



Social Media Strategies



Florida

Website

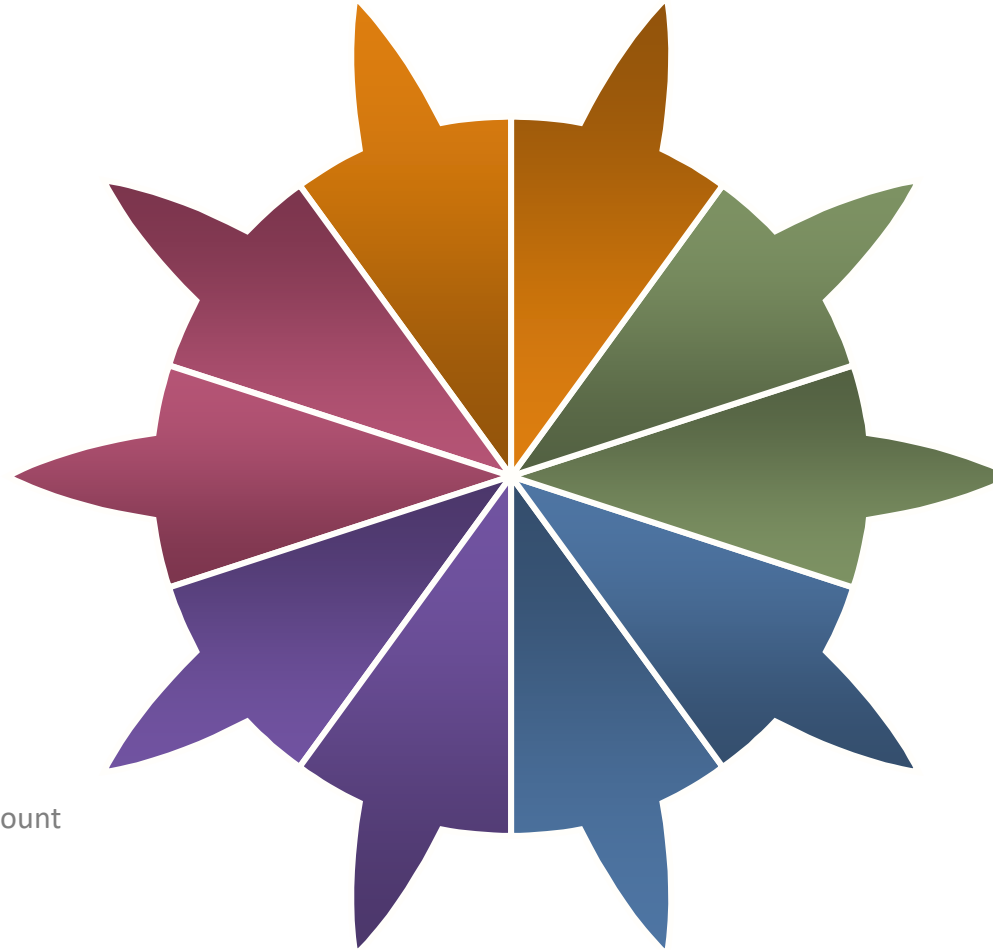
mbaf.org
Resources and
Sponsors

LinkedIn

Has a link button, but no account

Instagram

Account open, but not active



Facebook

421 Followers

- Facebook posts 4 to 6 times a month- includes Spring Newsletter, Annual Events and helpful Industry Podcast

Tennessee

Website

[Tennessee Mortgage Bankers Association \(tnmba.org\)](http://tnmba.org)

Slideshow featuring photos of members at events

- Chapter of the Year (out of 5) & Member of the Year
 - Day of the Hill
 - NMBA Play Day
- TNMBA's Inclusion and Diversity Taskforce
 - MBA Installations
- NMBA Awards Banquet

LinkedIn
773 followers

Facebook
466 followers



- LinkedIn has approximately 1 post per month with content including content from their Advocate Partners, current events, and CE Courses hosted by the Association. An additional feature I really enjoyed was “Meet the Future Leaders Class of 2021-2022”
- Facebook has on average 3 posts per month, but some months had 12 while slower months had 1. There are more posts in the busy legislative months and graduation months.

