



Social Media and Advocacy Day

About Social Media

The Housing Alliance will be utilizing social media to outreach for Housing and Homelessness Advocacy Day and also to educate folks about the latest developments and information related to our state and federal advocacy priorities.

We use this simple definition for social media: a group of Internet-based applications that allow for anyone to create, exchange, and modify user-generated content. This handout will cover using social media sites Twitter and Facebook for advocacy. It does not cover the basics of opening an account or how to use each site.

Twitter: Advocacy Day #Hashtag

First, follow our profile at: www.twitter.com/WLIHA. We try to post interesting information relevant to affordable housing and homelessness issues. We encourage you to RETWEET, FAVORITE, and REPLY to our posts.

On Twitter, people use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their tweet to categorize those tweets and help them display more easily in a Twitter search, like: #sequestration. Also, clicking on a hashtagged word in any message shows you all other tweets marked with that keyword. For instance, in a Twitter search, you'd see all tweets related to news of #sequestration.

Advocacy Day's hashtag is: **#HHAD2014**

Please add this to all your tweets related to Advocacy Day leading up to January 28 and the day-of.

Twitter: Housing and Homelessness Legislative Priorities #Hashtags

The Housing Alliance has a State Legislative Agenda and a Federal Legislative Priority List. Our State Legislative Agenda contains lead items, which are legislation and policy that the Housing Alliance directly advocates for. You can see our full list at our website: <http://wliha.org/advocacy/state>.

Our 2014 Federal Legislative Priority list consists of affordable housing and homelessness legislation working its way through Congress. While our advocacy focus is statewide, we work to educate and empower our members to also advocate in the other Washington. You can learn more at our website: <http://wliha.org/advocacy/federal>.

Each state and federal item has a unique hashtag that we'll be using throughout the session and even during Advocacy Day to provide up-to-the-minute legislative updates on Twitter. You should use them too, as you advocate for certain items and learn more about where your legislator stands on the issue.

State	Federal
Housing Trust Fund: #HTF2014	*Mortgage Interest Deduction reform to fund the National Housing Trust Fund: #UnitedforHomes
Housing and Essential Needs Program/Disability Lifeline: #HEN2014	Revenue Not Sequestration: #sequestration
Fair Tenant Screening Act: #FTSA2014	Preserve the Low-Income Housing Tax Credit: #HousingCredit
Document Recording Fees: #DRF2014	
Leveraging Affordable Care Act/Medicaid to end homelessness: #MedicaidExpansion	

*We are supporting the National Low Income Housing Coalition's campaign to fund the National Housing Trust Fund with revenue raised from modifications to the mortgage interest deduction. [Go here for details.](#)

Twitter: Advocating with @Usernames

If your elected official has a Twitter profile, you can tweet advocacy messages to them. You just need to know their username, which always has the @ symbol at the beginning.

For instance, Senator Patty Murray's twitter username is: @PattyMurray

If you include their username anywhere in the body of the Tweet, then someone at Patty Murray's office is more than likely to see your message to her and maybe even respond back. Others who look at your feed will also see that you are involved in online advocacy. They may even be inspired to join in.

Twitter: Sample Tweets

Advocacy Day

Looking forward to **#HHAD2014** on Jan 28. Help us advocate for the **#HTF2014**. Register at the @WLIHA website: <https://wliha.org/HHAD>.

Talk to your legislators & get engaged in the **#WAleg** process advocating for affordable homes at **#HHAD2014**. <https://wliha.org/HHAD>.

What does affordable housing & fighting **#homelessness** mean to you? Tell your legislator directly at **#HHAD2014** 1/28. <https://wliha.org/HHAD>

Just talked to **@RepSoAndSo** & she supports **#FTSA2014**! Advocating was easy. Looking forward to meeting w/ my rep. Go 99th District! **#HHAD2014**

#HHAD2014 was so empowering. I pledge to continue my advocacy to ensure all **@WLIHA** legislative priorities are passed! Are you w/ me?

Legislative Priorities

#FTSA2014 will be discussed in committee today at 3pm. Call your legislator now & tell them to remove costly housing barriers.

So proud to be a member of the 99th District! **@RepSoAndSo** publicly supports fully funding **#HTF2014**. Go to <http://www.wliha.org/advocacy/state> for more info

They'll be voting on **#HEN2014** today! Get on the phones & advocate for this valuable service. Contact info here: <http://apps.leg.wa.gov/DistrictFinder/Default.aspx>

Facebook: Sample Posts

First, like our page at: www.facebook.com/WLIHA. Then, make sure our posts appear on your newsfeed. Check our posts frequently. We encourage you to LIKE, SHARE, and COMMENT on our posts.

Unlike Twitter, Facebook posts can be as long as you like them to be. Though we recommend keeping your posts as concise as possible. Also, you can tag the Housing Alliance in your posts by typing the @ symbol followed by our name. When our name comes up in their list, click on it. This ensures we can see who is advocating for what.

@Washington Low Income Housing Alliance Advocacy Day is tomorrow. I'm so excited to meet my district legislators for the first time. I'm ready to talk about the Housing Trust Fund because I've seen firsthand how these permanent supportive homes can transform the lives of individuals. Let me know if I'll see you in Olympia tomorrow!

Why do I care about Housing and Essential Needs/Disability Lifeline? Because without it, people I care about would have been not only disabled, but also homeless. Join me in advocating for this important program. Learn more at the **@Washington Low Income Housing Alliance** website: <http://www.wliha.org/advocacy/state#HEN>

Questions?

Please feel free to contact Communications Specialist Joaquin Uy at joaquin@wliha.org or 206.442.9455 x208.