

# Social Media Toolkit

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

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## September 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

- [Instagram Expands Carousels to 20 Frames](#)
- [YouTube Tests Merging Shorts and Long-Form Video Into a Single Feed](#)
- [How Social Platforms Measure Content Views](#)
- [Threads Launches Insights on Desktop](#)


## Social Media Calendar Inspiration



- **September - Suicide Prevention Month**
  - Sept 5: International Day of Charity – #CharityDay
  - Sept 10: World Suicide Prevention Day
  - Sept 12: National Day of Encouragement


## Graphics

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

## Social Media Content

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
<b>Mental Health</b>	<p>Mental illness, substance abuse, and homelessness are all crises that must be solved. If we are to solve them, we must understand clearly how they intersect, how they are distinct, and the specific solutions that each demands.</p> <p>The stereotype that people experiencing homelessness have lost housing due to mental illness or substance abuse has misinformed many policies and system-level solutions needed to adequately address mental illness, substance abuse, and homelessness.</p> <p>As many people experiencing homelessness have neither a mental illness nor substance use disorder, policy responses that emphasize treatment for these conditions are not effective in serving this large segment of the population</p>	<p>Mental illness, substance abuse, and homelessness are all crises that must be solved. If we are to solve them, we must understand clearly how they intersect, how they are distinct, and the specific solutions that each demands.</p> <p>#HomelessnessIsSolvable</p> <p>Learn more: <a href="https://community.solutions/research-posts/the-truth-about-homelessness/">https://community.solutions/research-posts/the-truth-about-homelessness/</a></p>	 <p><b>MENTAL ILLNESS AND SUBSTANCE USE DO NOT PREDICT HOMELESSNESS.</b></p> <p>But lack of affordable housing does.</p> <p>Built For Zero. COMMUNITY SOLUTIONS</p> <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>

	<p>experiencing homelessness. #HomelessnessIsSolvable</p> <p>Learn more: <a href="https://community.solutions/research-posts/the-truth-about-homelessness/">https://community.solutions/research-posts/the-truth-about-homelessness/</a></p>		
<p><b>Charity Day</b></p>	<p>🌍 On this #InternationalDayofCharity, we reflect on the power of collective action. As a Built for Zero community, we know that ending homelessness isn't just a dream—it's a reality that communities across the country are making possible through dedication, collaboration, and generosity. Together, we can create a world where homelessness is rare and brief. Every act of charity counts. Let's keep building for zero. #HomelessnessIsSolvable</p>	<p>🏠 On this #InternationalDayofCharity, we're reminded that every act of giving brings us closer to a world where homelessness is rare, brief, and nonrecurring. As a Built for Zero community, we're driven by the belief that when communities come together, we can prove #HomelessnessIsSolvable.</p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>
<p><b>World Suicide Prevention Day</b></p>	<p>💛 Today is #WorldSuicidePreventionDay, a day to show that every life is valuable and every person matters.</p> <p>Being part of the Built for Zero movement means we believe that ensuring access to safe, stable housing is key to supporting mental health and preventing crisis.</p> <p>Let's work together to build communities where no one feels alone, and everyone has a place to call home. Reach out, connect, and remind someone</p>	<p>💛 As part of Built for Zero, we believe that ensuring access to safe, stable housing is key to supporting mental health and preventing crisis. Let's work together to build communities where no one feels alone, and everyone has a place to call home. Reach out, connect, and remind someone today: You are not alone.</p> <p>#WorldSuicidePreventionDay #HomelessnessIsSolvable</p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>

	<p>today: You are not alone. #HomelessnessIsSolvable</p>		
<p><b>National Day of Encouragement</b></p>	<p>☀️💪 On this #NationalDayOfEncouragement, we invite you to be part of the movement changing lives. No matter how small, every action brings us closer to ending homelessness. As a Built for Zero community, we believe solving homelessness is within reach when communities come together with purpose and determination. We're asking you to join us in this critical work. Your voice, support, and actions can help ensure everyone has a safe, stable place to call home. Let's build a future where homelessness is a thing of the past—together! ❤️</p> <p>Take action: <a href="https://community.solutions/take-action/">https://community.solutions/take-action/</a></p>	<p>☀️💪 On this #NationalDayOfEncouragement, we invite you to be part of the movement changing lives. No matter how small, every action brings us closer to solving homelessness. Your voice, support, and actions can help ensure everyone has a safe, stable place to call home. #HomelessnessIsSolvable</p> <p>Take action: <a href="https://community.solutions/take-action/">https://community.solutions/take-action/</a></p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>

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