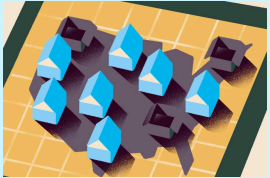



Social Media Toolkit

A monthly digest of social content for Built for Zero communities

March 2023

Objective	Facebook / Instagram / LinkedIn	Tweet	Creative
Functional Zero 101	<p>We're working to solve homelessness in [LOCATION]. This milestone is known as functional zero.</p> <p>This means we aim to have fewer people experiencing homelessness than those accessing safe and stable, permanent housing. Learn more → http://bit.ly/3SD8ZXK #HomelessnessIsSolvable</p>	<p>Homelessness is solvable, but it requires clearly defined goals toward a shared reality. Functional zero is a milestone that shows we have measurably ended homelessness for a population and that we're maintaining that end. Learn more → http://bit.ly/3SD8ZXK #HomelessnessIsSolvable</p>	<p>▶ What Is Functio...</p>
Policy brief: cities, zoning, and the fragmented response to homelessness	<p>America's cities are facing a pressing homelessness crisis, with insufficient affordable housing as the chief cause. Local governments are critical policy partners in addressing and ending homelessness through their control over land use policy, what housing gets built in a community, and where it can be built.</p> <p>Boston University, Cornell University, and Community Solutions created a policy brief that explores the fact that there is little coordination of cities' homelessness and zoning/land use planning policies, with findings such as:</p>	<p>🏠 America's cities are facing a pressing homelessness crisis, with insufficient affordable housing as the chief cause.</p> <p>@BUonCities, @Cornell, and @CmtySolutions examine how local governments can better address and end homelessness through improved coordination of homelessness and zoning/land use planning policies. Read the full policy brief: https://bit.ly/3lWf1ju</p>	 <p>DOWNLOAD</p>

	<p>🏠 Only 54% of the nation's 100 largest cities have homelessness plans</p> <p>🏠 A small share of those cities that do have homelessness plans mention housing policies</p> <p>🏠 Mayors similarly do not perceive land use and zoning to be an important component of homelessness policy</p> <p>Visit https://bit.ly/3lWf1ju to read all of the details.</p> <p>#HomelessnessIsSolvable</p>	#HomelessnessIsSolvable	
Social worker month	<p>Today and every day, we appreciate the social workers who work tirelessly to connect our neighbors with the support they need to exit or avoid homelessness.</p> <p>#NationalSocialWorkMonth #HomelessnessIsSolvable #SocialWorkers #SocialWork #SocialWorker</p>	<p>Today and every day, we appreciate the social workers who work tirelessly to connect our neighbors with the support they need to exit or avoid homelessness.</p> <p>#NationalSocialWorkMonth #HomelessnessIsSolvable #SocialWorkers #SocialWork #SocialWorker</p>	 <p>DOWNLOAD</p>

Questions?

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