

SAN DIEGO SHARED HOUSING COLLABORATIVE

Social Media Toolkit

The toolkit's goal is to help you raise awareness and advocate for shared housing solutions. We also always appreciate likes, shares, and comments on our social media posts.

Core Messages

- Shared housing offers affordable living solutions.
- It fosters community and social connections.
- It can be a solution to housing shortages and high rent prices.

Graphics and Visuals (Coming soon!)

- Infographics: Visuals that explain the benefits of shared housing.
- Quotes and Testimonials: Images with quotes from residents or experts.
- Fact Sheets: Shareable visuals with key statistics and facts.

Sample Posts

- Facebook
 - *Informational Post*: "Did you know that shared housing can help end homelessness? Learn more about how shared housing works and its benefits. #SharedHousing #AffordableLiving [Link to website]"
 - *Testimonial Post*: "Meet Jane, who found not just a home but a community through shared housing. Read her story and see how shared housing can change lives. #SharedHousing #CommunityLiving [Link to story]"
 - *Event Post*: "Join us for a webinar on the future of shared housing! Learn from experts and get your questions answered. Register now: [Link to event] #SharedHousing #HousingSolutions"
- Twitter/X
 - *Informational Tweet/X*: "Shared housing = affordable, sustainable, and community-focused living. Explore how it can help end homelessness! #SharedHousing #AffordableLiving [Link]"
 - *Testimonial Tweet/X*: "'I found not just a house, but a family.' - John on shared housing. Discover more stories: [Link] #SharedHousing #CommunityLiving"
 - *Event Tweet/X*: "Don't miss our upcoming webinar on shared housing solutions. Register today! [Link] #SharedHousing #HousingSolutions"
- Instagram
 - *Post*: "Shared housing can help end homelessness. Swipe to see how! #SharedHousing #AffordableLiving [Infographic]"
 - *Story*: "Ever wondered what living in shared housing is like? Check out these real stories from our community members. #SharedHousing #CommunityLiving [Link]"
- LinkedIn
 - *Informational Post*: "Shared housing presents a viable solution to housing shortages and affordability issues. Learn more about the benefits and how you can get involved. #SharedHousing #HousingSolutions [Link to detailed article]"

- *Testimonial Post:* "Hear from residents who have found community and affordability through shared housing. Their stories highlight the transformative power of shared living. #SharedHousing #CommunityLiving [Link to blog post]"

Hashtags

- Primary Hashtags: #SDSharedHousing, #AffordableLiving, #CommunityLiving
- Secondary Hashtags: #SustainableLiving, #HousingSolutions, #CoHousing, #HousingFirst, #HousingCrisis, #EndHomelessness