

RenoMark Social Media – Sample Schedule

CHBA posts regularly to the RenoMark [Facebook](#), [Twitter](#), and [Instagram](#) profiles. HBAs are encouraged to do their own promotion of the RenoMark program to help build the brand locally, thus provided increased value for your members. HBAs are welcome to share any content from the RenoMark social media channels, and/or to create their own content.

Sample Schedule

If you're just getting started and not too sure what to post, here are three [sample schedules](#) to choose from.

- Schedule Sample #1: 3 posts a week for 4 weeks.
- Schedule Sample #2: 2 posts a week for 6 weeks.
- Schedule Sample #3: 1 post a week for 12 weeks.

Whenever you're not following one of those sample schedules (or your own planned content), we recommend posting/resharing RenoMark content at least once a week to help you fill in your calendar and better promote the RenoMark program in your region. Feel free to mix and match the posts in any way that works for you.

Posts

In [this folder](#), you will find 22 sample posts ready to go, including captions and graphics. The posts have been divided into 4 different categories to help organize your content. Feel free to add categories as you see fit.

- **About RenoMark:** Generic posts about the program
- **Find a renovator:** Posts that promote the “find a renovator” feature of the website.
- **#Renotip:** Generic tips and tricks about home renovations.
- **Code of conduct videos:** 12 videos that explain each of the code of conduct statements.

Note: Twitter restricts the number of characters it allows per tweet so you may need to adjust accordingly.

Assets

Sample social media assets have been created for each of the posts in the sample schedule. Feel free to add your HBA logo to the white half-circle in order to personalize your posts. You can easily add the logo using PowerPoint by downloading the image into PowerPoint, putting your logo onto it, and then saving as an image file (PNG or JPEG). If you need help doing this, please contact CHBA National.

Sample:



Posts have been sized accordingly:

- Rectangle: Twitter, Facebook, and LinkedIn (horizontal graphic)
- Square: Instagram (square graphic)
- Reel: Facebook and Instagram Story (vertical graphic)

Note: The Reel assets are available in MP4 format. Feel free to add your HBA logo to the Facebook or Instagram Story. You can do this by using a video editor (If you need help doing this, please contact CHBA National). You are also able to add links within the story to link back to renomark.ca

Other post Ideas

The posts provided are simply examples – feel free to get creative with them and make your own. Here are some other post ideas:

- Feature projects from members in your area
- Share exciting RenoMark blog posts
- Create fun polls about current design trends (using picture from your awards program)
- Promote your HBA's RenoMark members

Hashtag Ideas

Hashtags help the right people see your content. As a general guideline, it's a good idea to include hashtags specific to certain elements in your post or photo (i.e.: Instagram post). For example, if you're publishing a photo of a kitchen renovation with brand-new granite counters, use the hashtag [#granitecountertops](#). This can help your post reach people who might be searching for inspiration for their own renovation (and who just might be in the region of the RenoMark member you're talking about in your post).

Here are some ideas that you may want to include in your own posts.

- [#renomark](#)
- [#renovation](#)
- [#renovationproject](#)
- [#renovationbeforeandafter](#)

- #codeofconduct
- #renovatewithconfidence
- #homerenovation
- #design
- #homedesign
- #interiordesign
- #decor
- #homeinspiration
- Location-specific hashtags (e.g.: #Saskatoon when sharing a post about North Ridge Renovations or #Edmonton when tagging @chba_edmontonregion)