



Member Toolkit

*We'll Get
You There*
Campaign
Toolkit



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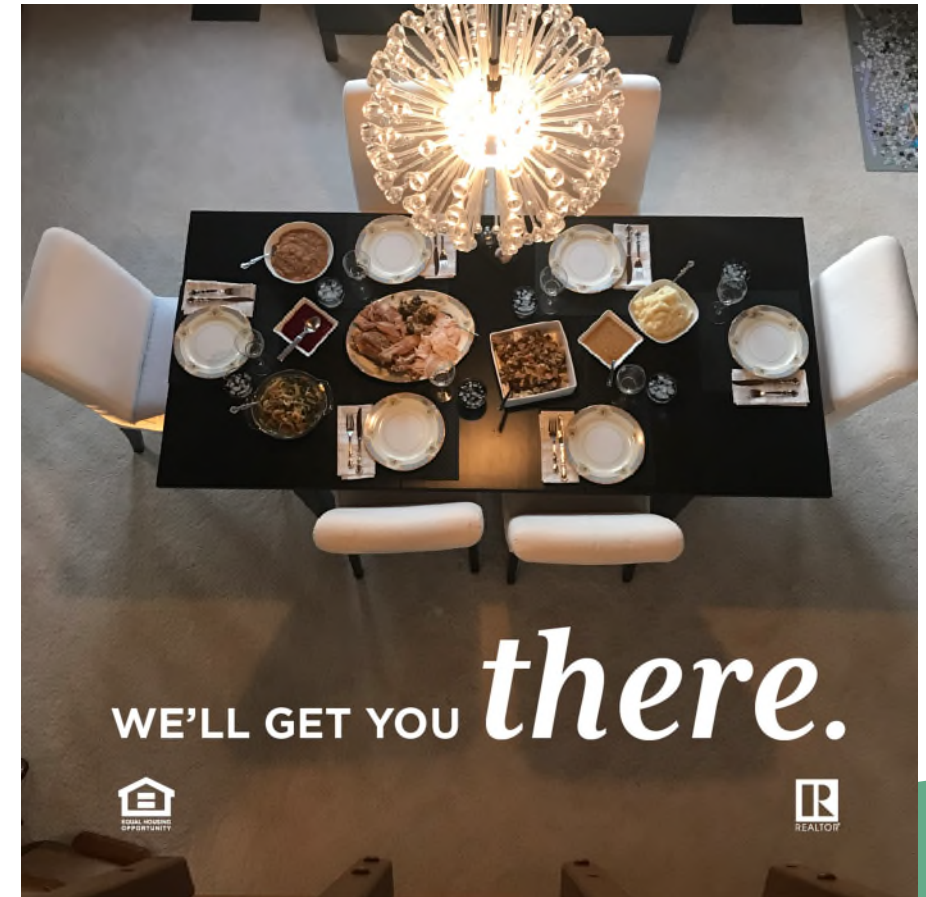
About the Campaign



Launched in early 2023, the Ohio REALTORS's *We'll Get You There* public awareness campaign brings to life the value of being an Ohio REALTOR. It is designed to showcase the dedication, knowledge and expertise of our members through user-generated content and imagery, showing the real results that REALTORS have achieved for real Ohioans.

Whether you have gone the extra mile, or paid close attention to the small details, or simply abided by the REALTOR Code of Ethics, it all matters and is part of helping clients achieve their goals.

Because of the dedication and expertise of our members, we can confidently say to Ohioans, that whatever you are looking for, an Ohio REALTOR will get you there.



Using the toolkit



- ▶ We need your help sharing the *We'll Get You There* campaign across Ohio. As an Ohio REALTOR, we hope you can use the campaign images and messaging on your social media platforms on a weekly basis. And we hope you can take what has been created and add your own stories and special touch to the campaign.
- ▶ This toolkit includes suggested social media posts and guidance on creating your own. It also includes facts about the incredible work of REALTORS across Ohio. Follow the Ohio REALTORS social media channels as we share new content on an ongoing basis to continue to educate Ohioans about your work. We may request to use your images or stories as part of the campaign, and may also share your original posts on social so we can reach as many Ohioans as possible.

