Social Media Toolkit

A monthly digest of social content for Built for Zero communities

April 2024

This monthly toolkit 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

⚖️ Johnson v. Grants Pass

As the Supreme Court prepares to hear Johnson v. Grants Pass, the most important case about homelessness in 40 years, we have [compiled resources](#) where you can learn about the historic case, access social media content, and get involved in our Twitter storm day of action on April 22.

📱 Instagram Reels News, Trends, and Creative Strategies for Marketers

The ever-growing demand for short-form video content has made Reels a powerful marketing tool. Thankfully, Instagram continues to release [new features, tools and solutions to help businesses make the most of Reels](#).

⚡ 8 Tips To Boost Your Facebook Page Engagement

Are you looking for ways to generate more engagement on your Facebook Page? Want to encourage more likes, shares, and comments on your Facebook posts? [Check out this article](#)!

Built For Zero.
COMMUNITY SOLUTIONS

🚨 LinkedIn's Rolling out Company Page Messaging to All Brands
After initially launching the functionality with some company pages last June, LinkedIn has confirmed that Pages Messaging is being rolled out to all businesses from this week.

Social Media Calendar Inspiration

- **April:** National Volunteer Month + National Month of Hope
- **April 1-7:** National Public Health Week
- **April 1:** April Fool's Day
- **April 7:** World Health Day
- **April 22:** Earth Day
- **April 22:** SCOTUS hears oral arguments on Johnson v. Grants Pass
- **April 28:** National Superhero Day

Social Media Content - Link to all graphics

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
National Month of Hope	April is National Month of Hope, and we're hopeful for a future where homelessness is rare and brief. Are you? #HomelessnessIsSolvable	April is National Month of Hope, and we're hopeful for a future where homelessness is rare and brief. Are you? #HomelessnessIsSolvable	WE BELIEVE IN A FUTURE WHERE HOMELESSNESS IS RARE AND BRIEF.

Public Health	What's one thing people should know about the intersection of public health and homelessness? Read expert answers in a roundup about public health and homelessness! https://bit.ly/42q7FMY #HomelessnessIsSolvable #PublicHealth	What's one thing people should know about the intersection of public health and homelessness? Read expert answers in a roundup about public health and homelessness! https://bit.ly/42q7FMY #HomelessnessIsSolvable #PublicHealth	**System change & services are key to protecting health in homelessness.** Built For Zero. [Download](#) or [Edit](#) (aka add your logo!)
April Fool's Day	April Fool's Day is a time for harmless pranks, but let's remember that homelessness is no laughing matter. Let's use today to raise awareness, support, and take action to help make homelessness solvable. #AprilFoolsDay #HomelessnessIsSolvable	April Fool's Day is a time for harmless pranks, but let's remember that homelessness is no laughing matter. Let's use today to raise awareness, support, and take action to help solve homelessness. #AprilFoolsDay #HomelessnessIsSolvable	**HOMELESSNESS IS NO LAUGHING MATTER.** COMMUNITY SOLUTIONS [Download](#) or [Edit](#) (aka add your logo!)

World Health Day	In honor of #WorldHealthDay, we're highlighting the catalytic role local health departments and public health agencies play in helping end homelessness. No matter the size, scope, or politics of a local health authority, there exists opportunities to collaborate and connect with local homeless response systems. https://community.solutions/get-involved/public-health-departments-and-leaders/ #HomelessnessIsSolvable	In honor of #WorldHealthDay, we're highlighting the catalytic role local health departments and public health agencies play in helping end homelessness. https://community.solutions/get-involved/public-health-departments-and-leaders/ #HomelessnessIsSolvable	**HOMELESSNESS IS A PUBLIC HEALTH CRISIS** Download or Edit (aka add your logo!)
Earth Day	🌎 Climate change poses a significant threat to vulnerable populations. When natural disasters strike, people with the fewest resources are most likely left without a place to live. 🚨 The worsening climate crisis will disproportionately impact marginalized communities, communities of color, and people living in poverty — and will therefore result in increased homelessness. #EarthDay #HomelessnessIsSolvable	🚨🌎The worsening climate crisis will disproportionately impact marginalized communities, communities of color, and people living in poverty — and will therefore result in increased homelessness. #EarthDay #HomelessnessIsSolvable	World Earth Day April 22 **What is the connection between climate change and homelessness?** Download or Edit (aka add your logo!)
Johnson v. Grants Pass	Arresting and fining people for sleeping on the streets is ineffective and keeps people homeless for longer. 🚫💤 Rather than punishing individuals without housing options, we need to embrace solutions that have shown real success in solving homelessness. 💡🏠	🚫🛏 Arrests and fines don't solve homelessness — they extend it. Let's focus on proven solutions instead. 💡🏠 #JohnsonVGrantsPass goes before #SCOTUS on April 22. Learn more: https://bit.ly/3xmp8dv / ⚖️📅	**SUPREME COURT** JOHNSON V. GRANTS PASS Arrests and fines don't solve homelessness—they extend it. Let's focus on proven, sustainable solutions instead. Download or Edit (aka add your logo!)

	Join us in advocating for change as #JohnsonVGrantsPass heads to the Supreme Court on April 22. Get informed here: https://bit.ly/3xmp8dv ⚖️📅		
National Superhero Day	On #NationalSuperheroDay, we celebrate our incredible team who don't wear capes but possess superpowers of compassion and dedication in solving homelessness every day. Thank you for being our everyday heroes! 🦸‍♀️💪🦸‍♂️ #HomelessnessIsSolvable	On #NationalSuperheroDay, we celebrate our incredible team who don't wear capes but possess superpowers of compassion and dedication in solving homelessness every day. Thank you for being our everyday heroes! 🦸‍♀️💪🦸‍♂️	Download or Edit (aka add your logo!)

Built For Zero.
COMMUNITY SOLUTIONS