

Social Media 201: Using Social Media to Advocate for Advocacy Day and Beyond



SEATTLE
UNIVERSITY

eliminating racism
empowering women

ywca

Seattle | King | Snohomish

Social Media 101 Hangout from 2013



Google YouTube FiresteelWA to find it!



Tweet us your questions!

@FiresteelWA

@WLIHA



@Username

Can be only 15 characters long!

joaquin uy
View my profile page

9,564 TWEETS	1,376 FOLLOWING	1,349 FOLLOWERS
------------------------	---------------------------	---------------------------

Username of real people/orgs/etc:
[@ladygaga](#) [@BlueMoonBurgers](#) [@WLIHA](#)
[@mayormcginn](#) [@GeorgeTakei](#)
[@GovInslee](#) [@PattyMurray](#) [@curb_cuisine](#)

6 **Tweet**



/Username

No maximum length.

Update Status Add Photos/Video

Firesteel Seattle University Project on Family Homelessness YWCA Seattle King Snohomish @Washing



Washington Low Income Housing Alliance
1411 Fourth Ave, Ste 850, Seattle, Washington 98101



Share of Vancouver Washington



Community Health Network of Washington



Washington Conservation Voters
1402 Third Ave, Suite 1400, Seattle, Washington 98101



Washington Environmental Council
1402 Third Avenue, Suite 1400, Seattle, Washington 98101



#Hashtags

Organize your tweets.
Search for other's tweets.

joaquin uy
View my profile page

9,564 TWEETS	1,376 FOLLOWING	1,349 FOLLOWERS
------------------------	---------------------------	---------------------------

#HHAD2013 #sequestration #fiscalcliff
#tsunami #Seattle #1BillionRising #HTF2013
#homelessness #advocacy
#affordablehousing #motorcycles

3 **Tweet**



#Hashtags

Work similar to
Twitter, but not
as well.

#hhad2014



Update Status Add Photos/Video

Say something about #hhad2014...



Housing Development Consortium

Happy New Year! Here's what's at the top of our To Do list today... What better way to start the year than reserving your spot at Housing & Homelessness Advocacy Day? #HHAD2014



Unlike · Comment · Share · 1 1 · January 2 at 10:03am · *



Seattle University Project on Family Homelessness via
Washington Low Income Housing Alliance



#Hashtags

This is much better.

Results for #HHAD2014 

Top / All / People you follow

Seattle HYP @SeattleHYP 9h
 Housing and Homeless Advocacy Day #HHAD2014 is Jan. 28. Our affiliate will be there, are you? Read @habitatskc's blog ow.ly/stBLR
Expand  Reply  Retweeted  Favorite  More

FAITH Advocacy @faithadvocacy 9h
 Just registered for @WLIHA's Housing and Homeless Advocacy Day! Hope to see you there! #HHAD2014
Expand  Reply  Retweeted  Favorite  More

Housing Consortium @HDC_SeakC 10 Jan
 @AlistairCrago @signpostsso Thx for asking! It's about ending #homelessness & building more #affordablehousing in WA #HHAD2014
 View conversation  Reply  Retweet  Favorite  More

YouthCare @YouthCareSEA 10 Jan
 #SocialMedia + #Housing #Advocacy = #awesomesauce. Register today for Monday's Social Media 201 webinar ow.ly/stBxt #HHAD2014
Expand  Reply  Retweeted  Favorited  More

WA Housing Alliance @WLIHA 10 Jan
 We're expanding #unselfies' reach beyond #givingtuesday to #HHAD2014! What's an #unselfie? Get the details here. huffpost.com/us/entry/43781...
 from Seattle, WA  Reply  Delete  Favorite  More

joaquin uy @joaquinuy 10 Jan
 Prep for #HHAD2014 & join me & @erin_tapatia online on 1/13 at 12! We'll talk #socialmedia & #advocacy w/ @WLIHA tinyurl.com/HHAD2014-SocMe...
 Retweeted 4 times
Expand  Reply  Retweeted  Favorite  More



