



10 EASY TO DO STEPS for social media engagement

By tagging, interacting, and staying engaged with MBIA, you're building a strong presence within the industry and helping spread important industry messages!



STEP #1: Find MBIA on Social Media

- Facebook: @marylandbuilders (2,694)
- X: @buildmd (538)
- Instagram: @marylandbuilders (1,817)
- LinkedIn: Maryland Building Industry Association (1,656)
- Pinterest: @mdbuilders (2.6K monthly views)
- Houzz: houzz.com/pro/mbiabuilders (473)

marylandbuilders.org/social-media-links

STEP #2: Understand Social Media Tagging and Interaction

- Tagging is key for getting noticed by MBIA.
- Interacting goes beyond tagging—like, comment, share, or even start conversations!



STEP #3: How to Tag MBIA in a Post (our handles)

- Facebook: Type @marylandbuilders to tag them.
- Twitter: @buildmd in your tweet.
- Instagram: Use @marylandbuilders in the caption or tag in the photo.
- LinkedIn: Use @Maryland Building Industry Association.



STEP #4: How to Interact with MBIA's Posts

- Like & React: Engage with posts to show support.
- Comment: Add your thoughts to their posts.
- Share/Retweet: Amplify MBIA's content.



STEP #5: Use Hashtags

- Use hashtags like #MBIA, #MBIAworkingforyou, #MarylandBuilders to increase reach.



STEP #6: Join the Conversation

- Don't just watch—comment and engage in industry-related conversations posted by MBIA.



Click to edit text

STEP #7: Mention MBIA in Your Stories

- Tag MBIA in your stories on Facebook or Instagram for added visibility.



STEP #8: Highlight MBIA Events

- Tag MBIA in posts promoting events to show involvement.
- Share behind-the-scenes content, photos from events, or other creative content related to MBIA.
- Be Authentic: Share genuine feedback or experiences when interacting.



STEP #9: note on events

- Click the "Attend" when you see an event on Facebook or LinkedIn
- others will see that you're attending and may be more likely to come



STEP #10: Monitor Notifications

- Keep an eye on your notifications to quickly respond to any comments or interactions from MBIA.

