**FACEBOOK BEST PRACTICE RECOMMENDATIONS:**

* Limit the use of hashtags on this channel.
* Use photos in every post.
* Avoid posting more than two times per day.
* Avoid editing posts, if possible, once live. Edits to posts that have already been shared can decrease reach due to FB’s algorithms.

Facebook Posts:

Post Option 1**:**

DID YOU KNOW? Oklahoma recently passed the Homebuyer Savings Account Act, which makes it easier for you to achieve the dream of homeownership. Learn More: Oklahoma.realestate

Post Option 2**:**

Homeownership in Oklahoma just got easier! Oklahoma recently passed the Homebuyer Savings Account Act, providing state tax benefits for first-time homebuyers in Oklahoma. Learn more about how the program can benefit you and your family here: Oklahoma.realestate

**TWITTER BEST PRACTICE RECOMMENDATIONS:**

* Hashtags are encouraged but avoid using more than two.
* Hashtags have the most success at the end of the tweet.
* Use a link shortener, such as Bit.ly, which can help with tracking link clicks, among other important analytics information.
* Use photos in every post.

Twitter Posts

Tweet Option 1:

Oklahoma recently passed the Homebuyer Savings Account Act, allowing qualified residents to open a tax-deductible savings account specifically for the purpose of buying a home. Explore how you can save for your first home: Oklahoma.realestate #OKRealEstate

Tweet Option 2:

The dream of homeownership just got easier. Oklahomans now have a new way to save for the down payment of a new home: The Home Buyer Savings Account. Learn more: Oklahoma.realestate #OKRealEstate