



WASHINGTON LOW INCOME
Housing Alliance

Social Media and Advocacy Day

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 publically sharing about what's happening at Advocacy Day!

There are only three rules: Tag us when you can (@wliha), use **#HHAD2018** in your posts, and have fun with it!

For Twitter

First, follow us at: 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 #HHAD2018. 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: **#HHAD2018**. Additionally, clicking on a hashtagged 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 **#HHAD2018**.

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 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 Rep. June Robinson's Twitter username is:

@gruberobinson

If you include her username anywhere in the body of the Tweet, then Rep. Robinson and/or someone at her office is more than likely to see your message and might even respond back. Others who look at your feed will also see that you are involved in online advocacy and they could be inspired to join in!

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

I just met with @RepSoAndSo and she supports a ban on Source of Income Discrimination! **#HHAD2018 #WAhomes**

#HHAD2018 is so inspiring. I'll be advocating all session to ensure **@WLIHA** legislative priorities are passed! Are you w/ me? **#WAhomes**

My Rep. **@RepSoAndSo** agrees that we should expand resources for homelessness services. Go to <http://www.wliha.org/advocacy/state> for more info about **#HB1570 #WAhomes**

Facebook

First, like our page at: [facebook.com/WLIHA](https://www.facebook.com/WLIHA). Then, make sure our posts appear in 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 (although, short and to the point is always best). Tag the Housing Alliance in your posts by typing the @ symbol followed by our name. When our name comes up in the list, 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 **#HHAD2018** and **#WAhomes** in your posts.

Facebook: Sample Post

Across WA, landlords categorically deny rental applications from tenants simply because they use housing subsidies or income supports to help pay the rent. This kind of discrimination should be banned statewide! Tell #waleg to pass #HB2578 or #SB5407. Learn more at the **@Washington Low Income Housing Alliance** website: <http://www.wliha.org/advocacy/state>.

Instagram

First, follow us on Instagram, **@wliha**. LIKE or COMMENT on our **#HHAD2018** 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 **#HHAD2018**, **#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?

Attend our Social Media for Advocacy Workshop during the morning session. Or, feel free to contact Director of Communications Reiny Cohen at reinycohen@wliha.org, @reinycohen, or 206.442.9455 x208.