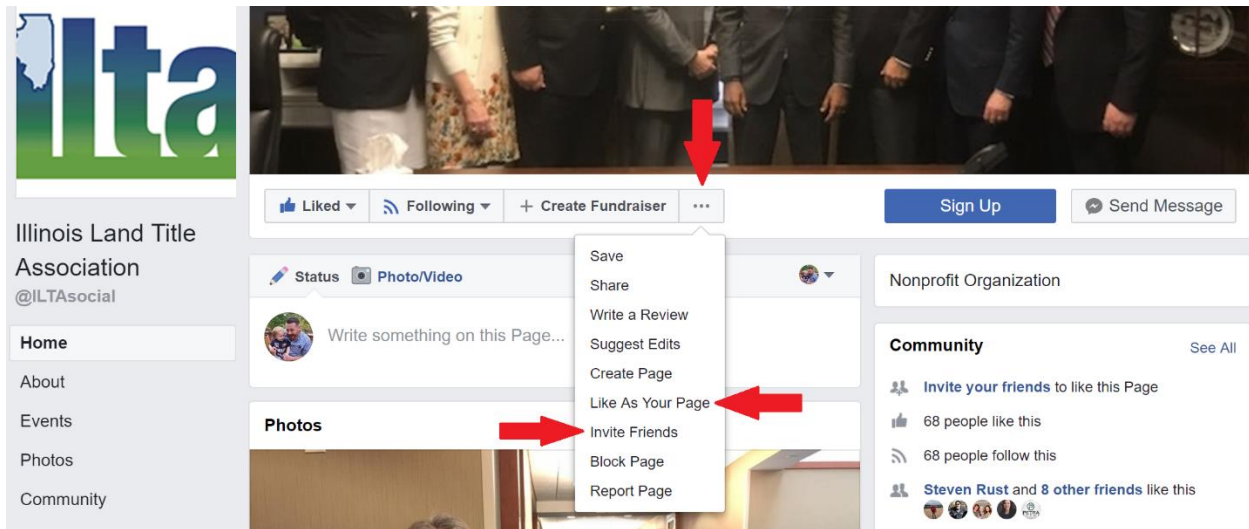
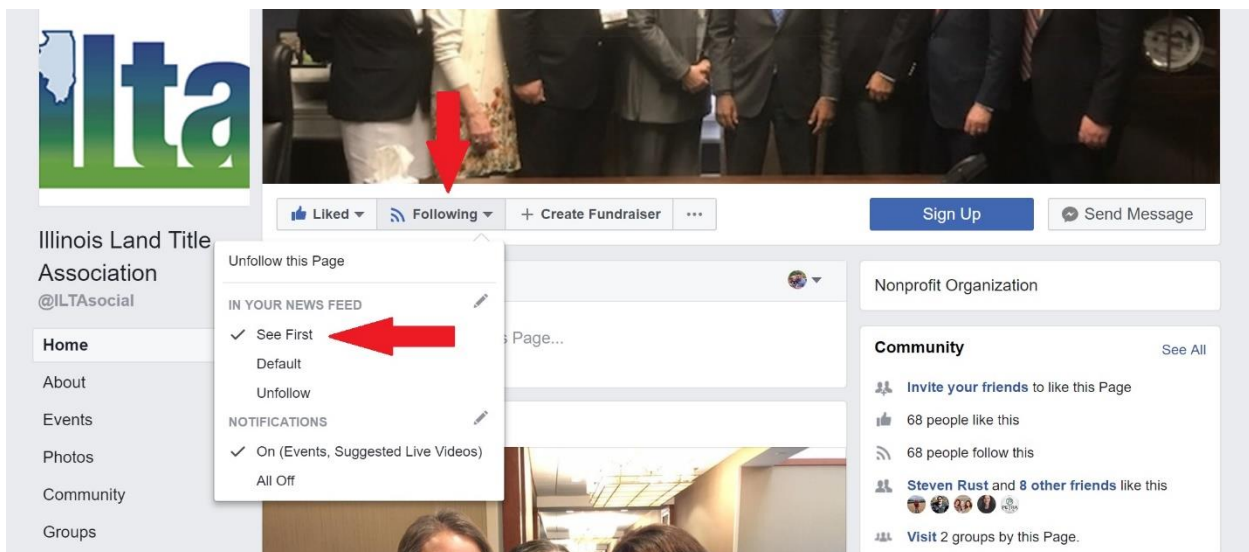


Five things to increase our social media presence and how to optimize your settings to insure you receive all updates from your Illinois Land Title Association.

1. **“Like” our page!** Nothing will show up in your news feed if you’re not following us right?
2. **Invite your industry friends to “Like” the ILTA Facebook page.** The next step is to organically grow our network by individually inviting our colleagues whom which we are friends with to “like” the ILTA page. Please encourage your employees and colleagues to do the same. Remember to please always use discretion and invite only those that you truly believe would be interested in our community!
3. **Connect your company and/or firm’s Facebook page by “Like as your Page”.** This will help to further extend and grow our network and promote industry specific content between the ILTA page and your company’s.



4. **Increase your visibility of content, events, and announcements posted by the ILTA by prioritizing us in your News feed.** Facebook is constantly changing their methods in which content is viewed. Just because you follow us doesn’t mean our event or post will ever show up in your feed. Please follow the steps below to prioritize our content over paid and sponsored ads and that of larger organizations and groups that Facebook may be more familiar with:



5. **Post/Share/Like content!** If you enjoy something you see then please push it out further by “liking” and “sharing.” If you or your company are posting industry specific content please tag us by adding @ILTAsocial to your post. If it’s educational add a #ILTAeducation as well!!!