

# ON THE HOUSE



Luminstruct Monthly Newsletter

## Welcome Home

### In this Issue:

- Newsletter Introduction
- Bridging the Gap: Luminstruct and Pinterest
- Monthly Poll Results
  - Preview of upcoming events
- Join the conversation

Welcome to our first issue of the Luminstruct newsletter! Founded in 2013 and designed to illuminate the possibilities within Residential Living, our website has reached many new and exciting heights! From reaching more than 1500 followers on social media, to being endorsed by the staff at residentassistant.com, we wanted the next step on our journey to **involve you!**

As many of our jobs include transforming a building into a home, it is our goal that this website will become a virtual-home for our **res life family**. In order to do this, however, it can't be done alone. Over the course of the next few months, Luminstruct is going to be growing and reaching out to our viewers to create content designed just for you! With this newsletter, you are now able to stay up to date with our latest projects and see the progress we have made together! Feel free to get comfortable, you are now **home**.

## Spotlighting our Guests

With the majority of our traffic coming from Pinterest, we wanted to highlight the work of our viewers. With our new feature, Spotlight Pin of the Week, we can do just that! Every week a Pinterest pin will be selected and posted on our website to highlight great talent in our field. Pins can be of events, door decs, bulletin boards or any other work you are proud of.



Want to show off your work or highlight someone else?  
Tag the pin with the hashtag below:

**#Luminstructspotlight**

## Coming Soon

In addition to the new Pinterest spotlight feature, you may have noticed the new look of our page! Keep an eye out for other great changes to our page over the next few weeks! Planned changes include updating the flow of our pages, brining in new technology to the site, and adding new blog post topics!

Stay tuned!

## The Polls Are In!

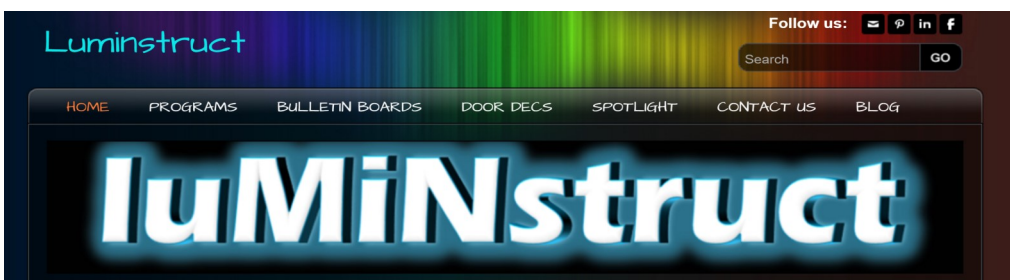
Last month's poll asked our guests how they heard from us.

Here were the results:

- 50%-Pinterest
- 12.5%-LinkedIn
- 12.5%-From a Friend
- 12.5%-From a Creator
- 12.5%-Other

Thank you for voting!

Visit our homepage to vote on which updated feature you are most excited about!



## Contact Us:

Interested in joining the conversation? Email us at [newsletter@luminstruct.com](mailto:newsletter@luminstruct.com) or fill out our "Contact Us" form on our website and we will get back to you at our earliest convenience. If you wish to *unsubscribe* there is a link on our contact page.