Hashtags for Each Legislative Lead Priority

Fair Tenant Screening Act
#FTSA2013



WA Housing Alliance @WLIHA

4 Mar

Check out the vote count for **#FTSA2013**! Yeas: 81 Nays: 17 Absent: 0 Excused: 0

apps.leg.wa.gov/billinfo/summa... #WIN

Retweeted by Catherine Hinrichsen and 1 other

Expand

Reply Delete Favorite More



WA Housing Alliance @WLIHA

26 Feb

#ADVOCACY ALERT If you haven't already, please say thanks to the **#FTSA2013** sponsors for their leadership. #WALeg

wliha.org/blog/week-hous...

Expand

Reply Delete Favorite More



Christena @ccoutsoubos

21 Feb

Fantastic! RT @WAHousingAction: Bravo advocates! **#FTSA2013** Fair Tenant Screening passed Senate & House committees. Next stop Rules Comm.

Expand

Reply Retweet Favorite More



Housing Action Fund @WAHousingAction

21 Feb

Bravo **#advocates**! On a voice vote **#FTSA2013** (SB 5568 & HB 1529) passed both Senate & House committees. Onto Rules Committee in both houses.

Expand

Reply Retweet Favorite More



Housing Action Fund @WAHousingAction

21 Feb

Senate Financial Institutions, Housing & Insurance on @TVWnews. They're talking about **#FTSA2013** tvw.org/index.php?opti...

Expand

Reply Retweet Favorite More



NW Twittizens @NW_twittizens

20 Feb

RT @WLIHA: Great @Crosscut article on **#FTSA2013** #HB1529 & other **#WALeg** tenant advocacy bills. crosscut.com/2013/02/17/oly

Expand

Reply Retweet Favorite More



Hashtags for Each Legislative Lead Priority

Federal Advocacy
#sequestration



"Meet The People Who Lost Their Housing Thanks To Budget Cuts" Share:

In Brazza's own state of Washington, most housing authorities are shrinking their programs in this way. Ben Miksch, state and federal policy associate at the Washington Low Income Housing Alliance, related a conversation with one he had recently: "Sequestration happened, so now when 10 people leave the system, we're just going to serve 10 less people." They haven't had to kick anyone off the rolls who already has a voucher, and "we're fighting tooth and nail to make sure that we don't," Miksch said. But even slow attrition is troubling. He reports seeing increased demand as wages stagnate and housing costs go up. "We're seeing more and more people who need assistance, and at the same time we're reducing the assistance we're giving them."



Invest in the Washington State Housing Trust Fund (HTF)

By creating affordable homes, HTF builds healthy communities & improves health and education outcomes for our children!

#HTF2014

Protect & Strengthen the Housing & Essential Needs (HEN) and the Aged, Blind & Disabled (ABD) Programs

Protect Washington's lifeline for disabled & elderly adults!

#HEN2014

Enact Part 3 of the Fair Tenant Screening Act

Make tenant screening reports practical, efficient, and portable!

#FTSA2014

Prevent the Sunsetting of the State's Document Recording Fees

Make permanent Washington's most vital resource for homelessness programs!

#DRF2014

Leverage Medicaid Expansion to End Homelessness & Improve Health

Ensure that services for people living in supportive housing can be sufficiently billed to Medicaid!

#Medicaid2014

Enact Revenue to Avoid Cuts to Services and Programs

#NewRevenueWA

Hashtags
for Each
Legislative
Lead Priority



Other Notable Hashtags

Housing & Homelessness Issues

#homeless #homelessness
#affordablehome #affordablehousing
#endhomelessness

Advocacy Issues

#advocacy #advocate

Referring to the Washington State Legislature

#WAleg

Referring to Washington State Government

#WAgov

Housing and Homelessness Advocacy Day

#HHAD2014

United for Homes

#UnitedforHomes

Mortgage Interest Deduction

#MID

Sequestration

#sequestration

Low Income Housing Tax Credit

#LIHTC #housingcredit



washington low income
housing alliance

Tweet during Advocacy Day!



