



# Celebration Quick Reference Sheet

## Strategic purpose

Help brokerages own the day in their offices — not just post about it.

National Broker Day is most powerful when participation is visible, authentic, and locally driven.

## Approach

Keep it simple. Choose something your team can execute comfortably and share proudly.

## Easy Office Activation Ideas

### Low Lift

Ideal for offices that want to participate with minimal planning.

- Ice cream or treat social
- Team coffee break
- Matching team photo (“Broker Proud” moment)
- Desk-side celebrations
- Quick team video message
- “Why I’m Broker Proud” staff shout-outs

Capture at least one photo or short video to share.

### Mid-Level Activations

Great for offices looking to create a stronger team moment.

- Backyard or parking lot BBQ
- Team lunch or appreciation event
- Office open house
- Client appreciation post
- Broker spotlight wall in the office
- Team volunteer hour

**Tip:** Show real people and real moments — avoid staged stock-style photos.



## Community-Focused (Recommended)

These strongly reinforce broker value and community impact.

- Charity or fundraiser highlight
- Local partnership spotlight
- Community volunteer activity
- Client success story
- Community give-back initiative
- Support a local cause and share why

## Why this matters

Content that shows brokers in the community consistently drives stronger engagement and trust.

## Capture & Share (Quick Guide)

When documenting your celebration:

- Take 1–3 clear photos **or**
- Capture a short vertical video (10–20 seconds)
- Prioritize real team moments
- Include your office environment where possible
- Keep it natural and unscripted

**Remember:** Authentic beats polished.

## Hashtag & Posting Guidance

To ensure national consistency and strong measurement.

Required

#NationalBrokerDay

Strongly Encouraged

#BrokerProud

Best Practices

- Include hashtags in the main caption



- Use both hashtags together when possible
- Tag IBAC and your Member Association
- Avoid excessive hashtag stacking
- Post during the pre-launch window and on June 3<sup>rd</sup>
- Encourage team members to share and amplify

### **Suggested Call-to-Action**

Show us how you're celebrating using **#NationalBrokerDay** and **#BrokerProud**

### **Final Reminder**

You don't need a big production to participate.

- Simple is effective
- Real moments perform best
- Team pride is the goal
- Community impact is powerful
- **Participation over perfection**