




# Social Media Toolkit

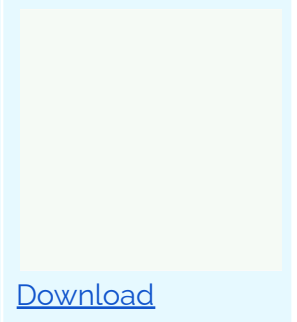
A monthly digest of social content for Built for Zero communities

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## February 2023

Suggested post date	Objective	Facebook / Instagram / LinkedIn	Tweet	Creative
Anytime in February	Black History Month	<p>Homelessness is a mirror. It reflects our nation's living history of racism.</p> <p>The overrepresentation of Black and Native Americans in the homeless population is no accident: it is the result of historic and ongoing racism, from slavery and violent land theft to housing discrimination that persists today.</p> <p>The truth about homelessness is all around us, homelessness cannot be ended without addressing racial inequity.</p> <p>We are proud to be working toward a more equitable homeless response system.</p> <p><a href="https://youtu.be/vISKMvSZCas">https://youtu.be/vISKMvSZCas</a></p> <p><b>#HomelessnessIsSolvable</b></p>	<p>Homelessness is a mirror. It reflects our nation's living history of racism. We can create a future where a place to call home is within reach for all — and the impact of racism is truly a thing of the past.</p> <p>We are proud to be working toward a more equitable homeless response system.</p> <p><b>#HomelessnessIsSolvable</b></p>	<p><a href="https://youtu.be/vISKMvSZCas">https://youtu.be/vISKMvSZCas</a></p>

2/8	Public health and homelessness survey	<p>How are public health and #homelessness systems collaborating? Six @BuiltforZero communities offer insights on collaboration and engagement between the homeless response and #publichealth systems.</p> <p><a href="https://community.solutions/research-posts/learning-brief-how-are-public-health-and-homelessness-systems-collaborating/">https://community.solutions/research-posts/learning-brief-how-are-public-health-and-homelessness-systems-collaborating/</a>  <b>#HomelessnessIsSolvable</b></p>	<p>How are public health and #homelessness systems collaborating? Six @BuiltforZero communities offer insights on collaboration and engagement between the homeless response and #publichealth systems.</p> <p><a href="https://community.solutions/research-posts/learning-brief-how-are-public-health-and-homelessness-systems-collaborating/">https://community.solutions/research-posts/learning-brief-how-are-public-health-and-homelessness-systems-collaborating/</a>  <b>#HomelessnessIsSolvable</b></p>	 <p><a href="#">Download</a></p>
2/14	Valentine's Day	<p>This Valentine's Day, we're glad to be part of the @BuiltForZero movement working to end homelessness in the United States.</p> <p>Achieving functional zero is more than fun, it's life-changing. When a community reaches functional zero, homelessness is rare and brief for a population, the community has quality, timely data, and all of these achievements are sustained over time.</p> <p><b>#HomelessnessIsSolvable #ValentinesDay</b></p>	<p>This Valentine's Day, we're glad to be part of the @BuiltForZero movement working to end homelessness in the United States.</p> <p><b>#HomelessnessIsSolvable #ValentinesDay</b></p>	 <p><a href="#">Download</a></p>
2/20	By-name data	<p>What is by-name data? And why do we need it to end homelessness? Find out here: <a href="https://community.solutions/what-is-a-by-name-list">https://community.solutions/what-is-a-by-name-list</a></p> <p><b>#HomelessnessIsSolvable #ByNameData</b></p>	<p>What is by-name data? And why do we need it to end homelessness? Find out here: <a href="https://community.solutions/what-is-a-by-name-list">https://community.solutions/what-is-a-by-name-list</a></p> <p><b>#HomelessnessIsSolvable #ByNameData</b></p>	 <p><a href="#">Download</a></p>

2/27	Built for Zero	<p>@<b>BuiltForZero</b> communities take a different approach to ending homelessness. They utilize by-name data, integrated teams, community-level measurements, and more to reach <b>#FunctionalZero</b>. Read more about the approach and why it works.</p> <p><a href="https://community.solutions/built-for-zero/#HomelessnessIsSolvable">https://community.solutions/built-for-zero/#HomelessnessIsSolvable</a></p>	<p>@<b>BuiltForZero</b> communities take a different approach to ending homelessness. They utilize by-name data, integrated teams, community-level measurements, and more to reach <b>#FunctionalZero</b>. Read more about the approach and why it works.</p> <p><a href="https://community.solutions/built-for-zero/#HomelessnessIsSolvable">https://community.solutions/built-for-zero/#HomelessnessIsSolvable</a></p>	
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## Questions?

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