WA Housing Finance @WSHFC

11 Feb

Rep. Reuven Carlyle talks with housing advocates from WA's 36th District. #HHAD2013 pic.twitter.com/tc319Gtt

[View photo](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Christena @ccoutsoubos

11 Feb

A sea of red inside the Capital Bldg for #hhad2013. pic.twitter.com/YCwhT2q9

[View photo](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



LIHI @LIHIhousing

11 Feb

Teams of #hhad2013 red scarves taking a break between legislative meetings at the capitol rotunda pic.twitter.com/rc45Ww15

[View photo](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Ballard Homelessness @BallardHomeless

11 Feb

Contact your legislator to vote for Housing Trust Fund, HEN/Disability Lifeline, Fair Tenant Screening Act: ow.ly/hCyr0 #HHAD2013

Expand

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Stephanie Velasco @StephVelasco

11 Feb

43rd District meeting with Chopp and Pedersen #HHAD2013. Talking #HTF2013 #HEN2013 #FTSA2013 pic.twitter.com/XiPMRySo

[View photo](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



WA Housing Finance @WSHFC

11 Feb

Housing advocates rally on the steps of the Capitol for #HHAD2013! pic.twitter.com/myGmqo6X

[View photo](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



FiresteelWA @FiresteelWA

11 Feb

Liz from @YouthCareSEA makes an awesome legislative lead! #36districtlove #HHAD2013 pic.twitter.com/8AHCQJWk

[View photo](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



Advocate
to your
legislators
online,
publically!



Mark Hargrove @MarkHargrove

Married to Sandy 30 years, Father, Grandfather, Boeing 747 and 777 Instructor Pilot and Candidate for the Washington State House of Representatives



Follow



Lisa Brown @SenatorLisa

Chancellor WSU-Spokane. Former majority leader WA state senate. I like music, hiking, books, dogs, politics



Follow



Dave Upthegrove @DaveUpthegrove

Washington State Representative (D-Des Moines)



Follow



Andy Billig @andybillig

Dad, Baseball Executive, Washington State Senator, Ironman & Juggler



Follow



Hans Zeiger @hanszeiger

State legislator, writer, hiker. Let's build our communities, not our bureaucracies.



Follow



Tina Orwall @tinaorwall



Follow



Barbara Bailey @BarbBaileyWA10



Follow



Rep. Marko Liias @RepMarkoLiias

Official Twitter account for Rep. Marko Liias (D-Mukilteo) -- Monitored by Rep. Liias and staff.



Follow



Social Media Day of Action for #HHAD2014

Wednesday,
January 15
12:00am to 11:59pm

Check out our [#housing](#) [#homelessness](#) [#WAleg](#) agenda:
<http://wliha.org/advocacy/state>. Then register for [#HHAD2014](#)
<http://tinyurl.com/hhadreg>. [#Letsdothis](#)

17,755 people counted as [#homeless](#) in WA in 2013. That's 17,755 too many. Attend [#HHAD2014](#); help end [#homelessness](#).
<http://tinyurl.com/hhadreg>

Join [@FiresteelWA](#) [@HDC_SeaKC](#) [@YouthCareSEA](#) in advocating to create [#affordablehomes](#) & [#endhomelessness](#).
[#HHAD2014](#) <http://wliha.org/HHAD>

YOU can make a difference & tell [#WAleg](#) you care about ending [#homelessness](#). Join us at Advocacy Day 1/28! [#HHAD2014](#)
<http://wliha.org/HHAD>



Continue the social media advocacy after #HHAD2014

The screenshot shows a vertical list of six tweets. Each tweet includes a profile picture, the user's name and handle, the date, the text of the tweet, and interaction icons (Reply, Retweet, Favorite, More). The tweets are as follows:

