

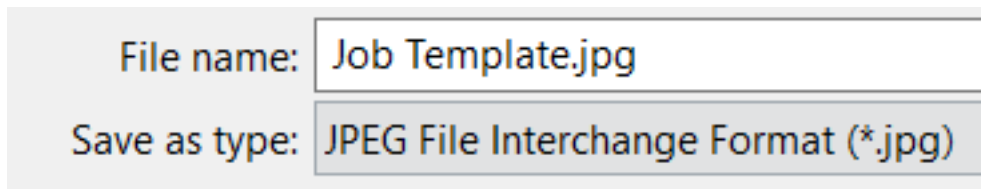
1. Open the template you wish to use on [Canva](#)¹ or Photoshop/[Affinity Photo](#), such as the one below:



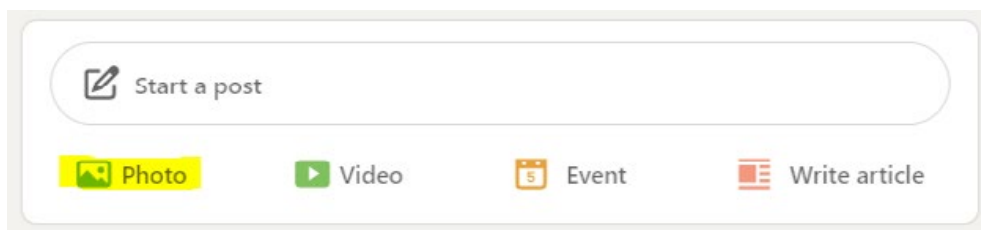
2. To edit the text, double click the section you wish to change and amend the text.



3. Save the image as a JPEG



4. Go onto the social media channel you'd like to share this on (LinkedIn used in this example) and click the photo button, as highlighted below.



TIP: If you're posting on Facebook or Twitter, you can tag the This is Housing account in the photo, this will ensure whoever is running the account will see it. Simply click the below button and tag the account:

[Who's in this photo?](#)

5. Write as much information about the roles you're recruiting for as you wish! To tag your company page, put @ before the association name and click on your association from the drop down list that will appear. Add #ThisisHousing and any other #'s you use. Hashtags increase the amount of views on a post. It's also good to add a 'call to action' such as the apply link.

6. Hit post!

Tips:

- You can follow hashtags and then relevant posts will come up on your feed. To do click on your hashtag on your post and click follow:
- The more hashtags you add, the more views your post should get (just make sure they're relevant).
- Tuesday, Thursday and Sunday afternoon/evenings are the best time to post on LinkedIn for the highest interactions.

