

# Social Media Toolkit

*A monthly digest of social content for Built for Zero communities*

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## November 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

### **2023 Instagram Analytics and Algorithm Tips**

Social media platforms are constantly evolving. Check out a [video explainer](#) from the head of Instagram on how their algorithm works. The [full blog post](#) is worth reading in its entirety, but consider these [key points](#) as you create content for Instagram.

### **REMINDER: Communications and Social Media Resources Hub**

[Access resources](#) to help you communicate milestones and complex topics, a repository of social media toolkits, crisis-responsive communications, and more!


### **NEW: Built for Zero Social Media Coalition**




Join your peers as we unit to amplify social media posts, strategize digital tactics, learn from one another, and more! [Learn about the coalition](#) and its perks.

## Social Media Calendar Inspiration

- November: Native American Heritage Month and Homeless Youth Awareness Month
- November 11: Veterans Day
- November 13-21: National Hunger and Homelessness Awareness Week
- November 23: Thanksgiving
- November 29: Giving Tuesday

## Social Media Content

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Inspiration	Homelessness is not too big or too complex to be solved. Solving homelessness begins by knowing each person experiencing homelessness by name, and designing racially equitable systems that account for every single person. #HomelessnessIsSolvable	Homelessness is not too big or too complex to be solved. #HomelessnessIsSolvable	 <p data-bbox="1644 1089 1787 1117"><a href="#">Download</a></p> <p data-bbox="1644 1127 1885 1157"><a href="#">Edit (aka add your logo!)</a></p> <p data-bbox="1644 1170 1724 1198"><a href="#">logo!</a></p>

<p>Inspiration</p>	<p>By the time someone experiences homelessness, they are likely to have touched numerous other systems, which may include healthcare, housing systems, foster care, or the criminal legal system.</p> <p>Our #BuiltforZero team is working to understand how systems like these can work together to stop people from becoming homeless in the first place. #HomelessnessIsSolvable</p> <p>👉 Tap link in bio to learn more.</p>	<p>To ensure a lasting end to homelessness, we must understand how to disrupt inflow — preventing people from becoming homeless in the first place. #HomelessnessIsSolvable</p>	 <p><a href="#">Download</a> <a href="#">Edit</a></p>
<p>Veterans Day</p>	<p>Homelessness is solvable — nowhere has that been demonstrated more clearly than in our progress to end veteran homelessness.</p> <p>We're proud of our community's work on solving veteran homelessness.</p> <p>Let's step up and serve our veterans 🇺🇸#VeteransDay</p>	<p>Homelessness is solvable — nowhere has that been demonstrated more clearly than in our community's progress to end veteran homelessness. Let's step up and serve our veterans 🇺🇸#VeteransDay</p>	 <p><a href="#">Download</a></p>
<p>Functional zero</p>	<p>Functional zero ↓ is a milestone, which must be sustained, that indicates a community has measurably solved homelessness for a population. When it's achieved, homelessness is rare and brief for that population. #HomelessnessIsSolvable</p> <p>Learn more about what functional zero means → <a href="https://bit.ly/3rZ3B8t">https://bit.ly/3rZ3B8t</a></p>	<p>👉 The first step to solving homelessness is having a shared definition of what we are trying to achieve. #HomelessnessIsSolvable</p> <p>Learn more about what functional zero means → <a href="https://bit.ly/3rZ3B8t">https://bit.ly/3rZ3B8t</a></p>	 <p><a href="#">Download</a> <a href="#">Edit</a></p>

Functional zero

🚀 Curious about what "functional zero" exactly means? 😞 Let's dive in and find out! 😲 Functional zero means eliminating homelessness to a point where it is rare and brief, providing everyone with shelter and support they need. 🏠🤝

#HomelessnessIsSolvable

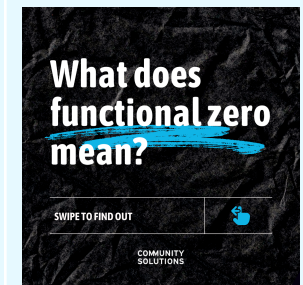
<https://community.solutions/built-for-zero/functional-zero/>

Have you ever wondered what functional zero really means? 😞

Here's your chance to find out!

<https://community.solutions/built-for-zero/functional-zero/>

#HomelessnessIsSolvable



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## Questions?

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