- FiresteelWA @FiresteelWA** (11 Apr): Thanks @YWCAUSA for highlighting our participation in the @WLIHA Advocacy Day! #HHAD2013 ow.ly/jYI0M
- WA Housing Alliance @WLIHA** (28 Feb): It's the #HHAD2013 Volunteer Appreciation Soirée! Thanks to all our awesome volunteers! pic.twitter.com/qPTZifVFvk
- Catherine Hinrichsen @chinrichsen_su** (28 Feb): What first-time #housing advocates learned from the "giants" re meaningful change in Olympia. #HHAD2013 tinyurl.com/cgtzv4d @seattleu
- Lisa Gustaveson @LisaGustaveson** (27 Feb): Check out @FiresteelWA #HHAD2013! Latest BLOG shares reflections from first time advocates: ow.ly/i7au5
- FiresteelWA @FiresteelWA** (27 Feb): Still talking about #HHAD2013! Latest BLOG shares reflections from first time advocates: ow.ly/i7au5
- WA Housing Alliance @WLIHA** (27 Feb): Go, Brittany! Great shot of one of our #HHAD2013 speakers Brittany Lang in @theolympian, published the day after. pic.twitter.com/kLeIkUSE91



washington low income
housing alliance



joaquin uy @joaquinuy

5 Oct

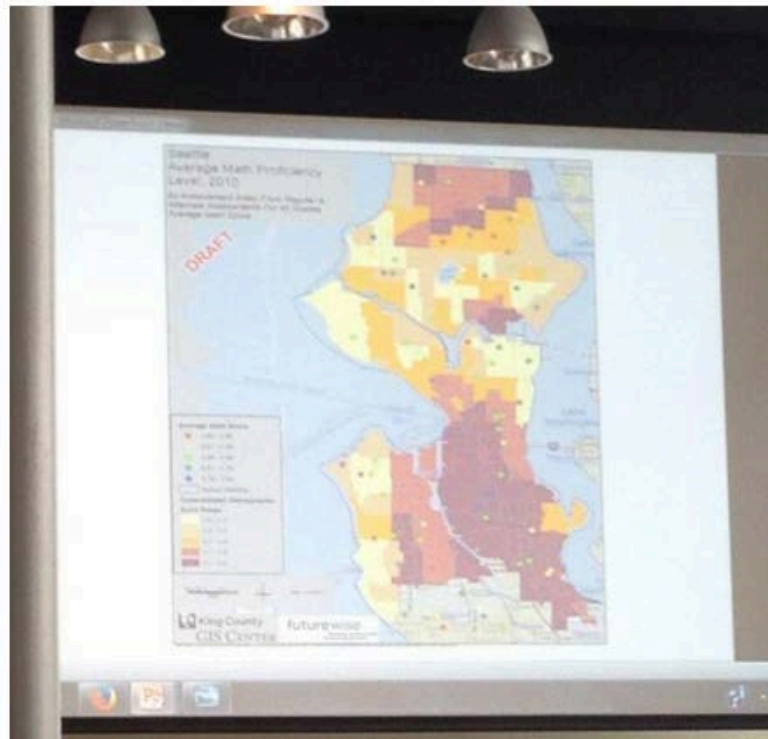
ZOMG. A huge Filipino food buffet! Sisig! Pinakbet! Diniguan!
Palabok! Yum! pic.twitter.com/1e3FDMA0G0



joaquin uy @joaquinuy

9 Nov

These #pugetsoundequity Seattle maps are telling an interesting
story...about huge disparities. #southend pic.twitter.com/lcH4y1jyP5