Missouri

Mortgage Bankers Association of St. Louis

Website

<https://mbastl.com/>

Facebook

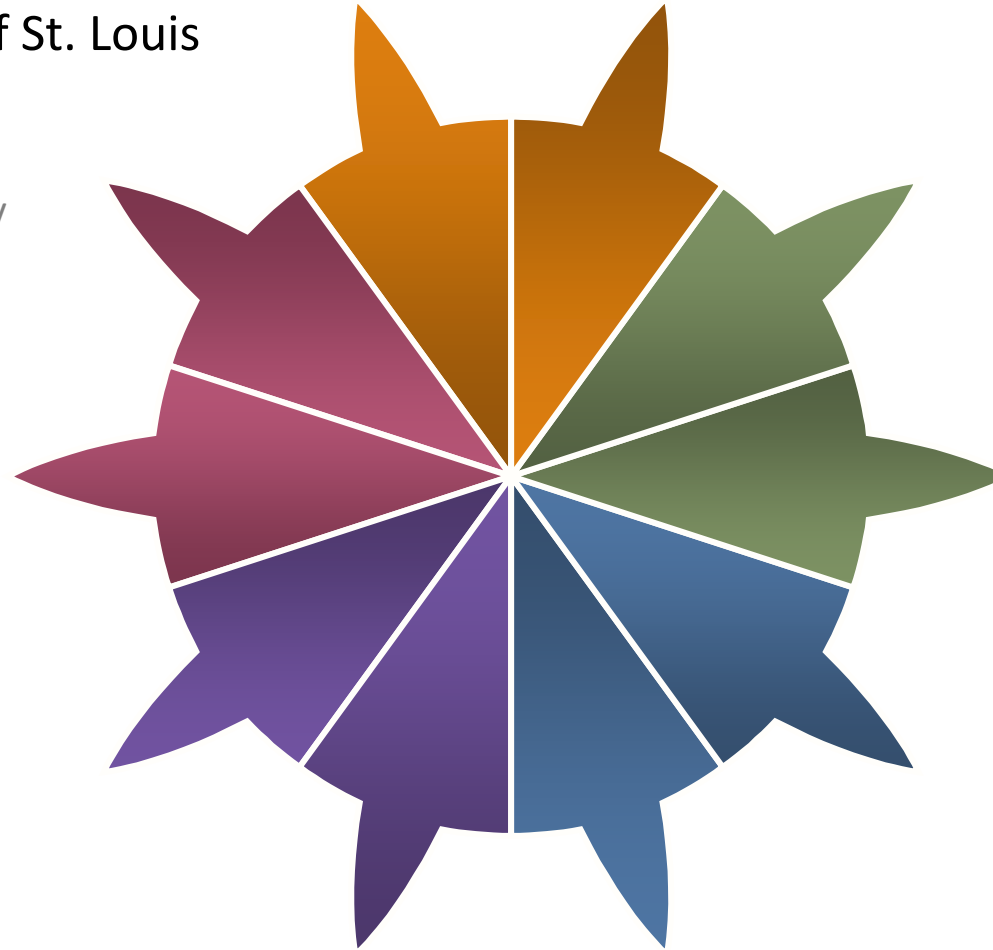
572 followers

Twitter

9 followers

LinkedIn

185 followers



- Facebook and website are main forms for posting info
- Post around 5 times a week on Facebook
- Types of posts include
 - Upcoming events
 - Happy National Teachers day
 - Quotes
 - Benefits of being a member
 - Articles that have to do with housing market and costs

