

# Social Media Toolkit


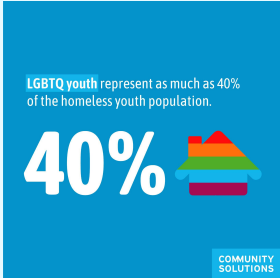
A monthly digest of social content for Built for Zero communities


## June 2023

 Happy Pride Month!

- Is your organization doing anything for Pride month? Share it with [kstasa@community.solutions](mailto:kstasa@community.solutions), or tag us on social media for a chance to be featured on our accounts.
- Many of our national partners are creating homelessness and Pride month-specific content. For inspiration, check out [True Colors United](#), [A Way Home Washington](#), [Youth Collaboratory](#), and [Source Point Youth](#).

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Housing First	<p>What is the most immediate way to end a person's homelessness? Provide them with a safe and stable home.</p> <p>Housing First is a recovery-oriented, evidence-based philosophy and approach that recognizes that housing is a basic human right and that people are better equipped to make progress in their lives if they have a safe, stable place to live.</p> <p>Learn how we can use Housing First to accelerate an end to homelessness in our community.</p>	<p>What is the most immediate way to end a person's homelessness? Provide them with a safe and stable home. Learn how we can use Housing First to accelerate an end to homelessness in our community.</p> <p>#HomelessnessIsSolvable</p> <p><a href="https://community.solutions/what-is-housing-first/">https://community.solutions/what-is-housing-first/</a></p>	<p><a href="https://www.youtube.com/watch?v=35E2Oad9RXg">https://www.youtube.com/watch?v=35E2Oad9RXg</a></p> <p><a href="#">Download</a></p>

	<p><a href="https://community.solutions/what-is-housing-first/">https://community.solutions/what-is-housing-first/</a></p> <p>#HomelessnessIsSolvable</p>		
Mental Health Q&A	<p>Many questions exist about the relationship between mental health and homelessness, and we wanted to strengthen our own understanding. From VA to health care to local community leaders, we had several experts provide their insights on community asked questions.</p> <p>Here's what they had to say. <a href="https://bit.ly/3ODDvRB">https://bit.ly/3ODDvRB</a></p> <p>#HomelessnessIsSolvable</p>	<p>There are many questions and misunderstandings about the relationship between mental health and homelessness. We asked the experts some of our most burning questions. Here's what they had to say. <a href="https://bit.ly/3ODDvRB">https://bit.ly/3ODDvRB</a></p> <p>#HomelessnessIsSolvable</p>	 <p><a href="#">Download</a></p>
Pride	<p>As we celebrate #PrideMonth, we are reminded of the steps we still must take to create a more just and equitable world for everyone.</p> <p>LGBTQ+ people experience higher rates of homelessness and housing instability than their straight counterparts. And this disparity is compounded when they are also Black or brown.</p> <p>We'd like to recognize all of the organizations across the county that are committed to the movement to ensure that every LGBTQ+ youth person has the safety, dignity, and protection of a home.</p>	<p>As we celebrate #PrideMonth, we are reminded of the steps we still must take to create a more just and equitable world for everyone.</p>	 <p><a href="#">Download</a></p>

<p>Policing</p>	<p>Advocates and researchers agree that solutions to homelessness must address root causes, like lack of quality, affordable housing.</p> <p>Yet, local governments may not always follow evidence-based housing policy programs and instead pursue punitive policing or the criminalization of homelessness.</p> <p>Such policies do not end homelessness; instead, they may actually promote cycles of homelessness.</p> <p>@CmtySolutions researched this issue, along with partners at @CornellMPH and @BUonCities. They discovered that police are frequently involved in implementing homelessness policy.</p> <p>Read on to explore the research.  <a href="https://bit.ly/3MKCqoe">https://bit.ly/3MKCqoe</a></p>	<p>Recently, @CornellMPH, and @BUonCities, @cmtysolutions, researched the involvement of the police in responses to homelessness in cities across the country.</p> <p>Read on to see what they found:  <a href="https://bit.ly/3MKCqoe">https://bit.ly/3MKCqoe</a></p>	 <p><a href="#">Download</a></p>
<p>Affirming truths about homelessness</p>	<p>✓ TRUTH: The best predictor of homelessness is a lack of affordable housing — not mental illness or substance use. #TruthIs #HomelessnessIsSolvable</p> <p>↓ Check out the facts:  <a href="https://community.solutions/research-posts/the-truth-about-homelessness/">https://community.solutions/research-posts/the-truth-about-homelessness/</a></p>	<p>✓ TRUTH: The best predictor of homelessness is a lack of affordable housing, not mental illness or substance use. #TruthIs #HomelessnessIsSolvable</p> <p>↓ Check out the facts:  <a href="https://community.solutions/research-posts/the-truth-about-homelessness/">https://community.solutions/research-posts/the-truth-about-homelessness/</a></p>	<p><a href="#">Access social copy and videos</a></p>

## Questions?

If you have any questions about this toolkit, please contact [kstasa@community.solutions](mailto:kstasa@community.solutions).