



Social Media Toolkit

Get Social

We've made it as easy as copy & paste! Use these template posts to make the case for housing production on social media. And remember, follow us and use the hashtags to get in on the discussion.

A. HASHTAGS:

1. #HIT2023
2. #affordablehousing
3. #housing
4. #communitydevelopment
5. #CapitalRegion4Equity

B. FOLLOW US:

1. Twitter: @HANDHousing
2. Facebook: @HANDHousing
3. LinkedIn: HAND

C. SAMPLE POSTS:

Twitter

1. The Housing Indicator Tool continues to change the way the Capital Region focuses on achieving its #affordablehousing goals with its 2023 update. Learn more at <https://bit.ly/HIT23> #HIT2023 #DC #MD #VA
2. Introducing the latest HIT! Based on 4 years of data, #HIT2023 is a progress report for the Capital Region, outlining paths to producing #affordablehousing while also measuring each region's commitment to increasing production: <https://bit.ly/HIT23>
3. For the first-time, the #HIT includes data from the Baltimore region! The #affordablehousing crisis knows no geographic bounds, so this is a great opportunity to reflect on the impact of #housingpolicy throughout the larger region. <https://bit.ly/HIT23>

4. #HIT2023 analyzes data from 20 jurisdictions throughout the Greater Capital and Baltimore regions. How are they addressing the need for #affordablehousing in your area? Check it out here” <https://bit.ly/HIT23>
5. Since 2019, Greater DC jurisdictions reporting in the #HIT have added 10,990 new affordable units. There is still a lot of work to do, though, especially for those 30 percent and below area median income households. <https://bit.ly/HIT23>
6. There has been a long history of #housinginsecurity for our #BIPOC neighbors. The data from #HIT2023 allows our region to use #housing as a tool to address racial inequities and examines the effectiveness of housing policy & initiatives. <https://bit.ly/HIT23>
7. #HIT2023 will be a critical resource for #policymakers and #developers. Why? Equipped with the knowledge of where we stand in each jurisdiction, we can ALL effectively pivot to best meet the #affordablehousing goals: <https://bit.ly/HIT23>
8. #HIT2023 highlights the need to increase the #affordablehousing inventory AND identifies conditions required to build affordable housing while highlighting the importance of preservation and #racialequity. Learn more: <https://bit.ly/HIT23>
9. Want to see how your jurisdiction is meeting the housing affordability challenge? Find out here: <https://bit.ly/HIT23> #HIT2023 #DC #MD #VA
10. @HANDHousing and regional partners continue to work together to create 374,000 new, affordable homes by 2030, with nearly 39% of units targeted for middle-income households and 38% for low-income households: <https://bit.ly/HIT23>
11. For the first year since the launch of #HIT, the region exceeded its annual target of 25,000 new units, producing 25,466 new rental units. Go here to find out more: <https://bit.ly/HIT23> #HIT2023
12. The #HIT is a report card for the region and a critical resource for policymakers and business leaders. Our region has expanded housing options by utilizing the tool for accountability and transparency throughout the process, but more can be done. <https://bit.ly/HIT23>
13. #HIT2023 is a one-of-a-kind platform created by @HANDHousing. It provides community-by-community comparisons of #affordablehousing goals to promote transparency and accountability across our region. See how the region is meeting its goals this year here: <https://bit.ly/HIT23>
14. There has been tremendous progress addressing the #housingaffordability crisis, but we know more can be done. Jurisdictions only added 235 units affordable for low-income households, and 588 for middle-income households. <https://bit.ly/HIT23>

15. #HIT2023 shows us the type of investments being made to address #affordablehousing in our region. Learn more: <https://bit.ly/HIT23> #DC #MD #VA
16. Our jurisdictions can do more to produce #affordablehousing units, especially for low-income households. Learn more: <https://bit.ly/HIT23> #HIT2023
17. Why does @HANDHousing push the power of preservation? It's a cost-effective strategy to preserve #affordablehousing throughout the region. More here: <https://bit.ly/HIT23>
18. Jurisdictions tracking preservation efforts reported that 2,067 units were preserved to maintain #housingaffordability. More here: <https://bit.ly/HIT23> #HIT2023

Facebook & LinkedIn

1. The Housing Indicator Tool continues to change the way the Capital Region focuses on achieving its #affordablehousing goals with its 2023 update. Learn more about how 20 areas throughout the Greater Capital and Baltimore regions are faring at: <https://bit.ly/HIT23> #HIT2023 #housingaffordability #housingforall
2. Introducing the 2023 update of the Housing Indicator Tool! Based on four years of data, #HIT2023 is a progress report for the Capital Region, outlining paths to producing #affordablehousing while also measuring each jurisdiction's commitment to increasing production: <https://bit.ly/HIT23> #housingproduction #housingforall
3. There has been a long history of housing insecurity for #BIPOC due to racially targeted policies and widespread discrimination. The data from #HIT2023 allows our region to use #housing as a tool to address racial inequities and examine the effectiveness of housing policies & initiatives. <https://bit.ly/HIT23>
4. #HIT2023 will be a critical resource for policymakers, real estate developers and everyone looking to increase the #affordablehousing inventory. Why? Equipped with the knowledge of where we stand in each jurisdiction, we can ALL effectively pivot to best meet the needs for the #housingsupply: <https://bit.ly/HIT23> #housingaffordability #realestate #development
5. The Housing Indicator Tool 3.0 highlights the need to increase the #affordablehousing inventory AND identifies conditions required to build affordable housing while highlighting the importance of #preservation and #racialequity. Learn more: <https://bit.ly/HIT23>
6. Want to see how your jurisdiction is meeting the housing affordability challenge? Find out here in the 2023 Housing Indicator Tool created by @HAND to track local efforts to

produce affordable rental housing in the Washington Region <https://bit.ly/HIT23>
#affordablehousing #HIT2023 #housingforall #communitydevelopment

7. Latest data from #HIT2023 shows jurisdictions are responding to the challenge of creating more #housing Across all 20 areas, 25,466 new affordable rental units were created in 2022, meeting the region's goal of 25,000 new units for the first time since the launch of the tool.

Only 2,507 of those units, however, are designated #affordablehousing – only 235 of which are reserved for residents earning 30 percent or less of the area median income. This means there is still a long way to go! But it is crucial to use the HIT to set a baseline in order to know where we go next! Learn more at: <https://bit.ly/HIT23>

8. This year, #HIT2023 digs deeper into several key issues including: environmental justice and the need for capital and public policy that supports the production of #housing serving very low to middle income households. Go here to find out more: <https://bit.ly/HIT23> #affordablehousing #environmentaljustict
9. To tackle the #affordablehousing crisis through racially equitable policies, we must build a #housing ecosystem that builds and preserves more homes that reflect the needs of middle and low-income families. Last year, jurisdictions only added 235 units affordable for low-income households, and 588 for middle-income households. The region must continue targeted efforts to produce affordable units for low-income households. Learn more through HIT's 2022 findings: <https://bit.ly/HIT23>