Texas

Houston Mortgage Bankers Association

Website

<https://houston-mba.com/>

Facebook

594 followers

Instagram

202 followers

LinkedIn

499 followers



Other Texas Mortgage Bankers Associations

- Austin Mortgage Bankers Association
- Dallas Mortgage Bankers Association
- El Paso Mortgage Bankers
- Fort Worth Mortgage Bankers Association
- Texas Mortgage Bankers San Antonio

Houston is most active for Texas

- When they post it is on all platforms
- Post about 5 times a month
- Types of posts include
 - Upcoming events
 - Golf outing
 - Pictures from events

Michigan

Mortgage Lenders Association

Web Address

[Michigan Mortgage Lenders Association - Home Page \(mmla.net\)](http://mmla.net)

Linked In

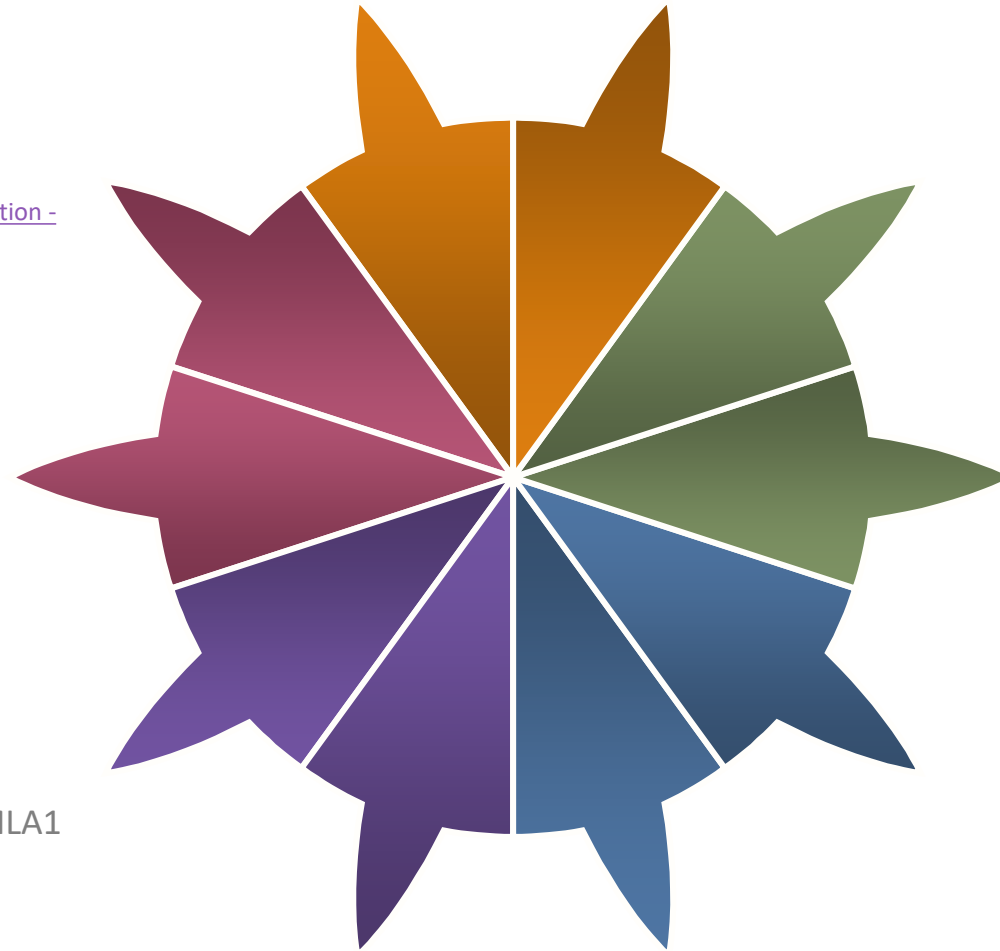
[Sign In | LinkedIn](#)

