Social Media Toolkit

A monthly digest of social content for Built for Zero communities

---

May 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**
The Supreme Court has heard Johnson v. Grants Pass, and we have compiled resources where you can learn about the historic case, access social media content, and get involved.

📱 **Explore the Latest Social Media Trends and Stats for 2024**
Explore key statistics and trends shaping the social media landscape in 2024, from user engagement to app market growth and digital behavior insights.

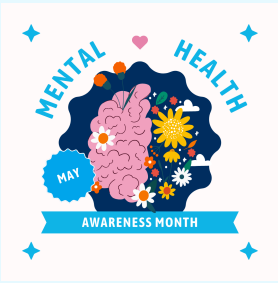
⚡ **Instagram Confirms Profile Notes Are Coming to All Users**
Instagram has confirmed that it will soon display Notes on user profiles, providing another way to use its conversation-prompting Notes option to spark more engagement.

🚨 **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 these infographics for 8 tips on how to!

Social Media Calendar Inspiration

- **May:** Mental Health Awareness Month, Older Americans Month, & Asian-Pacific American Heritage Month
- **May 5-11:** Public Service Recognition Week
- **May 6-12:** Nurses Week

Social Media Content - Link to all graphics

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Mental Health Awareness Month	Homelessness is a public health crisis. Individuals experiencing homelessness are more likely to have chronic physical and mental health conditions. In fact, as the @NationalHCHCouncil asserts, being unhoused "creates new health problems and exacerbates existing ones."🧠 #MentalHealthAwareness Learn the facts: https://community.solutions/expert-roundup-public-health-and-homelessness #HomelessnessIsSolvable	Homelessness is a public health crisis. Learn about the connection between public health, mental health, and homelessness. 🧠 #MentalHealthAwareness #HomelessnessIsSolvable Learn the facts: https://community.solutions/expert-roundup-public-health-and-homelessness	 Download or Edit (aka add your logo!)

Mental Health	🚔 Traditional policing may not always be the answer. Too often, it triggers trauma. In moments of crisis, seeing law enforcement can be daunting, not reassuring. We support empathetic alternatives that prioritize community well-being and support. 🤝 #HomelessnessIsSolvable 💡 Learn more: https://community.solutions/faqs-about-mental-health-and-homelessness	🚔 Traditional policing may not always be the answer. Too often, it triggers trauma. We support empathetic alternatives that prioritize community well-being and support. 🤝 #HomelessnessIsSolvable 💡 Learn more: https://community.solutions/faqs-about-mental-health-and-homelessness	 Download or Edit (aka add your logo!)
Older Americans Month	omelessness is rising among older adults. Every American deserves to age in the safety and dignity of a home, with access to the supportive services they need. May is Older Americans Month and this is a reminder of the work ahead in solving homelessness to ensure dignity and support for all generations. #OlderAmericansMonth #HomelessnessIsSolvable https://community.solutions/case-studies/learning-brief-homelessness-and-health-needs-among-older-adults/	omelessness is rising among older adults. Every American deserves to age in the safety and dignity of a home, with access to the supportive services they need. #OlderAmericansMonth #HomelessnessIsSolvable https://community.solutions/case-studies/learning-brief-homelessness-and-health-needs-among-older-adults/	 Download or Edit (aka add your logo!)
Johnson v. Grants Pass	Rather than punishing individuals without housing options, we are committing to the challenging yet sustainable work that has repeatedly proven effective in resolving homelessness. Learn more about the current most important case about homelessness: https://community.solutions/johnson-v-grants-pass #JohnsonVGrantsPass #HomelessnessIsSolvable	Rather than punishing individuals without housing options, our commitment to the challenging yet sustainable work that has repeatedly proven effective in resolving homelessness. Learn more about the current most important case about homelessness: https://community.solutions/johnson-	

		v-grants-pass #JohnsonVGrantsPass #HomelessnessIsSolvable	Download or Edit (aka add your logo!)
Quote	🏠 We're here to remind you: #HomelessnessIsSolvable! We believe in the power of collective action to end homelessness for good. Together, we can provide housing, support, and opportunity for all. Let's build a future where everyone has a safe place to call home.	🏠 We're here to remind you: #HomelessnessIsSolvable! We believe in the power of collective action to end homelessness for good. Together, we can provide housing, support, and opportunity for all. Let's build a future where everyone has a safe place to call home.	 Download or Edit (aka add your logo!)
Public Service Recognition Week **(May 5-11)**	It's #PublicServiceRecognitionWeek! We'd like to take this moment to thank every person who is working tirelessly to solve homelessness every day. Your passion, dedication, and commitment to building a better future inspire us all. Together, we're making meaningful strides toward solving homelessness. 🏠 #PSRW #HomelessnessIsSolvable	It's #PublicServiceRecognition week! We'd like to take this moment to thank every person who is working tirelessly to solve homelessness.. Your passion, dedication, and commitment to building a better future inspire us all. Together, we're making meaningful strides toward ending homelessness. 🏠 #PSRW #HomelessnessIsSolvable	 Download or Edit (aka add your logo!)

Questions?

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