

Social Media Toolkit

A monthly digest of social content for Built for Zero communities

January 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

PIT Count Media Toolkit



The Point in Time Count will be taking place the last week of January 2023. The Point-in-Time count is a time when there is heightened awareness about homelessness data. Our objective is not to attack the Point-in-Time count but to use the moment to educate others on the importance of by-name data in helping reduce and end homelessness. Please use this [PIT Count media toolkit](#) to access blogs, social media graphics and copy, examples from other Built for Zero communities, and earned media resources.

Social Media Calendar Inspiration

- January: Poverty in America Awareness Month
- January 1: New Year

- January 4: Trivia Day
- January 11: International Thank You Day
- January 15: MLK Day
- Late January: PIT Count

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

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Connection	<p>🚫🏠 Challenging stereotypes is key to effective solutions. Too many policies have been informed by misinformation. We need system-level solutions to adequately address mental illness, substance abuse, and homelessness. #HomelessnessIsSolvable</p> <p>Source: https://community.solutions/research-posts/the-truth-about-homelessness/</p>	<p>🚫🏠 Challenging stereotypes is key to effective solutions. Join us in reshaping narratives surrounding homelessness. #HomelessnessIsSolvable</p> <p>Source: https://community.solutions/research-posts/the-truth-about-homelessness/</p>	 <p>MANY PEOPLE EXPERIENCING HOMELESSNESS HAVE NO MENTAL OR SUBSTANCE USE DISORDERS.</p> <p>Let's change the narrative surrounding homelessness.</p> <p>Download or Edit (aka add your logo!)</p>
Inspiration	<p>Homelessness is not a choice. Many people experiencing homelessness are employed or actively seeking employment and would move inside if housing responsive to their needs were available.</p> <p>Source: https://community.solutions/research-posts/the-truth-about-homelessness/</p>	<p>Homelessness isn't a choice — it's often a circumstance of systemic issues and personal challenges. it's a lack of options. 🏠💔 Join us in rewriting the narrative.</p> <p>Source: https://community.solutions/research-posts/the-truth-about-homelessness/</p>	 <p>We need to combat the misconceptions that blame people for experiencing homelessness.</p> <p>Download or Edit (aka add your logo!)</p>

Recognition day

📌 This Poverty in America Awareness Month, let's remember that poverty isn't a choice, but our response to it is. #PovertyAwarenessMonth

🏠 We see the direct link between poverty and homelessness. But as part of the Built for Zero movement, our community is proving that with data-driven strategies, we can end homelessness and tackle the roots of poverty.

Did you know?

💡 Many people facing homelessness are employed but still can't afford stable housing.

💡 Systemic barriers, not personal failure, often lead to poverty and homelessness.

👉 Join us in changing the narrative.

<https://community.solutions/research-posts/the-truth-about-homelessness/>
#HomelessnessIsSolvable

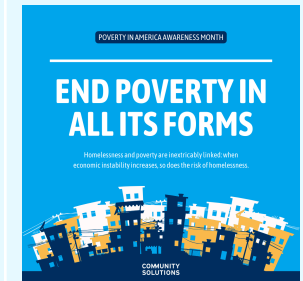
📌 Poverty isn't a choice, but our response to it is.

#PovertyAwarenessMonth

Did you know?

💡 Many people facing homelessness are employed but can't afford stable housing

💡 Systemic barriers, not personal failure, often lead to poverty & homelessness



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(aka add your logo!)

Recognition day


Today, we honor the legacy of Martin Luther King Jr., a beacon of courage and justice. Let's reflect on his teachings, stand united against injustice, and strive to build a world where equality and compassion prevail. #MLKDay

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BFZ

 As part of the @BuiltforZero movement, we are proving homelessness is solvable. We have a powerful role to play in contributing to new expectations for ending homelessness in communities across the country.

Homelessness may be a mirror to our failing systems and decisions. But when we solve it, it shows us something very powerful and important about our communities. It reflects our power to reimagine systems, realize racial equity, and ensure no one is left behind. Homelessness is solvable — and it is being solved, right now. With your help, we aim to create a demand to make this true everywhere, for everyone. #HomelessnessIsSolvable

Learn more about Built for Zero:
<https://community.solutions/built-for-zero/the-movement/>

 As part of the @BuiltforZero movement, we are proving that homelessness is not an unsolvable issue. By reimagining systems, prioritizing racial equity, and leaving no one behind, we are witnessing the power of collective action. #HomelessnessIsSolvable

Learn more about Built for Zero:
<https://community.solutions/built-for-zero/the-movement/>



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Questions?

If you have any questions about this toolkit, please contact ltran@community.solutions.