872 followers

Twitter

<https://twitter.com/MMLA1>

Following 39/ 150 Followers



Facebook

[Michigan Mortgage Lenders Association - Home \(facebook.com\)](#)

1,068 followers

YouTube

[MMLANET - YouTube](#)

34 Subscribers

- Facebook has 5-10 posts a week. Posts include upcoming events, congrats on member achievements and trainings and webinars.
- YouTube averages 3 posts a month. Include webinars, Word from Board members and Future Leaders information.
- Twitter has on average 3 tweets a month. Holiday celebrations and Rate Report Articles.
- LinkedIn posts weekly updates for upcoming webinars, trainings and Future Leaders information.

Washington

Mortgage Brokers Association

Website

<https://wa-mba.org/>
Puget Sound and Spokane Chapters

Twitter

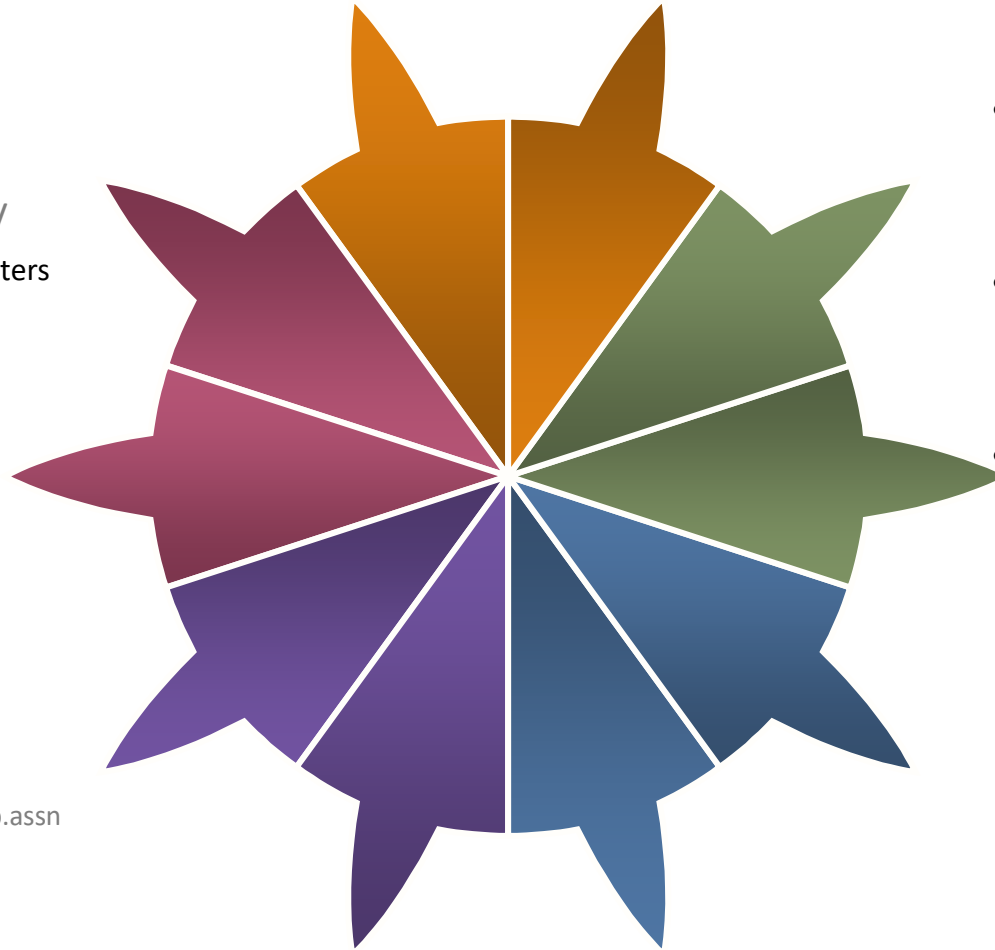
http://www.twitter.com/wa_mba
Account no longer active

Facebook

<https://www.facebook.com/wa.mb.assn>
451 followers

LinkedIn

https://www.linkedin.com/groups?gid=94246&trk=hb_side_g



- Facebook has an average of 3 posts a month. They include upcoming events and webinars.
- Their twitter account link on their website takes you to an account that is no longer active.
- They do have a LinkedIn listed; however, I am not able to access the account through their link.
- They have two separate chapters. Both chapters also have their own website. Puget Sound chapter has an active blog with the last post being the Annual President's Message. Both list links to the MBA core courses for training.

