



Social Media & Advocacy Day

About Social Media

The Washington Low Income Housing Alliance utilizes Twitter and Facebook to educate folks about the latest information related to Housing and Homelessness Advocacy Day and our state and federal advocacy priorities. We also encourage you to publically share your experiences and advocacy messages online both during and after Advocacy Day.

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.

About Twitter

First, follow our profile at: 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 posts and help the tweets display more easily in a Twitter search, like: **#homelessness**. Also, clicking on a hashtagged word in any tweet shows you all other tweets marked with that keyword. For instance, in a Twitter search for **#homelessness**, you'd see all tweets related to issues and personal thoughts regarding **#homelessness**.

Twitter: Specific Housing Alliance #Hashtags

Advocacy Day's hashtag is:

#HHAD2015

Please add this to all tweets related to Advocacy Day both on February 17 and even afterwards.

The Housing Alliance State Legislative Agenda contains lead priorities, which are policies that the Housing Alliance directly advocates for. A full list is included in this folder and at our website: wliha.org/advocacy/state.

Each legislative priority has a unique hashtag that we'll be using during Advocacy Day and throughout the session to provide up-to-the-minute legislative updates on Twitter. You should use them in addition to **#HHAD2015**, as you advocate for certain items and learn more about where your legislator stands on the issue.

Housing Trust Fund:

#HTF2015

Housing & Essential Needs/Aged, Blind & Disabled:

#HEN2015

Fair Tenant Screening Act:

#FTSA2015

Truth in Evictions Reporting Act:

#TIER2015

Source of Income Discrimination Protections:

#SOID2015

Medicaid Supportive Housing Services Benefit:

#Medicaid2015

Continued on back.

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 (no spaces).

For instance, Housing Champion Senator David Frockt's Twitter username is: **@dsfrockt**

If you include their username anywhere in the body of the Tweet, then Sen. Frockt and/or someone at his office is more than likely to see your message 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

Just talked to **@SenSoAndSo** & she supports **#FTSA2015!** Advocating was easy. Looking forward to meeting w/ my reps. Go 99th District! **#HHAD2015**

#HHAD2015 was so empowering. I pledge to continue my advocacy to ensure all **@WLIHA** legislative priorities are passed! Are you w/ me?

So proud to be a 99th District resident! **@RepSoAndSo** publicly supports fully funding **#HTF2015**. Go to <http://www.wliha.org/advocacy/state> for more info.

About Facebook

First, like our page at: [facebook.com/WLIHA](https://www.facebook.com/WLIHA). Then, make sure our posts appear on your newsfeed. We encourage you to LIKE, SHARE, and COMMENT on our posts and photos.

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 brings the post to our attention, so we can interact with you. You don't have to use hashtags.

Facebook: Sample Post

People with low incomes who experience a disability should be able to keep their home while recovering. The Housing & Essential Needs and Blind, Aged & Disabled programs are critical lifelines that help people spring back to stability so they can thrive. Join me in advocating to protect 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 [@joaquinuy](https://www.facebook.com/WLIHA) or 206.442.9455 x208.