



Proud PRIA Member Toolkit

Purpose

This toolkit is designed to help **PRIA members** showcase their affiliation and celebrate industry collaboration by using the **“Proud PRIA Member”** e-frame on social media and the Proud PRIA Member icon in email signatures. By highlighting their membership status, professionals can both spotlight the association’s mission and invite peers to learn more about PRIA’s resources.

Campaign Details

- **What:** “Proud PRIA Member” campaign
- **When:** Ongoing; members add icon to email signature shortly, and use of the frames on social media encourages others to use, highlight PRIA collaboration
- **Where:** Social media platforms (LinkedIn, Facebook, X/Twitter), email signatures, profile pictures, or association directories
- **Key Messages:**
 - Demonstrate pride in PRIA membership
 - Highlight the positive impact of PRIA on professional development and industry standards
 - Encourage colleagues to explore PRIA resources and get involved

Show Your PRIA Pride in Email Signatures

An easy way to let your colleagues and clients know you’re a part of PRIA is to add a **“Proud PRIA Member”** icon directly into your email signature. We’ve created **two shield-shaped icons**—one in **PRIA orange** and one in **gray**—so you can choose whichever style best suits your personal or company branding.



Icon Options

1. Shield (PRIA Orange)

- a. A bright, eye-catching design that aligns with PRIA's official color palette.

2. Shield (Gray)

- a. A more neutral option for a subtle, polished look.

How to Add the Icon to Your Email Signature (Note: Not all members are able to edit their own email signatures and may need to enlist their IT department's help.)

1. Download or Save the Icon

- a. Access the shield icon files (Orange and Gray) from the shared PRIA member toolkit folder or attachment.
- b. Right-click the chosen icon and select **"Save Image As..."** to save it locally or to your cloud storage.

2. Insert the Icon into Your Signature

a. Outlook (Desktop):

- i. Go to **File > Options > Mail > Signatures**.
- ii. Choose an existing signature or create a new one.
- iii. Place your cursor where you want the icon to appear and click the **picture icon** in the signature editing toolbar.
- iv. Select the saved icon file, then click **OK**.

b. Outlook (Web / Office 365):

- i. Select **Settings > View all Outlook settings > Compose & reply**.
- ii. Scroll to the **Signature** section and insert the icon by clicking the **Image** button in the formatting toolbar.
- iii. Adjust size and positioning, then click **Save**.

c. Gmail:

- i. Click the **gear icon (Settings)** and select **See all settings**.



- ii. Scroll to the **Signature** section and select **Create new** or choose an existing signature.
- iii. Click the **Insert Image** icon, then upload your preferred shield icon or link it from Google Drive.
- iv. Resize to Small/Medium/Large as needed, then scroll down and **Save Changes**.

d. **Apple Mail:**

- i. Go to **Mail > Preferences > Signatures**.
- ii. Choose the account you'd like to modify.
- iii. Drag and drop the shield icon directly into the signature preview or use the **image** button (if available).
- iv. Changes are saved automatically upon closing.

3. Add a Hyperlink (Optional)

- a. Highlight the inserted shield icon and use the **link** or **hyperlink** tool in your signature editor.
- b. Paste the URL for **PRIA's website** (e.g., www.pria.us) or the direct **membership page**.
- c. Now, anyone clicking the icon will be taken to PRIA's site to learn more!

4. Resize and Align

- a. Drag a corner of the icon to adjust its size or select a preset (small/medium/large) if provided.
- b. Align the icon with your text for a professional look—left, center, or right as fits your signature style.

5. Add Alt Text (Recommended)

- a. If your email client allows, provide a brief alt text (e.g., **"Proud PRIA Member shield icon"**) so screen readers can identify the graphic.

By adding one of these shield-shaped "Proud PRIA Member" icons to your signature, every email you send will proudly display your affiliation with PRIA. Encourage other members to do the same and help grow awareness of PRIA's mission!



Social Media Overview

Connect with PRIA on social media to amplify your message:

- **Facebook:** Property Records Industry Association
- **X (formerly Twitter):** [@PRIAus](#)
- **LinkedIn:** Property Records Industry Association

When posting, be sure to:

- **Tag PRIA** in your posts using the handles above.
- Use the hashtag **#ProudPRIAMember** to unify this campaign and help us track engagement.
- Encourage fellow members to follow and tag PRIA in their posts too, so we can reshare and highlight your efforts!

