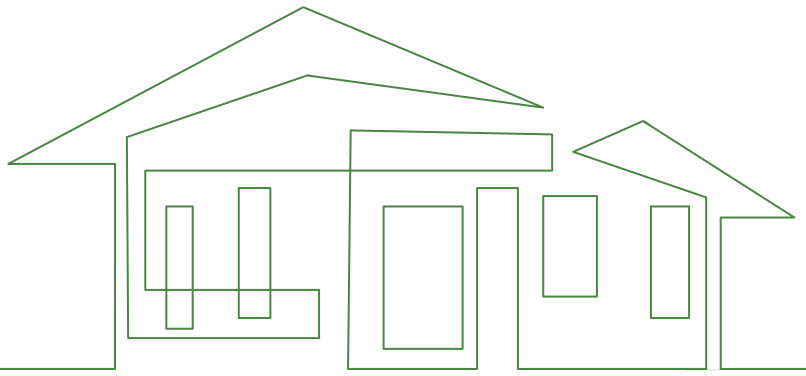


NJHMFA Social Media Tools

ERMA Program



Please make sure you are following us on our social media channels and tag us in your posts.

Twitter: [@njhousing](https://twitter.com/njhousing)

Facebook: facebook.com/njhousing

If someone has a question about the Emergency Rescue Mortgage Assistance (ERMA) program that you are unsure how to answer, please feel free to direct the user to message NJHMFA's page with their question. If we are tagged in the post, it will also notify us of the comment and give us the capability to respond if necessary.

There are copy suggestions below but please feel free to write copy on brand for you and your organization's page. Features and benefits of the program to promote are as follows:

EMERGENCY RESCUE MORTGAGE ASSISTANCE (ERMA) PROGRAM OVERVIEW:

- Up to \$35,000 per household for expenses which may include:
 - Mortgage reinstatement
 - Escrow shortages
 - Delinquent property taxes
 - Municipal or property tax liens
 - Mortgage payments, including principal, interest, taxes, and homeowner's insurance

FACEBOOK & TWITTER POST COPY EXAMPLES:

(Character Count 232)

GET HELP WITH YOUR MORTGAGE. If you are a NJ homeowner who experienced loss of income or financial hardship due to #COVID19 you may be eligible for mortgage assistance by visiting:

<https://www.njhousing.gov/> or calling 855-647-7700.

(Character Count 253)

GET HELP WITH FORECLOSURE. NJHMFA has opened a program that may help you from losing your home to foreclosure. If you are behind on your mortgage due to #COVID19, contact a housing counselor today.

Visit: <https://www.njhousing.gov/> or call 855-647-7700.

(Character Count 190)

GET HELP TO STOP FORECLOSURE. Talk with a HUD-approved housing counselor today if you experienced financial hardships due to #COVID19. Visit: <https://www.njhousing.gov/> or call 855-647-7700.

GRAPHICS:

