**Sample Social Media Posts for 2023 National Homeownership Month in June**

Throughout National Homeownership Month in June, we encourage you to use these social media posts or enhance them with local information. Remember to use #HomeownershipMonth in your posts to amplify your messages and help you keep track of engagement.

* Homeownership is the foundation of the American Dream. [INSERT HBA NAME] and the home building industry celebrates this by recognizing June as National Homeownership Month. #HomeownershipMonth
* During National Homeownership Month in June, the [INSERT HBA NAME] wants you to know that in good times and in bad, homeownership is truly the cornerstone of the American way of life. #HomeownershipMonth
* Homeownership can help anyone build equity and pave the way for financial stability. No matter the conditions in the broader market, the best time to buy a home is always right now. #HomeownershipMonth
* Homeownership is more than a financial investment. Owning your home means owning your future and a place to raise your family. Learn more about the beautiful new homes in our community [INSERT HBA WEBSITE LINK] #HomeownershipMonth
* For many people, the opportunity to own a home has always been a cherished ideal and a source of pride, accomplishment, social stability and peace of mind. Learn more about homeownership opportunities in [INSERT HBA WEBSITE LINK] #HomeownershipMonth
* In a recent survey by @NAHBHome, builders saw a demand increase for exterior amenities, such as patios, decks and porches in 2022. #HomeownershipMonth <https://www.nahb.org/news-and-economics/press-releases/2023/02/top-features-and-design-trends-for-2023-highlight-post-pandemic-shifts>
* DYK: 30% of adults work from home at least two days a week? New homes provide ample spaces to accommodate flexible work schedules: <https://eyeonhousing.org/2023/04/30-of-adults-work-from-home-at-least-2-days-a-week/> #HomeownershipMonth
* Taxpayers are taking advantage of new home energy-efficiency related tax credits. A recent Internal Revenue Service data analysis by @NAHBHome indicates that more than 800,000 taxpayers claimed a new home-related energy-efficiency tax incentive: [https://eyeonhousing.org/2023/03/use-of-residential-energy-tax-credits-increases/](https://eyeonhousing.org/2023/03/use-of-residential-energy-tax-credits-increases/?_ga=2.13535287.1282186064.1682604859-1668869327.1682604858) #HomeownershipMonth
* More home owners are looking to their homes to provide a sense of well-being. In response, builders connect outdoor spaces to homes and incorporate natural materials. <https://www.nahb.org/news-and-economics/press-releases/2023/02/top-features-and-design-trends-for-2023-highlight-post-pandemic-shifts> #HomeownershipMonth
* Builders say demand is rising for more flexible and better-equipped spaces in homes. In a recent @NAHBHome survey, a majority of first-time and repeat buyers prefer an open-kitchen family room. <https://www.nahb.org/news-and-economics/press-releases/2023/02/top-features-and-design-trends-for-2023-highlight-post-pandemic-shifts> #HomeownershipMonth
* DYK: Both first-time and repeat home buyers say they want laundry rooms, patios and walk-in pantries in their next home: <https://www.nahb.org/news-and-economics/press-releases/2023/02/top-features-and-design-trends-for-2023-highlight-post-pandemic-shifts> #HomeownershipMonth
* Builders saw a large jump in the demand for exterior amenities, such as patios, decks and porches, in 2022, along with an increased demand for home offices. New homes can easily accommodate home owner needs. <https://www.nahb.org/news-and-economics/press-releases/2023/02/top-features-and-design-trends-for-2023-highlight-post-pandemic-shifts> #HomeownershipMonth
* Builders can equip new homes with mudrooms or laundry rooms that are both beautiful and functional. What spaces do you enjoy the most in your home? #HomeownershipMonth <https://bestinamericanliving.com/2023/01/mudroom-design/>
* DYK: In an @NAHBHome survey of recent and prospective home buyers more than half (54%) of respondents considered a sun room essential or desirable. What other ways do you incorporate sunlight and the outdoors in your home? #HomeownershipMonth
* The kitchen is the heart of the home. It is no surprise that 52% of respondents in an @NAHBHome survey of prospective and recent home buyers considered a breakfast nook an essential feature. What does your dream kitchen look like? #HomeownershipMonth
* Built-in units are stylish alternatives to temporary storage. Find design inspiration for built-ins in @NAHBHome Best of American Living online magazine <https://bestinamericanliving.com/2023/03/create-character-and-optimize-storage-with-built-ins/> #HomeownershipMonth
* Eye-catching backsplashes and bold colors are trending in kitchens this year, according to @NAHBHome’s Best of American Living Award winners. <https://bestinamericanliving.com/award-winners/2022/> #HomeownershipMonth
* Large showers and standalone or additional soaking tubs are making a splash in today’s bathrooms based on @NAHBHome’s Best of American Living Award winners this year. What does your dream bathroom look like? <https://bestinamericanliving.com/award-winners/2022/> #HomeownershipMonth