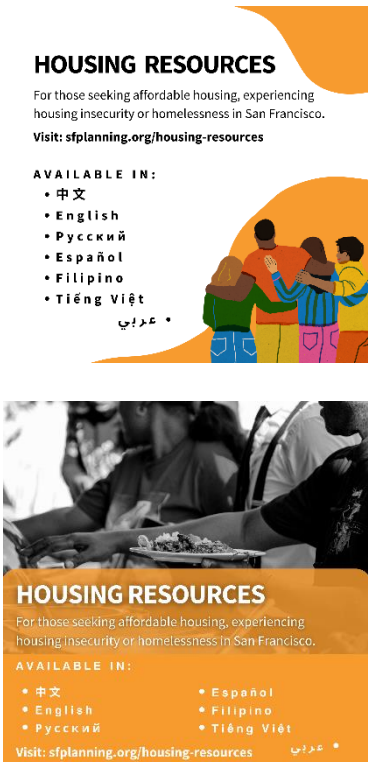



## Housing Resource Guide Social Media Kit:



<b>Subject/Topic:</b>	<b>Housing Resource Guide</b>
<b>Target Post Dates:</b>	Evergreen – no end date
<b>Link to art/graphics:</b>	<a href="#">Activating Community Priorities   SF Planning</a>
<b>Call to Action/Links:</b>	<a href="https://sfplanning.org/housing-resources">sfplanning.org/housing-resources</a>
<b>Notes/Requests:</b>	There are 2 caption variations for each social media platform to post as frequently as desired.
<b>Jump to Section/Post:</b>	<ul style="list-style-type: none"> <li>• <a href="#">Instagram</a></li> <li>• <a href="#">Facebook</a></li> <li>• <a href="#">Twitter/X</a></li> <li>• <a href="#">Usernames, hashtags, tags</a></li> </ul>

Instagram		
Graphic Preview	Draft Copy	Alt Text/Notes
	<ol style="list-style-type: none"> <li>💡 New Resource for those seeking #affordablehousing, experiencing #housinginsecurity or #homelessness in San Francisco or the greater Bay Area.  Check out the Housing Resource list at the link in bio to get access to services and for more information.</li> <li>Are you experiencing homelessness or housing insecurity in San Francisco?  SF Planning worked with community partners and @sfmohcd to create a Housing Resource guide to find:  <ul style="list-style-type: none"> <li>✓ Affordable Housing Access</li> <li>✓ Homeless Services</li> <li>✓ Rental Services &amp; Eviction Assistance</li> <li>✓ Tenant Rights</li> </ul> Check out the “Housing Resources” link in the bio. </li> </ol>	<p><b>Alt Text:</b> Illustrated flyer with an abstract orange background and a small group of people supporting each other. The flyer is for the Housing Resource guide available in 7 languages.</p> <p>Photo of community serving each other meals. Text is promoting the Housing Resource guide that is available in 7 languages</p> <p><b>Tags:</b>  @moacd  @evictiondefense  @coalitiononhomelessness  @bayareacs  @sanfranciscotenantsunion  @causa_justa  @openhousesf  @frontporchcommunities  @housingrightssf    #housinginsecurity  #homeless  #homelessness </p>

## Facebook

Graphic Preview	Draft Copy	Alt Text/Notes
	<p>1. Are you experiencing homelessness or housing insecurity in San Francisco?</p> <p>Use this Housing Resource list to find:</p> <ul style="list-style-type: none"> <li>✓ Affordable Housing Access</li> <li>✓ Homeless Services</li> <li>✓ Rental Services &amp; Eviction Assistance</li> <li>✓ Tenant Rights</li> </ul> <p>This guide was made in partnership with community organizations and the @San Francisco Mayor's Office of Housing and Community Development.</p>	<p><b>Alt text:</b> Photo of affordable housing promoting the Housing Resource guide that is available in 7 languages.</p> <p>Photo of community serving each other meals. Text is promoting the Housing Resource guide that is available in 7 languages</p> <p><b>Tags:</b>          @San Francisco Mayor's Office of Housing and Community Development          @ShelterTech          @San Francisco Department of Homelessness &amp; Supportive Housing          @The Eviction Defense Collaborative          @Coalition on Homelessness          @Bay Area Community Services (BACS)          @San Francisco Anti-Displacement Coalition          @Bay Area Legal Aid          @San Francisco Tenants Union          @Causa Justa Just Cause          @Openhouse          @ Housing Rights Committee of San Francisco</p>
	<p>2. 💡 New Resource for #homeless or those experiencing #housinginsecurity in San Francisco or the greater Bay Area. Check out this guide to get access to services. ↓</p> <p>sfplanning.org/housing-resources</p>	<p>#housinginsecurity          #homeless          #homelessness</p>

