**Sacramento New Homes Facebook Page**

**Builder Submittal Guidelines**

The SMC is launching a Sacramento New Homes Facebook page designed to attract home shoppers in the Greater Sacramento Area. As a BIA builder-member you are eligible to participate at no cost to you.

Content will be live to the public on Tuesday, September 4, 2018. All submittals should be Facebook ready content sent to Morgan Davis at SacramentoNewHomes@northstatebia.org. Postings for the week of September 4 – 9 are due no later than Wednesday, August 29 with following submittals due no later than Thursday for posting the following week.

These submittals may be formatted as advertorials, news releases, links, photos and graphics. All information must be designed for posting and sharing on Facebook.

Builders may submit:

* Unlimited events i.e. Grand Openings, Ground Breaking, Open House Event and other special events
* Unlimited new job postings
* Up to a total of three non-event or job posts (i.e photos, videos, virtual tours, featured home/community, community close-out/last chance and models for sale per month)

Builders may NOT submit:

* Pricing, lending, incentives
* Standing open house listings

Builders are responsible for following their companies advertising and compliance policies. Make sure your messaging is consumer facing and designed to attract prospects.

***North State BIA reserves the right to decline postings or request adjustments to submittals.***