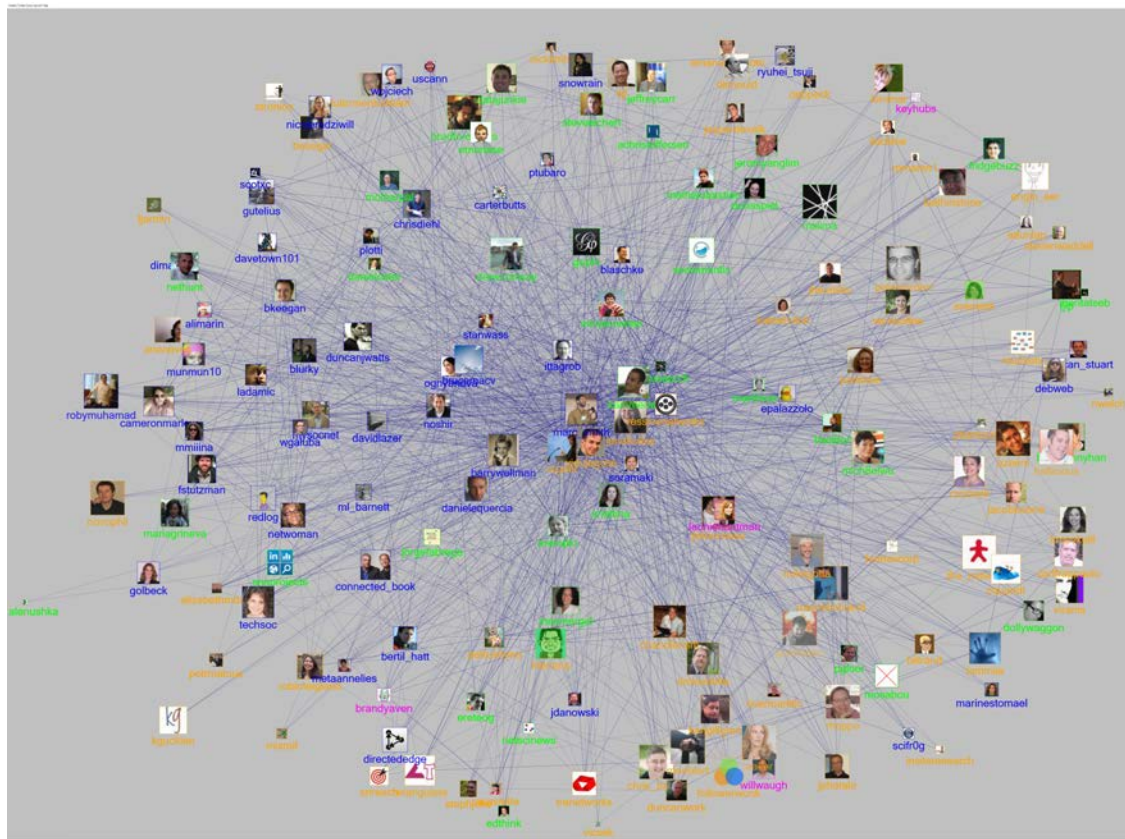


Remember, social media is for food
AND advocacy!



washington low income
housing alliance

Remember,
social media
enhances, not
replaces, your
current social
networks!





Erin Murphy @erin_tapatia

16h

Check it out @WLIHA, my first unselfie & it's for #HHAD2014!
pic.twitter.com/k8QeXqbqRK

Retweeted by WA Housing Alliance





joaquin uy @joaquinuy

1m

#unselfie #HHAD2014 We can end #homelessness. Register for @WLIHA Advocacy Day now: tinyurl.com/hhadreg
pic.twitter.com/TLfxDxpYCj



11:59 AM - 12 Jan 14 · Details

Flag media

Collapse

Reply Retweet Favorite More

Denise Unselfie

Why We Keep Walking: Dehumanization and “Feeling Good About Feeling Bad”



Was the *"homeless hotspot"* promotional stunt at South By Southwest last year an example of dehumanization? Guest blogger Perry Firth examines dehumanization of homeless people. Photo credit: Ben Sklar for the *New York Times*.



Another form of prejudice

I read an article by Perry Firth, a graduate student at Seattle University Community Counseling and Project Assistant for the Seattle University Project on Family Homelessness, titled "Why We Keep Walking: Dehumanization and 'Feeling Good About Feeling Bad?'"

It just floored me.

You may not think that you have ever treated someone in a dehumanizing way so you'll just skip this column, but please read it. There is something to learn here. This behavior is so much a part of our lives: it blends in like the wallpaper or graffiti we walk by every day. It's everywhere.

The author writes, "Dehumanization is an acquired response; none of us is born viewing some people as less than human. It is also a matter of degree. In its everyday incarnation, dehumanization of those who are homeless might involve crude jokes, or rather than seeing a human being sleeping on the sidewalk, you see merely a form that you have to walk around. Taken to the extreme, however, dehumanization of those unlucky enough to be without shelter can yield devastating results..."

