

# Social Media Toolkit

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

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## August 2024

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

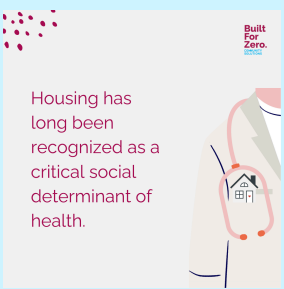

- [YouTube's Developing Thumb Frame Customization for Shorts Clips](#)
- [Instagram Expands Notes to Reels and Feed Posts](#)
- [X is Testing an Option to Block Links in Your Post Replies](#)



## Social Media Calendar Inspiration

- **August**
  - August 4-10: [National Health Center Week](#) #NHCW24 #ValueCHCs
    - Sunday, 8/4: [Public Health in Housing Day](#)
    - Monday, 8/5: [Healthcare for People Experiencing Homelessness Day](#)
    - Thursday, 8/8: [Stakeholder Appreciation Day](#)

- Friday, 8/9: [Health Center Staff Appreciation Day](#)
- August 19: [World Humanitarian Day](#)

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

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
<p><b>Healthcare for Homeless</b></p>	<p>Housing — and the lack of access to it — has long been recognized as a critical social determinant of health.</p> <p>The outstanding question for health care leaders is not whether health systems have a role to play but how they can make the most transformative impact in addressing homelessness.</p> <p>Learn more:  <a href="https://community.solutions/press/health-affairs-health-cares-role-in-ending-homelessness/">https://community.solutions/press/health-affairs-health-cares-role-in-ending-homelessness/</a></p>	<p>How can healthcare leaders make the most transformative impact in addressing homelessness?</p> <p>Read:  <a href="https://community.solutions/press/health-affairs-health-cares-role-in-ending-homelessness">https://community.solutions/press/health-affairs-health-cares-role-in-ending-homelessness</a></p>	 <p>A creative graphic featuring a white lab coat with a red stethoscope. A small house icon is placed on the chest of the lab coat. The text reads: "Housing has long been recognized as a critical social determinant of health." The Built For Zero logo is in the top right corner.</p>
<p><b>Holiday</b></p>	<p>On World Humanitarian Day, we're proud to be part of the @BuiltForZero movement to end homelessness. Through data, we're changing how our local homeless response system works. Together, we're proving that we can build a future where homelessness is rare overall and brief when it occurs. #HomelessnessIsSolvable</p>	<p>We're proud to be part of the @BuiltForZero movement to end homelessness. Through data, we're changing how our local homeless response system works. Together, we're proving that we can build a future where homelessness is rare</p>	 <p>A creative graphic with a dark blue background and a red and white border. It shows two hands holding a brown cardboard box. The text reads: "WORLD HUMANITARIAN DAY" and "Thank you to everyone working hard to solve homelessness." The Built For Zero logo is in the top right corner.</p>

	<p>Learn more:  <a href="https://community.solutions/built-for-zero/the-movement">https://community.solutions/built-for-zero/the-movement</a></p>	<p>overall and brief when it occurs.  #HomelessnessIsSolvable</p> <p>Learn more:  <a href="https://community.solutions/built-for-zero/the-movement">https://community.solutions/built-for-zero/the-movement</a></p>	<p><a href="#">Download</a> or <a href="#">Edit</a>  (aka add your logo!)</p>
<b>Education</b>	<p>The harms of homelessness result in profound costs to society at both national and global scales. Persistent and increasing homelessness provides a stark reflection of systemic socioeconomic inequality in the United States – one of the richest countries in the world, yet where income and wealth inequality is greater than almost any other developed nation.</p> <p>Read:  <a href="https://community.solutions/the-costs-and-harms-of-homelessness-key-things-to-know/">https://community.solutions/the-costs-and-harms-of-homelessness-key-things-to-know/</a></p>	<p>The harms of homelessness result in profound costs to society at both national and global scales.</p> <p>Read:  <a href="https://community.solutions/the-costs-and-harms-of-homelessness-key-things-to-know/">https://community.solutions/the-costs-and-harms-of-homelessness-key-things-to-know/</a></p>	 <p>On a global scale, homelessness is a profound <b>human rights crisis</b>.</p> <p><small>#HomelessnessIsSolvable</small></p> <p><small>Built For Zero. COMMUNITY SOLUTIONS</small></p> <p><a href="#">Download</a> or <a href="#">Edit</a>  (aka add your logo!)</p>
<b>Inspiration</b>	<p>Friendly reminder — homelessness CAN be solved!  #HomelessnessIsSolvable</p>	<p>Friendly reminder — homelessness CAN be solved!  #HomelessnessIsSolvable</p>	 <p><b>TOGETHER</b>  we can  <b>SOLVE HOMELESSNESS!</b></p> <p><small>Built For Zero. COMMUNITY SOLUTIONS</small></p> <p><a href="#">Download</a> or <a href="#">Edit</a>  (aka add your logo!)</p>

## Connection

Housing is a human right and we know homelessness is solvable. Every day, Built for Zero communities are dedicated to measurably and equitably ending homelessness.  
#HomelessnessIsSolvable

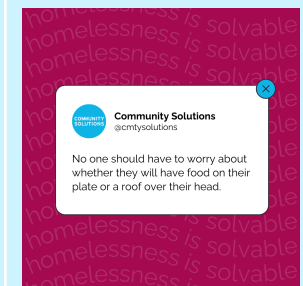
Learn more about the movement:

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

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(aka add your logo!)


## Racial Equity

People of color have been denied what's at the heart of a just and equal society — including a place to call home. But it doesn't have to be this way. To help create a more equitable society, we must end homelessness.

Learn more about our work to create a racially equitable homeless response system:

<https://community.solutions/equipping-the-homeless-sector-with-racial-equity-tools/>  
#HomelessnessIsSolvable

People of color have long been denied essentials for a just and equal society, like a stable home. We can change this. Ending homelessness is key to building a more equitable society.

 Learn about our efforts for a racially equitable homeless response:

<https://community.solutions/equipping-the-homeless-sector-with-racial-equity-tools/> #HomelessnessIsSolvable



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## Questions?

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