



Check back soon for the 2022 Toolkit!

Welcome to NPH's social media kit for Affordable Housing Month 2021.

With a unified voice behind Affordable Housing Month, we can most effectively lift up our issue and engage our communities! This kit includes content ready to go for your digital communications channels to support #AffordableHousingMonth.

Questions? Contact NPH Digital Communications Specialist Londre Holmes (londre@nonprofithousing.org).

Important Information

Affordable Housing Month runs **May 1 - May 31!**

All the content below was created to be shared throughout the month.

Content Theme: Connect the dots! What does it mean to be pro-housing? Help illustrate the connections between housing to so many issues that create strong, equitable communities. Our graphics offer the opportunity to share animated gifs spanning the range, and still graphics to link to specific articles and issue areas. See more below for sample posts, or create your own!

Graphics: Check out all of our Affordable Housing Month 2021 graphics, GIFs, and more [here](#). Any of the graphics in this folder can be used with the social language below.

(All resources can be found [here](#), if you'd like to direct people toward other AHM activities)

Hashtag: When possible, please use the #AffordableHousingMonth in all posts.

Conveners: Tagging our Affordable Housing Month partners in share language or [in graphics](#) is encouraged. A list of the conveners and their social media handles for both Facebook and Twitter is below.

Council of Community Housing Organizations

→ Facebook: @SFCCHO | Twitter: @SF_CCHO

East Bay Housing Organizations

→ Facebook: @eastbayhousingorganizations | Twitter: @EBHO_Housing

Housing Leadership Council of San Mateo County

→ Facebook: @hlcsmc | Twitter: @hlc_sanmateo

Housing Santa Cruz County

→ Facebook: @housingscc | Twitter: @housingscc

Generation Housing

→ Facebook: @wearegenh | Twitter: @WeAreGenH

Silicon Valley at Home

→ Facebook: @siliconvalleyathome | Twitter: @SVatHome

Non-Profit Housing Association of Northern California (NPH)

➤ Facebook: @nonprofithousing | Twitter: @NPHANC

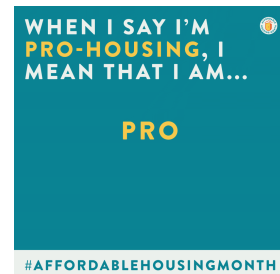
Social Media Sample Posts

OPTION 1: General Affordable Housing Month Promotion

Facebook

Six of the eight most expensive counties in the United States are in the Bay Area. This is especially astounding when you consider that the Bay Area only has nine counties.

Affordable, safe housing shouldn't be a privilege — it should be accessible to all of us. Join our friends at @SFCCHO, @wearegenh, @housingscc @siliconvalleyathome, @hlcsmc, @eastbayhousingorganizations, and @nonprofithousing for #AffordableHousingMonth throughout May, where you can join the discussion on



what it means to be pro-housing and help us advocate for affordable housing for all! Go to www.affordablehousingmonth.org to learn more.

Twitter

Affordable, safe housing shouldn't be a privilege — it should be accessible to all of us.

That's why in May, we're joining activists and neighbors to raise awareness on what it means to be pro-housing for #AffordableHousingMonth. Get involved:
www.affordablehousingmonth.org

Note: please reply to your tweet and enter our organizations' handles: @SF_CCHO @EBHO_Housing @hlc_sanmateo @housingscc @WeAreGenH @SVatHome @NPHANC

OPTION 2: General Affordable Housing Month Promotion

Facebook

Right now, we have a once-in-a-decade opportunity to re-envision what our Bay Area communities could look like as government officials work together to assess our region's housing needs.

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

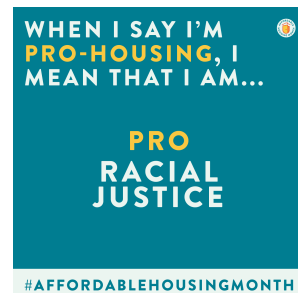
Connecting the dots, it's clear how housing relates to racial justice, health, & more. Join the housing justice movement: <https://bit.ly/3xOIEfQ>
#AffordableHousingMonth

Note: please reply to your tweet and enter our organizations' handles: @SF_CCHO @EBHO_Housing @hlc_sanmateo @housingscc @WeAreGenH @SVatHome @NPHANC

OPTION 3: Racial Justice - Share Your Story

Facebook

Homes are the foundation for strong, healthy, equitable communities, and we know that homelessness and housing instability especially impacts people of color, who suffer disproportionately from exclusionary housing policies. 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 to raise awareness for #AffordableHousingMonth. Join the movement for housing justice and make a difference by sharing your housing story today: <https://hope.xyz/NPHNC>

Twitter Thread

Homes are the foundation for strong, healthy, equitable communities, and we know that homelessness and housing instability disproportionately impacts 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 across the Bay Area for #AffordableHousingMonth. Join the movement for housing justice and help us make the case for housing by sharing your personal story: <https://hope.xyz/NPHNC>

Note: please reply to your tweet and enter our organizations' handles: @SF_CCHO @EBHO_Housing @hlc_sanmateo @housingscc @WeAreGenH @SVatHome @NPHANC

