage Originator in Orlando, FL, 2021 NAHREP Top 250

Tag us in your photos and stories using [@nahrep](#) on Instagram. Use the hashtag [#nahreptop250](#)

PRO TIP!

Research says the best time to post on Instagram is on Wednesday and Friday before noon!

QUESTIONS? WE WANT TO HELP!

email: top250@nahrep.org

LINKEDIN

Like other platforms, photos and videos are the way to go.

Take advantage of this professional platform to talk about your achievement, upcoming career goals, or thank those colleagues you just couldn't succeed without.

Tag us at [@nahrep](#) on LinkedIn

PRO TIP!

Research says the best time to post on LinkedIn is on Wednesday, Thursday and Friday mornings at 9am!

TWITTER

Don't forget to mention us and we'll be sure to show some love on your tweet!







Like Instagram, you can give your achievement a permanent home in your bio for all to see.

Tag us using [@nahrep](#) on Twitter and use the hashtag [#nahreptop250](#)

PRO TIP!

Research says the best time to post on Twitter is on Wednesday and Friday mornings at 9am!

OTHER

-  Share your personal press release (if applicable) to your supervisor or employer.
-  Share your press release with a local newspaper or chamber of commerce. You can search for local papers [here](#) and find your chamber of commerce [here](#).
-  Make sure your marketing and or HR department knows about your achievement so they can spread the news as well.
-  Share the achievement with any organization you are a part of.
-  The Top 250 Latino Agents media package can be found [here](#).
-  The Top 250 Latino Mortgage Originators media package can be found [here](#).