Social Media Posts: Best Practices and Samples

If your organization maintains social media accounts on Facebook, Twitter, Instagram or LinkedIn, your installation of NPBI is a great topic to promote your community to fans and followers, local media, prospective residents, and others. Here are tips and sample content to help.

**Best Practices**

* In general, shorter is better
* Include a visual or media asset, such as the [NPBI Power of Ions video](https://www.directsupply.com/wp-content/uploads/2020/12/Direct_Supply_NPBI-720p.mp4) or the [NPBI decal image](https://www.directsupply.com/wp-content/uploads/2020/11/PathogrenReducingAirPur_WindowCling_6x3-1.png)
* Use #hashtags – these are keywords that can connect your post to a larger discussion. Current relevant keywords for NPBI could include the following:
  + #needlepointbipolarionization
  + #npbi
  + #hvac
  + #indoorairquality
  + #cleanair
* Be authentic – you know your brand and voice best
* Be timely – catch attention by tying your post to trending topics and relevant news
* Be positive!

**Sample Post Content**

* Our community recently added another layer of protection to our safety protocols against airborne pathogens!Needlepoint Bipolar Ionization (NPBI)revolutionary air purification technology is a game-changer.
* Protectingour residents is always priority #1! That’s why we’re excited to announce our installation of Needlepoint Bipolar Ionization (NPBI)air purification technology. #indoorairquality #npbi
* How are we protecting our residents from harmful airborne pathogens like COVID-19? We recently installed a cutting-edge air-cleaning system. See how it works.