



Sample: Social Media Toolkit

This draws from the [social media toolkit that NPH used for the 2021 Affordable Housing Month](#).

OPTION 1:

General Affordable Housing Month Promotion

Facebook

Six of the eight most expensive counties to live in the U.S. are in the Bay Area. Together we can make sure that affordable and safe housing is accessible to all of us across California. Join us for #AffordableHousingMonth throughout May. Go to www.affordablehousingmonth.org to learn more.

Twitter

Six of the eight most expensive counties to live in the U.S. are in the Bay Area – but we know that housing should be available to all of us. That’s why in May, we’re talking what it means to be pro-housing for #AffordableHousingMonth. Get involved: www.affordablehousingmonth.org

OPTION 2:

General Affordable Housing Month Promotion

Facebook

We have a once-in-a-decade opportunity to re-envision what communities could look like. Bay Area and state lawmakers are assessing housing needs, and we know that everyone should have a place to live. Our communities are strongest when everyone has safe and affordable housing.

Connecting the dots, it's easy to see how housing intersects racial justice, health, the environment, the economy, and more. Join us in recognizing #AffordableHousingMonth by signing our petition and joining the growing movement working for housing justice: bit.ly/3xOIEfQ

Twitter

As Bay Area and state lawmakers assess housing needs, we have a unique opportunity to re-envision our communities.

Connecting the dots, it's clear how housing relates to racial justice, health, & more. Join the housing justice movement: <https://bit.ly/3xOIEfQ> #AffordableHousingMonth



OPTION 3:

Racial Justice

Facebook

Homes are the foundation for strong, healthy, equitable communities. We know that homelessness and housing instability especially impact people of color, who suffer disproportionately from exclusionary housing policies. Our communities are strongest when everyone has a place to live. Together we can build a stronger California and Bay Area that are open to everyone and celebrates all our diversity. Read more about the connection of racial and housing justice here:

<https://www.kqed.org/news/11840548/the-racist-history-of-single-family-home-zoning>

In May, we're uniting with allies from across the Bay Area for #AffordableHousingMonth. Because everyone should have a home. Join the movement for housing justice and make a difference by sharing your housing story today: <https://hope.xyz/NPHNC>

Twitter Thread 1

Homes are the foundation for strong, healthy, equitable communities. Homelessness and housing instability disproportionately impact people of color. Read more about the connection of racial & housing justice here: <https://www.kqed.org/news/11840548/the-racist-history-of-single-family-home-zoning>
#AffordableHousingMonth

In May, we're uniting with allies from around the Bay Area and across California for #AffordableHousingMonth. Everyone has the right to a home. Share your housing story:
<https://hope.xyz/NPHNC>

Twitter Thread 2

Exclusionary housing policies mean that people of color are less likely to have stable housing — but it doesn't have to be this way. We can build a stronger California that is open to everyone and celebrates all our diversity.

In May, we're raising awareness & proposing solutions for #AffordableHousingMonth. Share your story & make a difference: <https://hope.xyz/NPHNC>