Suggested Social Media Text Content

Facebook & LinkedIn

1. Showcase Your Membership

- a. “Proud to display my ‘Proud PRIA Member’ frame, and to be a part of an association of property records professionals shaping industry best practices. #ProudPRIAMember”

2. Community & Collaboration

- a. “As a PRIA member, I’m part of a community dedicated to advancing and innovating property records. Let’s unite by sharing our ‘Proud PRIA Member’ frame and tagging each other! #ProudPRIAMember”

3. Industry Impact

- a. “Grateful to be in an organization that fosters collaboration, champions professional growth, and sets the standard for property records. Join me in adding the ‘Proud PRIA Member’ frame to celebrate our shared impact! #ProudPRIAMember”

4. Membership Invitation



- a. “Thinking about joining PRIA? I highly recommend it for anyone in the property records industry looking to learn, connect, and contribute. Ask me how you can become part of this amazing association! #ProudPRIAMember”

X (formerly Twitter)

1. Proud to be a @PRIAus member! Show your support by adding our new “Proud PRIA Member” frame to your profile pic, and tell us why you joined! #ProudPRIAMember
2. Being part of @PRIAus means staying ahead in property records innovation. Wear the badge with our “Proud PRIA Member” frame! #ProudPRIAMember
3. Let’s celebrate our collective achievements in property records! Use the “Proud PRIA Member” frame and tag @PRIAus to help industry professionals find your post. #ProudPRIAMember

Instructions: How to Access and Use the “Proud PRIA Member” Frames in Canva

1. Locate the Templates

- a. Included in this toolkit are three links to editable **Canva templates**:
 - i. [Square](#) (perfect for profile pictures on any platform)
 - ii. [Landscape](#) (excellent for LinkedIn, Facebook cover photos, or general posts)
 - iii. [Instagram Vertical](#) (ideal for Instagram Stories or Reels)

2. Open Your Preferred Template

- a. Click on the Canva link above that suits your needs (e.g., the square template if you’re updating a profile pic).
- b. Click the button below the image “Edit the Template”
- c. If prompted, log in to your Canva account or create one (a free Canva account works fine).

3. Insert Your Photo

- a. Click “**Uploads**” in the left-hand menu to upload an existing headshot or other image you want to feature behind the “Proud PRIA Member” frame.
- b. Once uploaded, drag and drop your photo into the designated “frame” area of the template.



4. Download

- a. Download your image and post it on social media platforms with text like the suggestions above.
- b. For best results, download as a **PNG** or **JPG** file.

5. Upload and Tag

- a. Post your new “Proud PRIA Member” graphic on your preferred platforms (LinkedIn, Facebook, Instagram, X/Twitter).
- b. Tag **@Property Records Industry Association** (Facebook and LinkedIn) or **@PRIAus** (X) and remember to include **#ProudPRIAMember** in your caption.

Best Practices

1. Tagging

- a. Always tag **@Property Records Industry Association** on Facebook and LinkedIn, and **@PRIAus** on X. Use **#ProudPRIAMember** in the text of the post.

2. Engagement

- a. Like, comment on, and share PRIA’s content to boost the association's visibility with other property records professionals.
- b. Encourage colleagues to follow suit, creating a ripple effect of visibility.

3. Personalization

- a. Inject your own voice! For instance, share a quick anecdote, a conference story, or reason why you value PRIA membership.

4. Consistency

- a. Stay on the lookout for updated shareable campaigns at key points throughout the year—before or after symposiums, conferences, or relevant industry milestones—to keep momentum going.

Thank You!

Your dedication to PRIA, and your willingness to share your membership status, helps us foster an even stronger sense of community and encourages future members to learn about the benefits of joining. By using this toolkit, you’re playing an active role in elevating PRIA’s visibility and impact—thank you for being a champion of our mission!



If you have any questions about the “Proud PRIA Member” campaign or any other PRIA initiatives, don’t hesitate to reach out to info@pria.us.