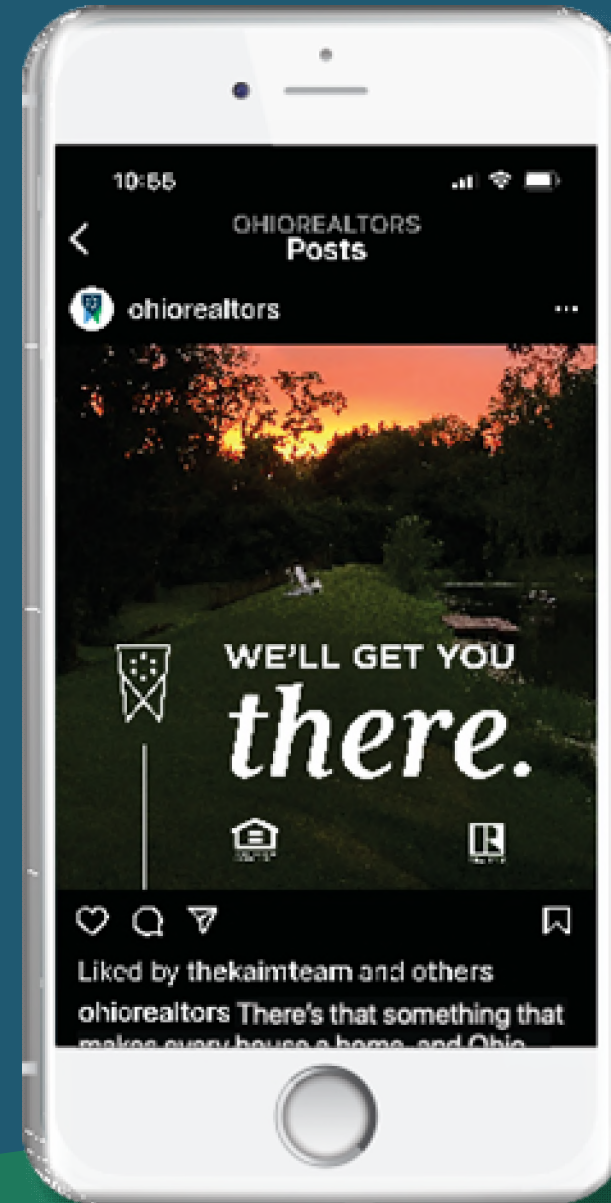
Campaign Goals



- ▶ **Inform** Ohioans about the value that Ohio REALTORS add to every transaction and to the communities they serve across Ohio.
- ▶ **Educate** future Ohio homebuyers and current homeowners about the value of working with and maintaining a relationship with a REALTOR.
- ▶ **Engage** REALTORS to tell real stories of real Ohioans in real Ohio homes.

Social Media Posts

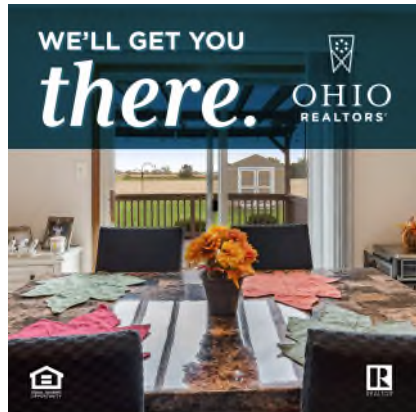
- ▶ Turnkey images and copy for you to use on your social media channels to support the *We'll Get You There* campaign.



Reusable Social Posts



Use a readymade photo and social media copy to support the campaign in your social media channels.



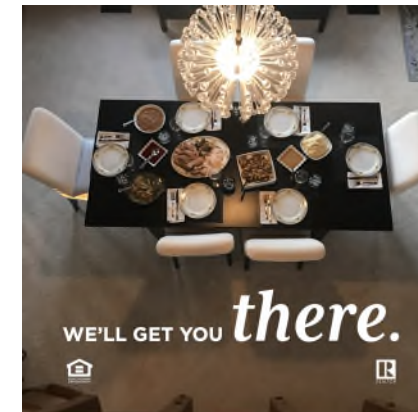
Ticks in a door. Tiny handprints in dried cement. A backyard facing west. With every home purchase, there are the small details and simple moments make a difference.

Whatever it is that you are looking for in your next home, an Ohio REALTOR® will get you there.
#FindYourThere



You found the ideal neighborhood, but what's next? From finding financing to negotiating the perfect price, partnering with an Ohio REALTOR® is the difference from getting nowhere to getting there.

#FindYourThere



"We need space to host our friends and family."