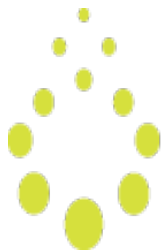
How often have you looked

Denise/camera shot

Questions?



washington low income
housing alliance



firesteel
your platform for social change.



SEATTLE
UNIVERSITY

eliminating racism
empowering women

ywca

Seattle | King | Snohomish



Another reminder to tweet us!

@FiresteelWA

@WLIHA


@chinrichsen_su


What's with our name?

~~Subscribe!~~ firesteel

Create Your Profile

Connect with your legislature. Make an impact.

 Sign up with Facebook

 Sign up with Twitter

Take Action! Build your Firesteel Reputation by earning points! [LEARN MORE »](#)



Using Social Media on Advocacy Day and Beyond!



Get the Firesteel Blog in Your Inbox:

SUBSCRIBE

Featured Podcast
Spark Change Podcast
**Episode 1: Google+
Hangouts**



In our very first podcast,
Erin Murphy and Denise
Miller of Firesteel share
ideas for using Google+...

[Read More...](#)

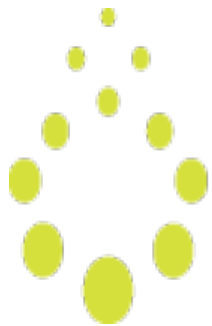


washington low income
housing alliance



**SEATTLE
UNIVERSITY**

Thank you!



firesteel
your platform for social change.

**eliminating racism
empowering women**

ywca

Seattle | King | Snohomish

Share events



Denise Miller shared Washington Low Income Housing Alliance's event.

I believe everyone should have the opportunity to live in a safe, healthy, affordable home. Please join me in Olympia on 2/11; let's advocate for policies that will get us closer to ending homelessness!



Housing & Homelessness Advocacy Day
February 11 at 8:00am
The United Churches of Olympia in Olympia, Washington

[Invite Friends](#) · [You're going](#)

[Like](#) · [Comment](#) · [Share](#) · [Promote](#) · about a minute ago ·



Washington Low Income Housing Alliance shared Seattle/King County Coalition on Homelessness (SKCCH)'s photo.
Tuesday

If you were impacted by your One Night Count experience or strongly feel that you could do more to fight homelessness and help create more affordable homes, then this workshop is for you. Register now!
http://www.homelessinfo.org/what_you_can_do/homelessness_advocacy_101.php

Go beyond the One Night Count and join us for a Homelessness Advocacy 101 Workshop on February 9 in Seattle and in Bellevue. Last week's One Night Count in King County showed a 5% increase in the number of individuals sleeping outside. Help...[See More](#)



[Like](#) · [Comment](#) · [Share](#)

1

Include a call to action

 **Firesteel** shared a link via Housing Development Consortium  
September 18, 2012 

We're not the only ones asking political candidates important questions about homelessness. Here are FOUR legislative forums in King County thanks to great orgs like [Washington Low Income Housing Alliance](#), [Seattle/King County Coalition on Homelessness \(SKCCH\)](#), [Housing Development Consortium](#) and [Building Changes](#). Register and advocate!

 HOUSING DEVELOPMENT consortium	State Legislative Candidate Forums Housing Development Consortium www.housingconsortium.org The Housing Development Consortium is the professional association and
---	--

Like · Comment · Share

Promote ▼

 **Firesteel** shared a link.
November 29, 2012 

Tune in tonight to see NBC's Rock Center with Brian Williams and meet the Kennards and their 3 girls, now among the million school-age children that are homeless nationwide. If you're in the Seattle area, it's on KING 5 at 10 p.m. <http://video.msnbc.msn.com/rock-center/49981294>

 **Growing number of kids homeless in wake of 'Great Recession'**
video.msnbc.msn.com
Video on msnbc.com: Before the sun rises, Cindy and Patrick Kennard wake their three daughters, fold their cots and

Like · Comment · Share  2  1

92 people saw this post Promote ▼