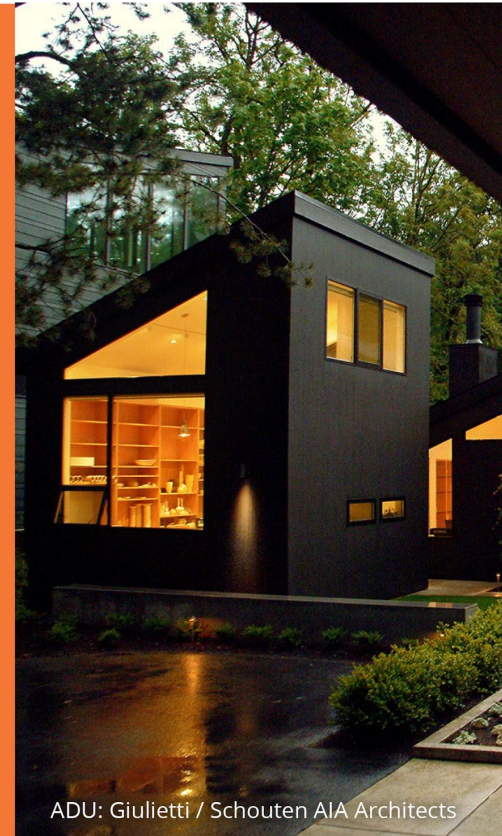




Build Small LIVE LARGE

An Innovative Small
Housing Summit

Social Sharing Guide



©To the Point Collaborative for Build Small Live Large 2019

Social sharing. Share everywhere.

You've been hard at work organizing Build Small, and we want to help you let your friends and colleagues know what you've been up to.

Share about your work on LinkedIn, Twitter, Instagram, Facebook, your blog, and more.

Get the word out

The following are some suggestions (with examples) for how to spread the word about your work with Build Small, and the Summit in general.

Sharing in general

Twitter examples:

- There's a great line-up in store for [@BuildSmallSum](#) 2019! Check out the sessions on ADUs, changes to housing legislation, and more. <http://buildsmall-livlarge.com>
- There's still time to sign up for [@BuildSmallSum](#)'s Historic Housing Bus Tour of Portland on Friday, Nov. 8th — but you better hurry, because space is limited. <https://buildsmall-livlarge.com/session/bus-tour-2/>

Sharing with your peers

Personal examples to post on Twitter:

- It's been exciting to work on the [@BuildSmallSum](#) 2019 program! Check out the sessions on ADUs, changes to housing legislation, and more. <http://buildsmall-livlarge.com>
- I can't wait to participate in [@BuildSmallSum](#)'s Historic Housing Bus Tour of Portland on Friday, Nov. 8th – but you better hurry, because space is limited. <https://buildsmall-livlarge.com/session/bus-tour-2/>

Sharing with your colleagues

One LinkedIn example:

I recruited the speakers for this housing panel at Build Small 2019!
Come check out the Summit on Nov 7th to see how communities are changing the housing landscape to welcome more affordable builds. [link to panel or other presentation]

Sharing with your network

Another LinkedIn example:

Did you know that I help organize a housing-focused Summit in Portland? Check out Build Small — where innovators share what's working in their cities, and promote the best strategies to regulate, design, build, and finance smaller homes and “Missing Middle” housing options — on Nov 7th. <https://buildsmall-livlarge.com/>

Send an email invitation

Hi _____,

I'm volunteering at the upcoming Build Small Live Large Summit this November 7-8, in Portland, OR.

This Summit is one of my favorites to attend. If you're interested in _____ and _____, you're sure to enjoy Build Small as well! Plus, [check out the schedule](#), where you'll find speakers — like Richard Rothstein.

It's my _ year volunteering, and I am really looking forward to attending. Hope to see you there too!

Post about others

Tell people about your volunteer role, but also post about any talks or topics you're looking forward to seeing.

It's a great way to let presenters know you appreciate them, and an opportunity to begin networking.

Not sure what to say?

Add a personalized touch to one of Build Small's posts.

Retweet an image or piece of information, with a personal message.

Spread the word in other ways

Have a podcast, or about to be a guest on one? Or going to be a webinar presenter or host?

Share a short blurb about Build Small with listeners.

Reach out to the community

Is there a forum or user group you frequent? People are interested in what you have to say, so share about what you're working on.

Helpful photos

Find Build Small promotional images you can use, [via](#)
[Dropbox](#).

Inspiring images

As you prepare for Build Small, why not share any brainstorming notes, sketchnotes, or mindmap you've made while getting ready?

Reference a video

Find [a video from a previous year](#) that inspires you and make a blog or social media post about it.

Connect with us

Thank you for sharing! Be sure to stay in touch.

Twitter: twitter.com/BuildSmallSum

Facebook: facebook.com/buildsmall.livelarge/

Instagram: instagram.com/BuildSmallLiveLargeSummit