New York

New York Mortgage Bankers Association

Website: [NYMBA – Your voice in Albany and with the DFS](#)

No other social media

Mortgage Bankers Association of New York

Website: [Mortgage Bankers Association of New York | Just another WordPress site \(mbany.org\)](#)

Facebook 137 likes, last post 3/2022 back in person, post 11/2021 Holiday post

LinkedIn: 923 followers, repeated post about meeting for 2 weeks, holiday posts

Mid Hudson Valley Mortgage Bankers Association

Website: [Home | mhvmba](#)

Facebook: 187 likes, post 12/2021 diner pictures

Buffalo Niagara Mortgage Bankers Association

Website: [Buffalo Niagara Mortgage Bankers Association \(bnmba.org\)](#)

No other social media

Empire State Mortgage Bankers Association

Website: [Empire State Mortgage Bankers Association - Home \(esmba.org\)](#)

Facebook: 58 likes, post 4/13 event, 10/2021 event

Twitter: 54 following, 9 followers, last post was 11/2017

LinkedIn: profile is not available

YouTube: 3 subscribers, post 10 months ago, event, year ago meeting posted

Mortgage Bankers Association of Northeastern New York

Website: page not working

Facebook: 31 likes, update profile picture 3/2016 and nothing more

Mortgage Bankers Association Greater Rochester

Website: [Mortgage Bankers Association – Investing in Communities \(mbarochester.com\)](#)

