

# BFZ SM Coalition Monthly Meeting: May Notes

May 22, 3:30 PM ET

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[ATTENDEES](#)

[AGENDA](#)

[NOTES](#)

[NEXT STEPS](#)

## ATTENDEES

- Abbey Linn, Abilene: [ALINN@bettyhardwick.org](mailto:ALINN@bettyhardwick.org)
- Efren Berrones, Oahu: [efrenb@partnersincareoahu.org](mailto:efrenb@partnersincareoahu.org)
- Sarah Fletcher, Sac Steps Forward
- Berta Maldonado
- Deonate Cruz: [dcruz@awayhomewa.org](mailto:dcruz@awayhomewa.org)

## AGENDA

### Icebreaker/Check-in

If you could go back in time and give your younger self one piece of advice about using social media, what would it be?

### CS/BFZ Updates

- [Comms Hub](#) is updated with new digital media resources!
- **ORS Youth Homelessness Report:** Community Solutions contracted with ORS Impact in 2023 to conduct a research and assessment project to fill a knowledge gap

and uncover effective interventions and community practices to prevent and end youth homelessness at scale.

- [Social media toolkit](#)
- **Functional Zero Definition:** As numerous communities make progress in reducing youth homelessness, we developed a functional zero definition for this population.
  - [Social media toolkit](#)
- [June Toolkit](#)

## BFZ communities

CTAs/ideas/anything to uplift? Insert them below!

- AWHWA: Reduced youth homelessness by 40% in Washington!!  
<https://awayhomewa.org/washington-state-landscape-report-on-unaccompanied-youth-and-young-adult-yya-homelessness/>

## Content

What's to come – heritage months to keep in mind, etc.

- *May:*
  - Mental Health Month
  - Older Americans Month
  - Asian-Pacific American Heritage Month
- *June*
  - [Pride Month](#)
  - PTSD Awareness Month
  - World Environment Day
  - June 19: Juneteenth
  - End of June: *Johnson v. Grants Pass* SCOTUS decision

## Social media news

- [Instagram Tests Recent Stories Highlights on User Profiles](#)
- [Twitter Is Gone. With x.com Now the Primary Domain for the App](#)
- [Instagram Chief Says Post Share Rates Are Now a Key Driver of Reach](#)
- [TikTok Tests 60-Minute Video Uploads](#)
- [ChatGPT Gets Advanced Data Analysis Capacity](#)
- [X is Hiding Post Likes for All Users](#)
- [Instagram Says Posting Longer Reels Can Hurt Your Performance](#)

- [TikTok Is Testing a Collaboration Feature for Posts](#)

### **Short-form video webinar**

- Canva