Social Media Toolkit

A monthly digest of social content for Built for Zero communities

December 2023

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

NEW: 2023 AHAR Communications Toolkit
[Access key messages, strategic guidance, social media content, and more](#) to help you respond to the 2023 Annual Homeless Resource Assessment release and create an ongoing data communications strategy.

Social Media Calendar Inspiration

- December 10: International Human Rights Day
- December 21: National Homeless Persons' Memorial Day
- December 31: New Year's Eve

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

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Connection	🎉✨ Wishing everyone a Happy New Year! 🌟We are determined to make this year even more impactful and change lives for the better. Let's come together, support one another, and create a future where homelessness is brief and rare. 🤝🏡 #HomelessnessIsSolvable	🎉🥳 Happy New Year from us to you! 🎊✨Wishing you a year full of joy, success, and impactful change. Let's enter 2024 and continue to create brighter futures where homelessness is brief and rare. #HomelessnessIsSolvable	[Download](#) [Edit (aka add your logo!)](#)
Inspiration	On this International Human Rights Day, let's remember that no one should be left without a home. 💔 It's crucial to stand together, raise awareness, and advocate for a world where everyone has a place to call their own. Together, we can make a difference and create a more inclusive and compassionate society. 🌍🤝 #HomelessnessIsSolvable	To ensure a lasting end to homelessness, we must understand how to disrupt inflow — preventing people from becoming homeless in the first place. #HomelessnessIsSolvable	[Download](#)

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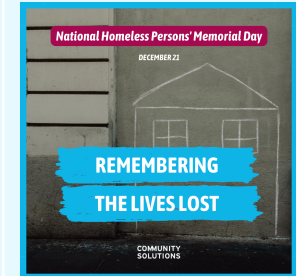COMMUNITY SOLUTIONS

Connection	Today, on National Homeless Persons' Memorial Day, we remember the lives of those often overlooked, the ones who lived and died without a home 🏠❤️ 🕯️ We gather to honor memories often overlooked. We read names of those who lived and died without a home - sons, daughters, parents, siblings. But there's hope in another list. In our community, every individual experiencing homelessness is more than a statistic. They're known by name, their needs are understood, and we stand united, doing whatever it takes to solve homelessness each and every day. #HomelessnessIsSolvable	On National Homeless Persons Memorial Day, we honor lives lost and pledge to reshape the story. In remembering the forgotten, we embrace unity's strength. As a @BuiltforZero community, we are changing lives, one name, one need, one home at a time. Together, we prove #HomelessnessIsSolvable. 🏠❤️	 National Homeless Persons' Memorial Day DECEMBER 21 REMEMBERING THE LIVES LOST COMMUNITY SOLUTIONS [Download](#)
Inspiration	Homelessness is a pressing issue that affects countless lives. That's why we're part of the national @BuiltForZero movement, where we come together as a society to create comprehensive solutions: affordable housing, access to mental health services, job training programs, and supportive communities. Join us in leaving no one behind as we work toward a future where everyone has a place to call home. 💙🏠 #HomelessnessisSolvable	💙✨ Collaboration is at the heart of solving homelessness. Thank you for your unwavering support in our journey towards ending homelessness. Together, we can build a better future where everyone has a safe place to call home. 🏠🤝	 YES, IT'S TRUE... HOMELESSNESS IS SOLVABLE. COMMUNITY SOLUTIONS [Download](#)

BFZ	📢 As a @BuiltForZero community, we're ensuring no one is left behind. Our data-driven approach is revolutionizing the way we tackle this complex issue #HomelessnessIsSolvable	🏠💪As a @BuiltForZero community, we're ensuring no one is left behind. Behind every data point is a human story. By understanding these stories, we can tailor solutions that not only end homelessness but also restore dignity and hope. #HomelessnessIsSolvable	 [Download](#)
Connection	🌍💙 We're on a mission to make homelessness rare and brief in our community. We define success not by how we're managing homelessness — but whether we are driving it toward zero. #HomelessnessIsSolvable. Join us in helping us build this reality.	🌍💙 We're on a mission to make homelessness rare and brief in our community. #HomelessnessIsSolvable. Join us in helping us build this reality.	 [Download](#)

| Connection | 🚀 In the face of adversity, there is always hope and opportunity for transformation. Homelessness, a challenge that reflects deep-rooted socioeconomic disparities, isn't just a problem—it's a call to action for us as a community and a nation.

The United States, a land of abundant resources and opportunities, still faces significant hurdles in bridging income and wealth gaps. But this isn't just a reflection of our challenges; it's a testament to our potential for change.

✨ Every step we take is a step towards a world where every individual has a place to call home. A world where systemic barriers are dismantled and opportunities are accessible to all. This is not just a vision; it's a journey we are on together.

🔗 Join us in this mission. Be a part of a community that believes in solutions, that acts on data, and that knows no challenge is too great when we stand united. | 🚀 Homelessness isn't just a problem, it's a call to action. In the US, despite wealth, we still face income gaps. But we see potential for change.

✨ We're moving toward a world where everyone has a home, breaking down systemic barriers.

🔗 Join us. Be part of a solution-driven community, acting on data. #HomelessnessIsSolvable | → @cmtysolutions

Local income inequality plays a **critical role** in producing homelessness in communities across the U.S.

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Questions?

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

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