

Social Media Toolkit

A monthly digest of social content for Built for Zero communities

March 2024

Welcome to the Social Media Digest! This monthly service is designed to assist Built for Zero-affiliated organizations by providing important reminders, timely communications guidance, links to helpful resources, and social media content.

As we engage with the general public and stakeholders, we should always be cognizant of current events. Please use your best judgment to adapt digest content to fit your local context. It is okay to refrain from posting suggested content if you and your local team decide it's not appropriate, given the local context.

Updates

11 Social Media Trends You Need to Know in 2024

In this article, learn about [current trends in social media driving the future of social](#), based on input from social media experts and the data behind the social space.

More Generative AI Tools Are Coming to Social Apps — Is That a Good Thing?

The [latest developments in generative AI](#) have opened up a range of new possibilities and potential use cases. But are we sure that there's a value to them within social media apps?


Five Tips for Vetting News Sources Online

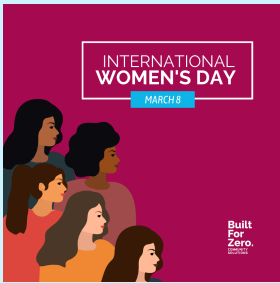
[Take a moment to consider where you're sourcing your news updates from](#), and the accuracy of the reporting that you're reading.


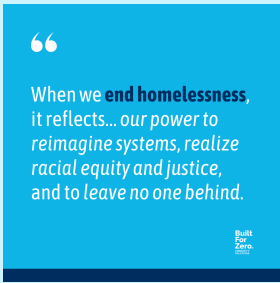
Social Media Calendar Inspiration

- **March:** Women's History Month & National Social Work Month
- **March 8:** International Women's Day
- **March 14:** Pi Day
- **March 17:** St. Patrick's Day
- **March 31:** International Transgender Day of Visibility

Social Media Content - [Link to all graphics](#)

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Women's History Month	<p>🎉 Happy Social Work Month! ☀️ Today and every day, we appreciate the social workers who work tirelessly to connect our neighbors with the support they need to exit or avoid homelessness.</p> <p>#HomelessnessIsSolvable #SWMonth2024 #EmpoweringSocialWorkers</p>	<p>🎉 Happy Social Work Month! ☀️ Today and every day, we appreciate the social workers who work tirelessly to connect our neighbors with the support they need to exit or avoid homelessness.</p> <p>#HomelessnessIsSolvable #SWMonth2024 #EmpoweringSocialWorkers</p>	 <p>Download or Edit (aka add your logo!)</p>

<p>International Women's Day</p>	<p>Happy International Women's Day! 🌟 Today, and every day, we celebrate the incredible strength, resilience, and leadership of women all around the world. We're proud to stand with and support the women driving change in the journey to solve homelessness. #InternationalWomensDay #HomelessnessIsSolvable 🏠 #IWD</p>	<p>Happy International Women's Day! 🌟 Today, and every day, we celebrate the incredible strength, resilience, and leadership of women all worldwide. We're proud to stand with and support the women driving change in the journey to solve homelessness. 💪🏠 #InternationalWomensDay #HomelessnessIsSolvable #IWD</p>	 <p>Download or Edit (aka add your logo!)</p>
<p>Pi Day</p>	<p>Happy Pi Day! 🥧 As we celebrate the mathematical constant π, we're also reflecting on the importance of finding solutions to complex problems, just like we do every day to solve homelessness. Together, let's continue to make strides towards building a more equitable and compassionate world. #PiDay #HomelessnessIsSolvable 🏠</p>	<p>Happy Pi Day! 🥧 As we celebrate the mathematical constant π, we're also reflecting on the importance of finding solutions to complex problems, just like we do every day to solve homelessness. #PiDay #HomelessnessIsSolvable 🏠</p>	 <p>Download or Edit (aka add your logo!)</p>
<p>St. Patrick's Day</p>	<p>🌟🍀🌈❤️ Happy St. Patrick's Day! Today, we're feeling extra lucky to be on the frontline of solving homelessness. With each step forward, we're closer to building a future where everyone has a place to call home and proving #HomelessnessIsSolvable 🏠 #StPatricksDay</p>	<p>🌟 Feeling lucky on this St. Patrick's Day! 🍀 We're reminded of the incredible opportunity we have to work toward solving homelessness each and every day. Cheers to progress, hope, and a future where #HomelessnessIsSolvable! 🌈❤️ #StPatricksDay</p>	 <p>Download or Edit (aka add your logo!)</p>

<p>International Transgender Day of Visibility</p>	<p>On #TransDayofVisibility, we celebrate and honor the power it takes for trans and gender-nonconforming people to live visibly and authentically in this society. Our work won't end until we live in a future that leaves no one — particularly LGBTQ+ people of color — behind in the cycle of homelessness. 🏠 #HomelessnessIsSolvable</p>	<p>💙🌟🏠 On #TransDayofVisibility, we celebrate and honor the power it takes for trans and gender-nonconforming people to live visibly and authentically in this society. #HomelessnessIsSolvable</p>	 <p>Download or Edit (aka add your logo!)</p>
<p>Quotegraphic</p>	<p>💡🏠 By every meaningful measure, homelessness is a problem that proves to be more costly to ignore than to solve. For our most vulnerable neighbors, homelessness is a matter of life and death.</p> <p>Homelessness is a complex, life-threatening problem. It can be solved — but only if systems are designed to continually reduce and end it. #HomelessnessIsSolvable</p>	<p>💡🏠 Homelessness is a complex, life-threatening problem. It can be solved — but only if systems are designed to continually reduce and end it. #HomelessnessIsSolvable</p>	 <p>Download or Edit (aka add your logo!)</p>

Questions?
If you have any questions about this toolkit, please contact Lisa Tran at ltran@community.solutions.