

# Social Media Toolkit

*A monthly digest of social content for Built for Zero communities*

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## February 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

### Hooks to stop the scroll

Use some of [these catchy social media hooks](#) in your content to see if they increase your engagement!

### Snip snip!

If you're looking for a solid video editing tool with a focus on creating short clips, then [CapCut](#) may well be a good option, and it continues to add new features to enhance its offering. This week, CapCut updated its [Long Video to Shorts editing functionality](#), which makes it easy to create short clips from your longer uploads.

[YouTube has also rolled out a new option](#) to help you reformat your long-form content into Shorts.

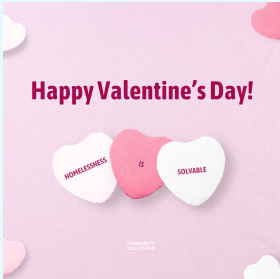
## A guide to AI tools


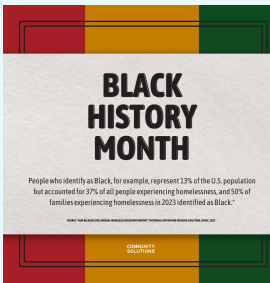

Use [this handy guide](#) to understand which generative AI tools exist and how you might use them in your work.

## Social Media Calendar Inspiration

- February: Black History Month
- February 14: Valentine's Day
- February 17: National Random Acts of Kindness Day
- February 20: World Social Justice Day

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

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Recognition day	Happy Valentine's Day! Let's join hands to create a future where everyone has a warm and secure place to call home. ❤️🏠 Happy Valentine's Day! #HomelessnessIsSolvable	💕 This Valentine's Day, let's spread love by advocating for a cause close to our hearts – solving homelessness. #HomelessnessIsSolvable	 <a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)

<p>Recognition day</p>	<p>☀️ Embrace the spirit of kindness on #RandomActsofKindnessDay! Today, let's make the world brighter with small gestures that create a ripple of positivity. Whether it's a smile, a helping hand, or a thoughtful gesture, let's spread kindness like confetti. 🎉❤️ Share your acts of kindness and inspire others to join the kindness revolution!</p>	<p>🌈✨ Happy #RandomActsofKindnessDay! Let's make today and every day a little brighter with simple acts of kindness.</p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>
<p>Recognition day</p>	<p>Black Americans continue to be overrepresented among the homeless population compared to the U.S. population. In honor of #BlackHistoryMonth, let us shed light on an often overlooked issue – the disproportionate rates of homelessness among Black Americans. Recognizing this challenge is crucial in our collective journey towards equality and justice to solving homelessness. #HomelessnessIsSolvable</p> <p>Source: <a href="https://www.huduser.gov/portal/datasets/ahar/2023-ahar-part-1-pit-estimates-of-homelessness-in-the-us.html">https://www.huduser.gov/portal/datasets/ahar/2023-ahar-part-1-pit-estimates-of-homelessness-in-the-us.html</a></p>	<p>🔍 In recognition of #BlackHistoryMonth, let's address a pressing issue: Black Americans are disproportionately represented among the homeless. 🏠👛 Shedding light on this challenge is crucial in our journey towards equality and justice. Together, let's work to solve homelessness. #HomelessnessIsSolvable</p> <p>Source: <a href="https://www.huduser.gov/portal/datasets/ahar/2023-ahar-part-1-pit-estimates-of-homelessness-in-the-us.html">https://www.huduser.gov/portal/datasets/ahar/2023-ahar-part-1-pit-estimates-of-homelessness-in-the-us.html</a></p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>
<p>Recognition day</p>	<p>🌐✨ On #WorldSocialJusticeDay, let's stand together for a world built on fairness, equality, and compassion. Today, we reflect on the challenges faced globally and commit to fostering justice for all. It's a call to action – let's amplify our efforts to solve homelessness, leaving no one behind. ❤️👉 #HomelessnessIsSolvable</p>	<p>🌐✨ On #WorldSocialJusticeDay, let's spotlight an issue that demands our attention – homelessness. Together, let's advocate for a world where everyone has a place to call home. ❤️🏠 Recognizing and addressing homelessness is a crucial step toward</p>	

building a more just and equitable society.

**ENDING HOMELESSNESS**

Ending homelessness begins by knowing each person experiencing homelessness by name, and designing racially equitable systems that account for every single person.

[Download 1](#) and [Download 2](#) or [Edit](#)  
(aka add your logo!)

**Questions?**

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