## Twitter/X

Graphic Preview	Draft Copy	Alt Text/Notes
 <p><b>Housing Resources</b></p> <p>For those seeking affordable housing, experiencing housing insecurity or homelessness in San Francisco.</p> <p><a href="https://sfplanning.org/housing-resources">sfplanning.org/housing-resources</a></p> <p>AVAILABLE IN:</p> <ul style="list-style-type: none"> <li>• 中文</li> <li>• English</li> <li>• Русский</li> <li>• Español</li> <li>• Filipino</li> <li>• Tiếng Việt</li> <li>• عربي</li> </ul> <p><b>HOUSING RESOURCES</b></p> <p>For those seeking affordable housing, experiencing housing insecurity or homelessness in San Francisco.</p> <p>Visit: <a href="https://sfplanning.org/housing-resources">sfplanning.org/housing-resources</a></p> <p>AVAILABLE IN:</p> <ul style="list-style-type: none"> <li>• 中文</li> <li>• English</li> <li>• Русский</li> <li>• Español</li> <li>• Filipino</li> <li>• Tiếng Việt</li> <li>• عربي</li> </ul>	<p>1. Are you experiencing homelessness or housing insecurity in San Francisco?</p> <p>Use this Housing Resource guide to find:</p> <ul style="list-style-type: none"> <li>✓ Affordable Housing Access</li> <li>✓ Homeless Services</li> <li>✓ Rental Services &amp; Eviction Assistance</li> <li>✓ Tenant Rights</li> </ul> <p><a href="https://sfplanning.org/housing-resources">sfplanning.org/housing-resources</a></p> <p>2. 💡 New Resource for #homeless or those experiencing #housinginsecurity in San Francisco or the greater Bay Area.</p> <p>Check out this guide to get access to services. </p> <p><a href="https://sfplanning.org/housing-resources">sfplanning.org/housing-resources</a></p>	<p><b>Alt text:</b> Photo of community serving each other meals. Text is promoting the Housing Resource guide that is available in 7 languages</p> <p>Illustrated flyer with an abstract orange background and a small group of people supporting each other. The flyer is for the Housing Resource guide available in 7 languages.</p> <p><b>Tags:</b></p> <p>@sfmohcd          @ShelterTechOrg          @SF_HSH          @evictiondefense          @TheCoalitionSF          @CommunitySvcs          @stopsfevictions          @sfrentboard          @BayLegalJustice          @CausaJusta1          @housingrightsSF</p> <p>#housinginsecurity          #homeless          #homelessness</p>

## **Username, Hashtags, Tags**

### **SF Planning**

- Instagram - @sanfranciscoplanning
- Facebook - @ San Francisco Planning
- Twitter/X - @sfplanning

### **MOHCD**

- Instagram - @sfmohcd
- Facebook - @San Francisco Mayor's Office of Housing and Community Development
- Twitter - @sfmohcd

### **Community Partners & Services listed in Tenant Resources**

#### Instagram -

- @evictiondefense
- @coalitiononhomelessness
- @bayareacs
- @sanfranciscotenantsunion
- @causa\_justa
- @ openhousesf
- @ frontporchcommunities
- @housingrightssf

#### Facebook -

- @ShelterTech
- @San Francisco Department of Homelessness & Supportive Housing
- @The Eviction Defense Collaborative
- @Coalition on Homelessness
- @Bay Area Community Services (BACS)
- @San Francisco Anti-Displacement Coalition
- @Bay Area Legal Aid
- @San Francisco Tenants Union
- @Causa Justa Just Cause
- @Openhouse
- @ Housing Rights Committee of San Francisco

#### Twitter -

- @ShelterTechOrg
- @SF\_HSH
- @evictiondefense
- @TheCoalitionSF
- @CommunitySvcs
- @stopsfevictions
- @sfrentboard
- @BayLegalJustice
- @CausaJusta1
- @housingrightsSF

### **Helpful Hashtags**

#homeless #housinginsecurity #houseless #directservice #sfstrong #affordablehousing