Connecting with each other is important, and we're here to help.
#FindYourThere

Reusable Social Posts

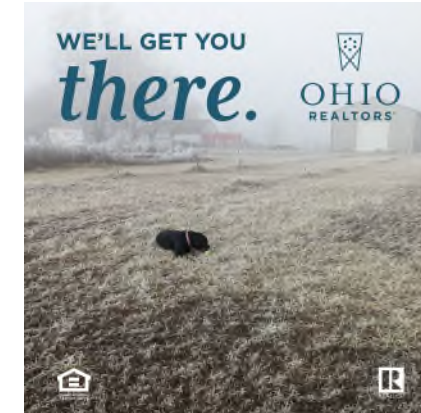


It could be your first home or your next home, but an Ohio REALTOR® will get you there. #FindYourThere



When making meals is really about making memories, the expertise of an Ohio REALTOR® can make all the difference.

#FindYourThere



Sometimes home is a three-letter word with four legs.

Space for them is just as important as space for you. And an Ohio REALTOR® can get you there.

#FindYourThere

Photo Frames



Add these photo frames to your own photos to take part in the campaign through your social media channels. Every photo should include the “We’ll get you there” mark, along with the Ohio REALTORS® logo, REALTOR “R” and the Fair Housing logo.



Photo Frames



WE'LL GET YOU *there.*



WE'LL GET YOU *there.*



WE'LL GET YOU *there.*



Photofy

If you use Ohio REALTORS® Photofy service, you can easily upload your photo there and use the templates available to add the campaign elements. Below are examples from the Ohio REALTORS® Photofy.



Telling your story

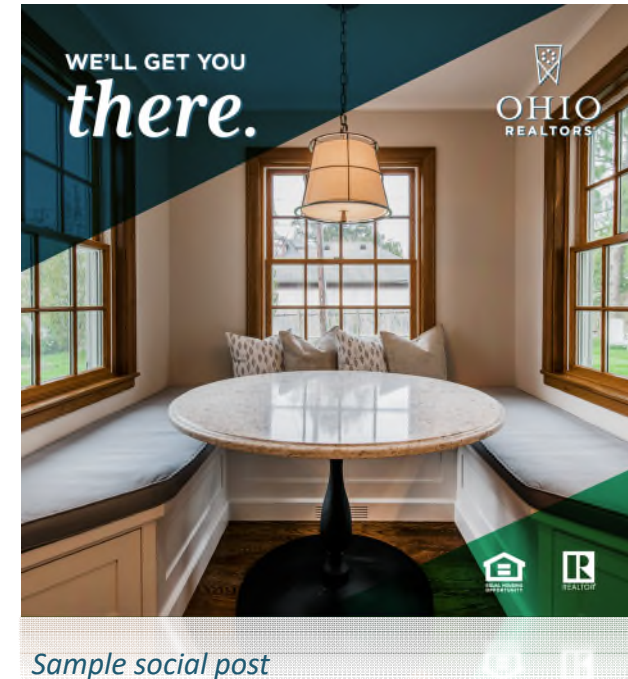
- ▶ This section details how to use the campaign in your own social media channels. You can also send us your photos and stories for consideration in Ohio REALTORS® social media.

Use the campaign in your own channels



Guidelines for telling your own story:

1. **Image:** Find an image that captures the story of what your clients wanted in their new home and the role you played.
2. **Add campaign photo frame:** Go to [website], login and select a *We'll Get You There* photo frame.
3. **Tell the story:** Tell how you helped your clients discover what they were looking for in a home or how you made the home buying process easier. Try to keep it simple, clear and relatable, and show how your experience and expertise made a difference.
4. **Tag @OhioREALTORS**
5. **Hashtag #FindYourThere**



They wanted a place to gather as a family. When I showed them this dining nook, they could see Saturday morning breakfast and afternoon ice cream on hot summer days.

Whatever it is that you are looking for in your next home, as an @OhioREALTORS I will get you there.

Contact me to #FindYourThere

Submit your photo and story for Ohio REALTORS® social media



You can submit your photo and story to the Ohio REALTORS for use on our social channels or in other outlets. Follow the guidance below:

1. Visit OhioREALTORS.org/Get-You-There
2. Click the “Share Your Story” button
3. Complete the form with your name and social media handles.
4. Write a short story about how you helped your clients discover what they were looking for in a home or how you made the home buying process easier. Try to keep it simple, clear and relatable, and show how your experience and expertise made a difference. Don’t worry – it doesn’t have to be perfect. Our marketing team will copyedit what you send us.
5. Attach your photo.
6. Click send!



[OhioREALTORS.org/Get-You-There](https://www.ohiorealtors.org/get-you-there)

Twitter: [@OhioREALTORS](https://twitter.com/OhioREALTORS)

Instagram: [@OhioREALTORS](https://www.instagram.com/OhioREALTORS)

Facebook: <https://www.facebook.com/OhioRealtors>

Campaign Hashtag: #FindYourThere