Twitter 2

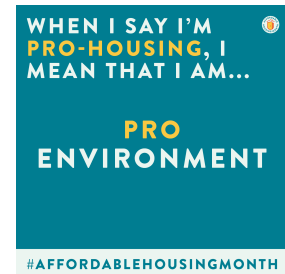
Due to exclusionary housing policies, housing instability disproportionately affects ppl of color — but it doesn't have to be this way. In May, we're raising awareness & proposing solutions for #AffordableHousingMonth. Share your story & make a difference: <https://hope.xyz/NPHNC>

*Note: please reply to your tweet and enter our organizations' handles:
@SF_CCHO @EBHO_Housing @hlc_sanmateo @housingscc @WeAreGenH
@SVatHome @NPHANC*

OPTION 4: Environmental Justice

Facebook

Did you know that issues like air pollution and climate change disproportionately impact households with low incomes? And that where, how, and for whom we build affordable housing is an important part of the solution? Read more:



<https://calmatters.org/commentary/my-turn/2021/04/how-to-house-people-and-achieve-californias-climate-goals/>

Being pro-housing means being pro-racial justice, pro-environmental justice, pro-safe and connected communities, and pro-human rights, because all these issues impact each other. The truth is, we all benefit from housing justice -- and it's up to us to demand it, together.

May is #AffordableHousingMonth, and you can take a critical step toward housing justice by adding your name to join the growing affordable housing movement: <https://bit.ly/3xOIEfQ>

Twitter Thread

Low-income households are disproportionately affected by issues like air pollution and climate change. Where, how, and for who we build #AffordableHousing is part of the solution. Read more:

<https://calmatters.org/commentary/my-turn/2021/04/how-to-house-people-and-achieve-californias-climate-goals/>

As we experience a worsening climate crisis, we must understand environmental justice as interconnected to racial justice. This #AffordableHousingMonth, join us in demanding safe, affordable housing for all. Add your name to the growing movement: <https://bit.ly/3xOIEfQ>

Note: please reply to your tweet and enter our organizations' handles: @SF_CCHO @EBHO_Housing @hlc_sanmateo @housingscc @WeAreGenH @SVatHome @NPHANC

Twitter 2

Environmental hazards persist in low income communities & communities of color; safe, sustainable affordable housing can help address issues like air pollution.

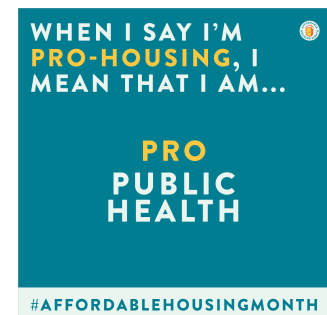
Demand justice by joining the affordable housing movement this May,
#AffordableHousingMonth: <https://bit.ly/3xOIEfQ>

Note: please reply to your tweet and enter our organizations' handles: @SF_CCHO @EBHO_Housing @hlc_sanmateo @housingscc @WeAreGenH @SVatHome @NPHANC

OPTION 5: Public Health/COVID-19

Facebook

Studies show that housing insecurity creates chronic health disparities that impact how well a person lives, and for how long. These health impacts fall disproportionately on low-income people and people of color, exacerbating the already disproportionate impacts of COVID-19 on these communities. Stable, safe, and affordable housing, as well as shelter-in-place opportunities, are some of the housing justice solutions we are working toward.



This May is #AffordableHousingMonth and your voice can make a real difference. Add your name now to join the growing movement for housing justice:
<https://bit.ly/3xOIEfQ>

Twitter

Housing insecurity creates health disparities that impact how well a person lives. Stable, safe, & affordable housing is proven to improve health outcomes. May is #AffordableHousingMonth & adding your name to the movement makes a real difference: <https://bit.ly/3xOIEfQ>

Note: please reply to your tweet and enter our organizations' handles: @SF_CCHO @EBHO_Housing @hlc_sanmateo @housingscc @WeAreGenH @SVatHome @NPHANC

OPTION 6: Promote the Regional BAHFA Event

Facebook

WEBINAR, 5/24 at 10:30AM-12:00PM: May is #AffordableHousingMonth and we're exploring key ways that we can work toward housing justice in the Bay Area, as the foundation for a strong, thriving, equitable region.

Join us for an expert panel discussing how the Bay Area Housing Finance Authority offers a new, innovative approach to advance housing justice, address the region's housing and displacement crises, and uplift local and coordination solutions. Register now: <https://www.eventbrite.com/e/advancing-the-3-ps-through-the-bay-area-housing-finance-authority-tickets-153722113981>



Twitter

WEBINAR, 5/24 @ 10:30AM-12:00PM: May is #AffordableHousingMonth & we're exploring ways to work toward housing justice. Join us to discuss how BAHFA, a new regional housing infrastructure authority, can address the Bay Area's housing & displacement crises: <https://www.eventbrite.com/e/advancing-the-3-ps-through-the-bay-area-housing-finance-authority-tickets-153722113981>

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