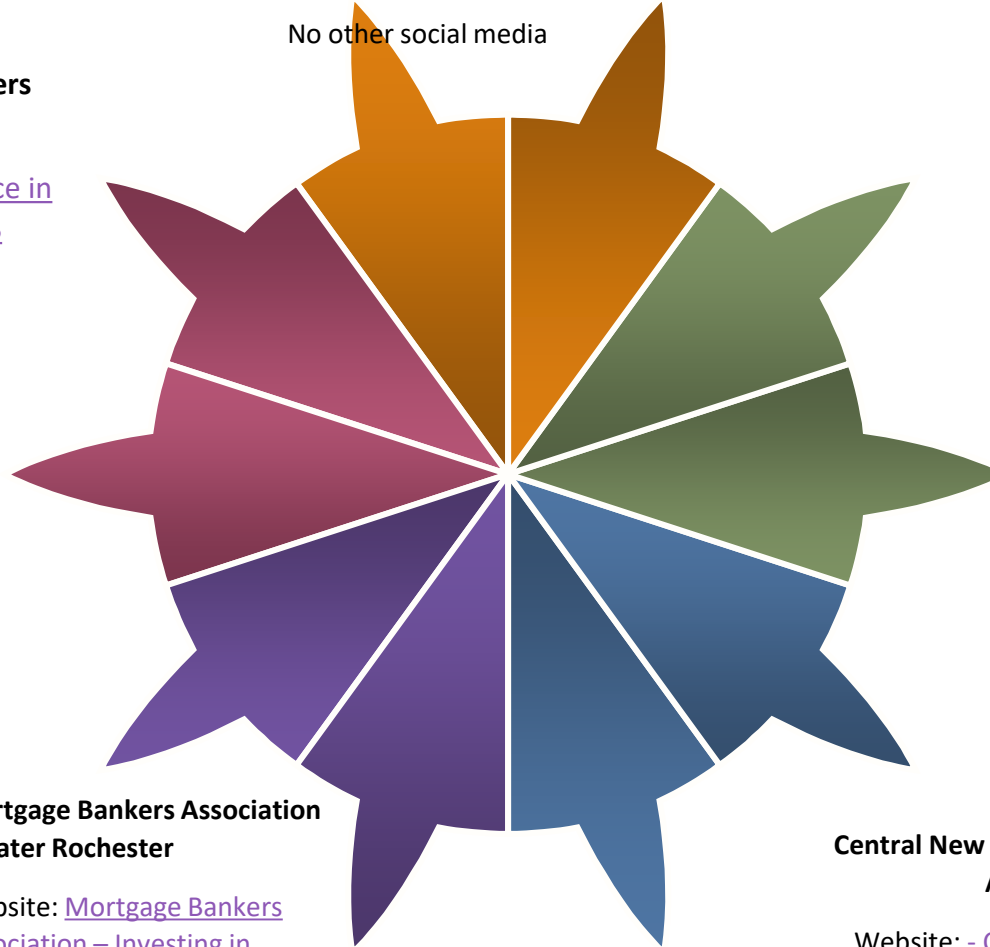
Facebook: 389 likes, last post 12/2019

LinkedIn: could not find or pull up.

Central New York Mortgage Bankers Association

Website: [- CNY Mortgage Bankers Assoc.](#)

Facebook: post 2018 update profile picture and nothing more



North Carolina

Mortgage Bankers Association of the Carolinas

Webpage: [Mortgage Bankers Association of the Carolinas, Inc. \(mbac.org\)](https://www.mbac.org)

Have FB and LinkedIn or you must create your own username and password to access

Charlotte Regional Mortgage Lenders Association Inc.

Webpage: [Home - CRMLA](#)

Blog: last posted Jan 2022, do not see any other platform being used other than website

Mortgage Bankers Association of Fayetteville

Webpage straight to Facebook: <https://www.facebook.com/MBAFayetteville/>

97 ppl like, posted 3/7, 2/9, 1/18, 10/2021, 4/2021, 3/2020, items posted were reminder of luncheon, pics of events, pics of new members, and obituary

Durham/Chapel Hill Triangle Mortgage Lenders Association

Webpage: [Triangle Mortgage Lenders' Association – Triangle Mortgage Lenders' Association](#)

Facebook: 23 likes, posted 9/2019 and 11/2017

Greensboro Piedmont Mortgage Bankers Association Inc.

Webpage straight to Facebook: <https://www.facebook.com/piedmontmla/>

51 likes, last post 12/2014

*Raleigh Mortgage Bankers Association Inc.

Webpage: [Mortgage Banking - Raleigh Mortgage Bankers Association \(raleighmba.org\)](https://www.raleighmba.org)

*Facebook: 359 like, post on 3/27, 2/3, 12/2021 post on events and pictures from events

