

# Social Media Toolkit

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

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## June 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

### **X is Hiding Post Likes for All Users**

Your Likes on X are set to disappear, as [the platform moves to make what you're interested in private](#), in order to counter potential negative connotations of your interests.

### **Instagram Says Posting Longer Reels Can Hurt Your Performance**

According to Instagram's content team, [posting Reels longer than 90 seconds](#) can actually hurt your reach in the app.


### **TikTok Is Testing a Collaboration Feature for Posts**

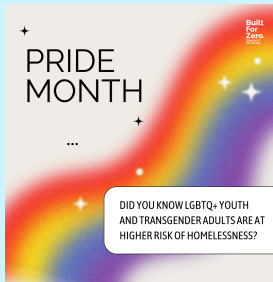

TikTok's developing a new option that will [enable you to tag collaborators on a post](#), which will then link their profiles to your post details.




## Social Media Calendar Inspiration


- **June**
  - PTSD Awareness Month
  - Pride Month
- **June 1:** National Say Something Nice Day
- **June 5:** World Environment Day
- **June 19:** Juneteenth

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

Topic	Facebook / Instagram / LinkedIn	Tweet	Creative
<b>PTSD Awareness Month</b>	<p>Mental health matters. In honor of PTSD Awareness Month, we'd like to shine a light on Will's story — a dad, grandpa, Air Force vet who was diagnosed with PTSD after coming out of the military, and someone who has experienced homelessness.</p> <p>Our vision is that people experiencing homelessness can expect a system that makes homelessness rare, and keeps it from becoming an enduring, recurring, or defining force in their life. #HomelessnessIsSolvable</p> <p>Read Will's story: <a href="https://community.solutions/when-youre-experiencing-homelessness-its-a-different-manual-every-day">https://community.solutions/when-youre-experiencing-homelessness-its-a-different-manual-every-day</a></p>	<p>🇺🇸 Meet Will: a dad, grandpa, Air Force vet who was diagnosed with PTSD after coming out of the military, and someone who has experienced homelessness. #HomelessnessIsSolvable</p> <p>Read Will's story: <a href="https://community.solutions/when-youre-experiencing-homelessness-its-a-different-manual-every-day">https://community.solutions/when-youre-experiencing-homelessness-its-a-different-manual-every-day</a></p>	 <p><b>Mental Health Matters</b> PTSD Awareness Month</p> <p>"I just needed a jumpstart."</p> <p>Will, an Air Force veteran who experienced homelessness</p> <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>

<b>Pride Month</b>	<p>🏳️‍🌈 As we celebrate #PrideMonth, we are reminded of the steps we still must take to create a more just and equitable world for everyone. LGBTQ+ people experience higher rates of homelessness and housing instability than their straight counterparts. And this disparity is compounded when they are also Black or brown.</p> <p>While LGBTQ+ people experience homelessness at higher rates than the general population, two specific groups are of particular concern: LGBTQ+ youth and transgender adults.</p> <p>With access to safe and affirming responses and services to address their specific needs, we can uplift the LGBTQ+ community, ensuring everyone has a place to call home. #HomelessnessIsSolvable</p>	<p>🏳️‍🌈 This #PrideMonth, let's remember LGBTQ+ folx, especially BIPOC, face higher rates of homelessness. By providing safe, affirming services, we can uplift our community and ensure everyone has a place to call home. #HomelessnessIsSolvable</p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>
<b>National Say Something Nice Day</b>	<p>☀️ On #SaySomethingNiceDay, let's remember: a kind word can make a world of difference, especially for those experiencing homelessness.</p> <p>🏠💕 Take a moment to spread kindness and positivity today. Whether it's a compliment, a smile, or a simple "thank you," let's make someone's day brighter with our words.</p>	<p>☀️ On #SaySomethingNiceDay, let's remember: a kind word can make a world of difference, especially for those experiencing homelessness.</p> <p>🏠💕 Take a moment to spread kindness and positivity today. Whether it's a compliment, a smile, or a simple "thank you," let's make someone's day brighter with our words.</p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>

<b>ORS Youth Homelessness</b>	<p>🔴 Over 700,000 minors and 3.5 million young adults are homeless in the U.S. today. A new report from @ORSImpact explores effective strategies and gaps in the youth homelessness field. #HomelessnessIsSolvable</p> <p>Learn more: <a href="#">[Link to report]</a></p>	<p>🔴 Over 700,000 minors and 3.5 million young adults are homeless in the U.S. today. A new report from @ORSImpact explores effective strategies and gaps in the youth homelessness field. #HomelessnessIsSolvable</p> <p>Learn more: <a href="#">[Link to report]</a></p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>
<b>World Environment Day</b>	<p>This #WorldEnvironmentDay, we're reminded that climate change will disproportionately affect vulnerable populations in the U.S. who are at greater risk of experiencing homelessness. Social inequities will worsen in the aftermath of catastrophic weather events. For many people on the margins, extreme weather events due to climate change can be a tipping point into homelessness. #HomelessnessIsSolvable</p> <p>Learn more: <a href="https://community.solutions/research-posts/on-the-connection-between-climate-change-and-homelessness/">https://community.solutions/research-posts/on-the-connection-between-climate-change-and-homelessness/</a></p>	<p>This #WorldEnvironmentDay, we're reminded that climate change will disproportionately affect vulnerable populations in the U.S. who are at greater risk of experiencing homelessness. #HomelessnessIsSolvable</p> <p>Learn more: <a href="https://community.solutions/research-posts/on-the-connection-between-climate-change-and-homelessness/">https://community.solutions/research-posts/on-the-connection-between-climate-change-and-homelessness/</a></p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>
<b>Juneteenth</b>	<p>Today marks the 159th anniversary of #Juneteenth. A celebration of emancipation. A holiday of freedom.</p> <p>It is also a reminder of the systemic oppression and legal enslavement woven into our country's living history and the struggle for liberation for Black Americans that continues today. We can see it in our work.</p>	<p>Today marks the 159th anniversary of #Juneteenth. Housing justice is racial justice, and we are proud to work toward an equitable future that provides safety and freedom for all. #HomelessnessIsSolvable</p>	

	<p>Right now Black Americans are five times more likely to experience homelessness than white Americans. Housing justice is racial justice. #HomelessnessIsSolvable</p>		<p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your logo!)</p>
<p><b>ORS Youth Homelessness Report</b></p>	<p>☀️ New Insights Alert! @Cmtysolutions and @ORSImpact released a new report on youth homelessness.</p> <p>The data is compelling: in 2018, over 700,000 adolescents and 3.5 million young adults in the U.S. experienced homelessness.</p> <p>The report provides a clear view of the current landscape and actionable steps forward. Explore the findings and learn how you can contribute to change: <a href="#">LINK</a></p> <p>#HomelessnessIsSolvable</p>	<p>☀️ New Insights Alert! @Cmtysolutions and @ORSImpact released a new report on youth homelessness with a clear view of the current landscape and actionable steps forward. 📊 Read more: <a href="#">LINK</a></p> <p>#HomelessnessIsSolvable</p>	 <p><a href="#">Download</a> or <a href="#">Edit</a> (aka add your own logo!)</p>

## Questions?

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