

**UNITED TO END
HOMELESSNESS**

Social Media Action Kit

End Homelessness in OC

Be a part of the movement

November 10-18

You Can Help Us Change Hearts and Minds About Homelessness in Orange County.

Cities have a direct, three-fold interest in effectively addressing homelessness:

- 1) Reducing the costs of homeless-related services by increasing the supply of supportive housing.
- 2) Enhancing quality of life, fulfillment and productivity for all citizens in our communities.
- 3) Working proactively with other governmental entities toward a cross-sector approach.

United to End Homelessness has partnered with many OC cities to collaborate on solutions to end this crisis. Together, we can make a difference in the lives of our neighbors suffering from homelessness.

We've created a **Social Media Action Kit** that provides everything you need to lend your voice to this very important campaign and motivate others to get involved.

STAY CONNECTED:

We will post updates about United to End Homelessness on our social pages. For the latest news, be sure to connect with us on Facebook, Instagram, Twitter and LinkedIn.



ACCESS THIS TOOLKIT ONLINE:

Simply click below and download the images in this toolkit for sharing on social media.

[ACCESS HERE](#)

Toolkit URL: <https://bit.ly/2QsvLjQ>

MARKETING IDEAS

Use the strategic and creative marketing tips below to spread awareness of United to End Homelessness and show your support for the Orange County community.

Please do not post anything until November 10, 2018

Questions? Please contact Hall Roosevelt at hall@kcomm.com

HOW TO PROMOTE U2EH:

Post the images from the toolkit along with suggested post captions provided below across all of your social media profiles. Be sure to include the official hashtag #SupportiveHousingOC in all of your posts.

Re-share important posts such as videos and news announcements made by United to End Homelessness.

Encourage others to help spread the word and share on their own social media accounts.

WHAT IS SUPPORTIVE HOUSING?

Supportive housing, known formally as **Permanent Supportive Housing**, is a combination of housing and services intended as a cost-effective way to help people live more stable, productive lives. This is the MOST EFFECTIVE method to keep the chronically homeless off the streets.

Other common support services include emergency shelters and transitional housing. These are shorter term solutions and less effective.

WHAT CAUSES HOMELESSNESS IN OC?

The top 3 causes of homelessness in OC are:

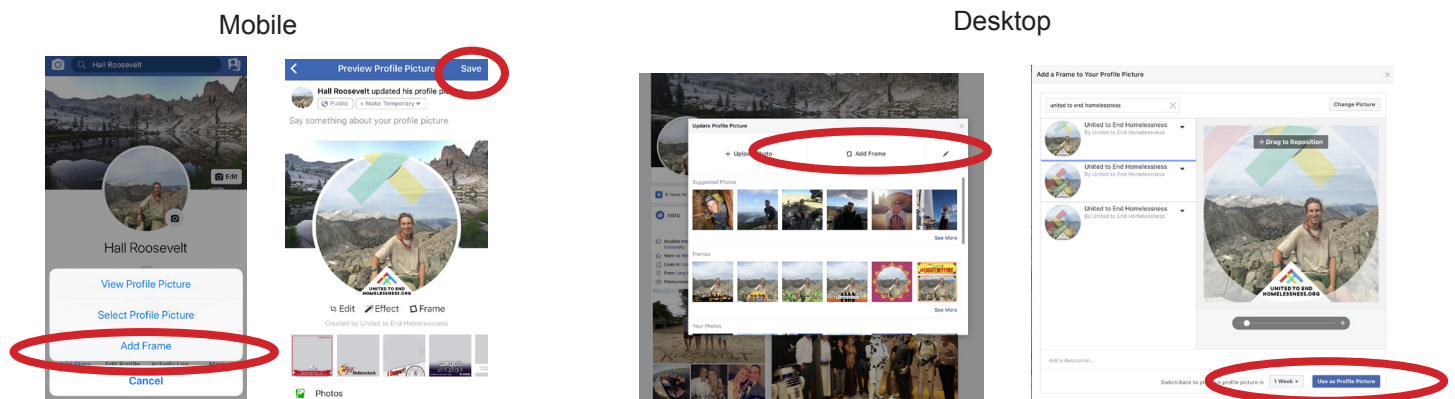
- Securing and/or retaining jobs with sustainable wages
- Finding and/or retaining affordable housing
- Family issues

