

Social Media Toolkit

A monthly digest of social content for Built for Zero communities

October 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

Meta Shares Reels Marketing Tips in New Guide

Short-form video has become the most popular form of content consumption, and if you want to maximize your messaging, you need to be paying attention to Reels trends, and how they're driving response in each app, [which is where this new report comes in](#).

New Report Highlights Key 2024 Video Content Trends

Tubular Labs has published its [latest report](#) on the state of social media video, and the key trends that are driving video engagement across the major social apps.

Instagram Adds New DM Engagement Options

With DM usage on the rise on Instagram, the platform is now adding [some new DM engagement features](#) to spice up your private chats.

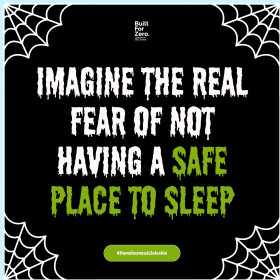
Social Media Calendar Inspiration

- **October**
 - **All month:** [Domestic Violence Awareness Month](#) (hashtags: #DVAM #1Thing)
 - **October 6-12:** [Mental Illness Awareness Week](#) (hashtag: #MIAW)
 - **October 10:** World Homeless Day (hashtag: #WorldHomelessDay)
 - **October 10:** World Mental Health Day (hashtag: #WorldMentalHealthDay)
 - **October 17:** End Poverty Day (hashtag: #EndPovertyDay)
 - **October 31:** Halloween 🎃

Graphics

- [Canva](#)
- [Google Drive](#)

Social Media Content

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
Halloween - October 31	<p>🎃 Haunted houses may be fun, but no one should live in fear of being without a home.</p> <p>Help us make homelessness rare, brief, and nonrecurring for everyone in our community. #HomelessnessIsSolvable</p>	<p>🎃 Haunted houses may be fun, but no one should live in fear of being without a home. Help us make homelessness rare, brief, and nonrecurring for everyone in our community. #HomelessnessIsSolvable</p>	 <p>Download or Edit (aka add your logo)</p>

Mental Health Awareness Week - October 6-12

A home is more than just four walls — it's a place where mental health can flourish. This #WorldMentalHealthDay, we continue our mission to make sure everyone has a place to call home, supporting both mind and body. #HomelessnessIsSolvable #MIAW

Mental health and housing are deeply connected. This #WorldMentalHealthDay, join us in recognizing that stable housing is key to fostering mental well-being. Together, we can create a healthier future for all. 🧠🏠 #HomelessnessIsSolvable #MIAW



[Download](#) or [Edit](#)
(aka add your logo)

End Poverty Day - October 17

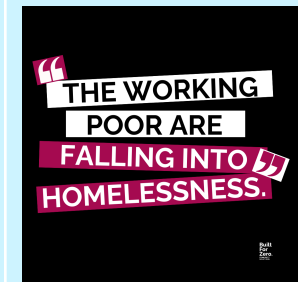
Poverty, inequality, disabilities, poor health, racial inequity, low wages, high housing costs, and inadequate housing options all contribute to homelessness. Increasingly, the working poor and aging Americans are falling into homelessness.

But the good news is that #HomelessnessIsSolvable. We are one of over 100 Built for Zero communities enacting real solutions to address homelessness in our community.

This #EndPovertyDay, we're proud to be working toward a future where no one is left behind. Learn about the Built for Zero movement to end homelessness: <https://community.solutions/built-for-zero/the-movement/>


This #EndPovertyDay, we're proud to be part of the Built for Zero movement to end homelessness. #HomelessnessIsSolvable

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




[Download](#) or [Edit](#)
(aka add your logo)

Sanitation + Homelessness

 Access to sanitation and waste management is crucial for both health and dignity in homelessness response efforts. A new policy brief explores how improving these systems can lead to better outcomes for those experiencing homelessness. #HomelessnessIsSolvable

Learn more:

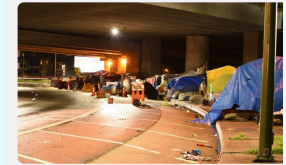
<https://community.solutions/research-posts/policy-brief-the-role-of-sanitation-and-waste-management-in-local-responses-to-homelessness>

 Access to sanitation and waste management is crucial for homelessness response efforts. A new policy brief explores how improving these systems can lead to better outcomes for those experiencing homelessness.

#HomelessnessIsSolvable

Read:

<https://community.solutions/research-posts/policy-brief-the-role-of-sanitation-and-waste-management-in-local-responses-to-homelessness>




The Role of Sanitation and Waste Management in Local Responses to Homelessness

HomelessnessIsSolvable.org

Built For Zero.


[Download](#) or [Edit](#)
(aka add your logo)

Street Medicine

 What is street medicine, and why is it so effective? Learn how bringing healthcare directly to people experiencing homelessness is creating better outcomes.

Read the full Q&A:

<https://community.solutions/research-posts/expert-qa-roundup-street-medicine>

 What is street medicine, and why is it effective in addressing homelessness?

Learn more:

<https://community.solutions/research-posts/expert-qa-roundup-street-medicine>



[Download](#) or [Edit](#)
(aka add your logo)

Domestic Violence Awareness

🔑 A safe home is a basic human right. Survivors of domestic violence often find themselves forced into homelessness, with nowhere to turn. This October, during Domestic Violence Awareness Month, let's advocate for housing solutions that provide safety and dignity for all. No one should have to choose between violence and a place to sleep. #DVAM #1Thing

🟡 October is Domestic Violence Awareness Month. Housing instability and a lack of safe and affordable housing options heighten the risks for people experiencing domestic violence. #DVAM #1Thing



[Download](#) or [Edit](#)
(aka add your logo)

Questions?

If you have any questions about this toolkit, please contact Lisa Tran at ltran@community.solutions.