They also hold meetings every 3rd Thursday, in person and virtual

Wilmington Mortgage Bankers Association of the Lower Cape Fear

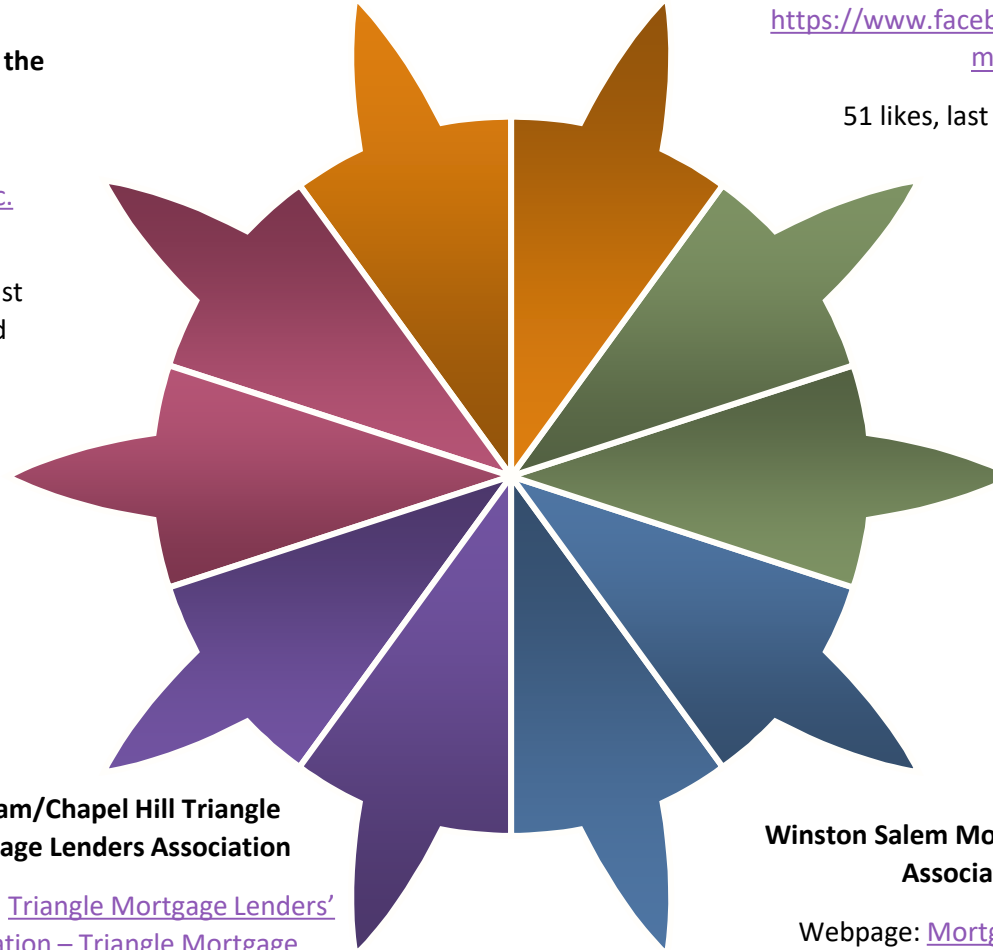
Webpage: [Bankers Association | Mortgage Bankers o | mbalcf](#)

Very plain webpage and no other social media

Winston Salem Mortgage Bankers Association

Webpage: [Mortgage Bankers Association of the Carolinas, Inc. \(mbac.org\)](https://www.mbac.org)

Very plain/empty last post/event 2/2020, no other social media



Colorado

Colorado Mortgage Lenders Association

<https://cmla.com/>

Linked In

1696 followers-

Facebook

987 followers-

Twitter

394 followers

Instagram

288 followers

YouTube

9 followers



The CLMA post regularly on all their platforms. Their post are the same across the Networks.

The content provided by CMLA is mostly information on up coming events in the mortgage industries as well acknowledgment to individuals who have earned awards in the industry.

Oklahoma

Oklahoma Mortgage Bankers Association

<https://www.oklamba.com/>

Linked In

163 followers-

Facebook

248 followers



The Oklahoma MBA post occasionally on the two platforms. Their post are the same across the Networks.

The content provided by Oklahoma MBA is mainly information on up coming events in the mortgage industries.

Illinois

Illinois Mortgage
Bankers Association

Website
imba.org

Facebook
345 followers



The social media platform for Illinois MBA has had no new content since 2019; content primarily consisted of upcoming event for the MBA

Ohio

Ohio Mortgage
Bankers Association

Website

[Ohio MBA | Ohio
Mortgage Bankers
Association](#)

Facebook

1,172 followers

Instagram

Has physical location, but no account or posts



The Ohio MBA
posts
occasionally on
social media,
with an average
of 1 post per
month

No content
posted from April
8, 2021-April 7th,
2022

Posts consist
solely of events
upcoming for
members