

Facebook Post:

“Thank you @Michigan State Housing Development Authority for awarding **\$75,000.00** in grants to the **Crawford County Housing Commission** through the Neighborhood Enhancement Program. The funds will benefit the **City of Grayling and Frederic Township**. We look forward to seeing the impact this will have on our community!”

MSHDA Facebook Post Instructions:

Social Media Best Practices

Posting on social media can seem overwhelming and confusing. Here are some best practices to make it easy.

- When posting to your social channels, make sure to tag the Michigan State Housing Development Authority (MSHDA):
 - Twitter Handle: @MSHDA
 - To tag MSHDA on Facebook or LinkedIn, type the “@” symbol and write out “Michigan State Housing Development Authority”
- Share the pre-written posts on your personal account! This will help promote the grants to people who may not be following your local organization’s social media accounts.
- Including an image with your social post will help to boost engagement! If possible, incorporate a relevant photo into your final post-- such as one from a project groundbreaking, check presentation or other event.