



WASHINGTON LOW INCOME  
**Housing Alliance**

## **Social Media Guide Housing and Homelessness Advocacy Day 2020**

### **About Social Media**

The Washington Low Income Housing Alliance utilizes Twitter, Facebook, and Instagram to share the latest information related to Housing and Homelessness Advocacy Day and our state and federal advocacy priorities. We also use these platforms to have a little fun. We encourage you to join us in publicly sharing about what's happening at Advocacy Day!

**There are only three rules:** Tag us when you can (@wliha), use **#HHAD2020** in your posts, and have fun with it!

### **For Twitter**

First, follow us at: [twitter.com/WLIHA](https://twitter.com/WLIHA). There, we try to post interesting information relevant to affordable housing and homelessness issues. We encourage you to RETWEET, FAVORITE, and REPLY to our posts.

**Use #HHAD2020.** On Twitter, people use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their tweet to categorize those posts and help the tweets display more easily in a Twitter search, like: **#HHAD2020**. Additionally, clicking on a hash-tagged word in any tweet shows you all other tweets marked with that keyword. For instance, in a Twitter search, you'd see all tweets related to the awesome fun we're having at Advocacy Day under the hashtag **#HHAD2020**.

**Want to tweet about something related to housing but it's not Advocacy Day related? No problem! Use #WAhomes. This is the hashtag we use for most other content.**

### **@Usernames**

If your lawmaker has a Twitter profile, you can tweet advocacy messages to them. Just find their username (it always has the @ symbol at the beginning—no spaces).

For instance, Housing Champion Senator Patty Kuderer's Twitter username is:

**@senpattykuderer**

When you tag a lawmaker with their username, you may get a response, and you can inspire people following you to take action too!

## Sample Tweets for Advocacy Day (remember, tweets are limited to 280 characters)

I just met with @RepSoAndSo and she supports reforming our eviction system!  
**#HHAD2020 #WAhomes**

**#HHAD2020** is super inspiring! I'll be advocating all session to ensure @WLIHA legislative priorities are passed! Are you w/ me? **#WAhomes**

My Senator @RepSoAndSo agrees that we should be bold with investments in affordable homes. Go to <http://www.wliha.org/advocacy/state> for more info about **#HB1590 #SB6126 #WAhomes**

## Facebook

When you LIKE, SHARE, AND COMMENT on our Facebook posts, they will be shared more broadly: [facebook.com/WLIHA](https://www.facebook.com/WLIHA).

There is no cap on Facebook posts, but short and to the point is always best. Tag your posts with @HousingAlliance, and when our name comes up, click on it. This ensures we can see who is advocating! Hashtags are used less often on Facebook, but still work as a way to categorize content, so go ahead and use **#HHAD2020** and **#WAhomes** in your posts.

## Facebook: Sample Post

In WA, a tenant can be forced to leave their home with only a 20 day notice. We need to fix our "No Cause" eviction law so people aren't pushed into homelessness because of an emergency or short financial set-back! Tell **#waleg** to pass **#HB1656** and **#SB 6379** to end this unfair and destabilizing practice. Learn more at the **@WLIHA** website: <http://www.wliha.org/advocacy/state>.

## Instagram

Follow us on Instagram, **@wliha**. LIKE or COMMENT on our **#HHAD2020** related pictures, and post some to your own account! Tag us so we can use the RePost app, and share your pics with other advocates who follow us. Use **#HHAD2020** and **#WAhomes**. We will be posting pictures to Instagram, and linking those posts to Facebook and Twitter. If you haven't tried linking your accounts, give it a shot!

## Questions?

Contact Jamala Henderson, Communications Specialist at [jamalah@wliha.org](mailto:jamalah@wliha.org).