**Top 3 causes are NOT drug or mental health related

MARKETING IDEAS

FACEBOOK:

- Be sure to “like” the United to End Homelessness Facebook page and stay updated on our efforts <https://www.facebook.com/UnitedtoEndHomelessness/>
- Add the official **United to End Homelessness “frame”** to your profile image by going to your profile, click to edit your profile image, select “add frame”, then search “united to end homelessness”:



- Post an image provided in the toolkit and include the hashtag #SupportiveHousingOC in your post caption - link and tag United to End Homelessness in your post (See below)

Recommended Posts:

Everyone in [insert city] should know about @Unitedtoendhomelessness. Please join our effort to end homelessness in Orange County. #SupportiveHousingOC www.unitedtoendhomelessness.com

Homelessness can happen to ANYONE so it's important we come together as a community and help those going through extreme hardship. Everyone deserves a safe place to call home. Please learn more and get involved with @UnitedtoEndHomelessness. www.unitedtoendhomelessness.com #SupportiveHousingOC

Homelessness is a crisis in our city. I support @Unitedtoendhomelessness and encourage everyone in Orange County to get involved. #SupportiveHousingOC www.unitedtoendhomelessness.com



MARKETING IDEAS

INSTAGRAM:

- Be sure to follow @UnitedtoEndHomelessness <https://www.instagram.com/UnitedtoEndHomelessness/>
- Post the instagram-tailored images provided in the toolkit and include the hashtag #SupportiveHousingOC in your post caption
- Be sure to tag United to End Homelessness in your post (See example below)

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MARKETING IDEAS

TWITTER:

- Be sure to follow @HomelessnessOC <https://twitter.com/HomelessnessOC/>
- Change the cover photo of your personal and company Twitter profile to the official #SupportiveHousingOC banner



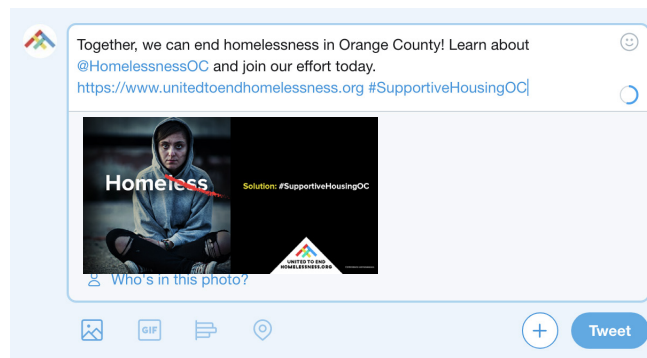
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unitedtoendhomelessness.org | #SupportiveHousingOC

MARKETING IDEAS

LINKEDIN:

- Be sure to follow United to End Homelessness <https://www.linkedin.com/company/united-to-end-homelessness/>
- Change the cover photo of your personal and company LinkedIn profile to the official #SupportiveHousingOC banner



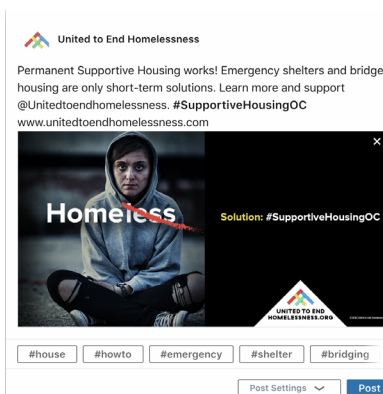
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