

## 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. #HIT2022
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 #HIT continues to change the way the Capital Region focuses on achieving its #housing affordability goals with its 2022 update. Learn More: <https://bit.ly/2PB9rJF> #HIT2022 #HAND #DC #MD #VA
2. Introducing the 2022 version of the #HIT! Based on 3 years of data, #HIT2022 is a progress report for the Capital Region, outlining paths to producing affordable housing while also measuring each region's commitment to increasing production: <https://bit.ly/2PB9rJF>
3. There has been a long history of #housinginsecurity for our #BIPOC neighbors. The data from #HIT2022 allows our region to use #housing as a tool to address racial #inequities and examines the effectiveness of #housingpolicy & initiatives. <https://bit.ly/2PB9rJF>
4. #HIT2022 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 needs for the #housingsupply: <https://bit.ly/2PB9rJF>
5. #HIT2022 highlights the need to increase the affordable housing inventory AND identifies conditions required to build #affordablehousing while highlighting the importance of #preservation and #racialequity. Learn more: <https://bit.ly/2PB9rJF>
6. Want to see how your jurisdiction is meeting the housing affordability challenge? Find out here: [@HANDHousing #HousingIndicatorTool #HIT2022](https://bit.ly/2PB9rJF)
7. A year after the launch of #HIT, @HANDHousing and region 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://hit.handhousing.org/>
8. Jurisdictions are responding to the HIT's challenge of creating #affordablehousing. 24,214 new affordable rental units were created in 2021, just short of the annual target of about 25,000. Go here to find out more: <https://hit.handhousing.org/> #HIT2022
9. 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://hit.handhousing.org/>
10. #HIT2022 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://hit.handhousing.org/>

11. There has been tremendous progress and local leadership to address #affordablehousing, but we know more can be done. Jurisdictions only added 186 units affordable for low-income households, and 755 for middle-income households. <https://hit.handhousing.org/>
12. #HIT2022 shows us the type of investments being made to address #Affordablehousing in our region. Learn more: <https://hit.handhousing.org/>
13. Our jurisdictions can do more to produce #affordablehousing units, especially low-income households. Learn more: <https://hit.handhousing.org/> #HIT2022
14. Why does @HANDHousing push the power of preservation? It's a cost-effective strategy to preserve #affordablehousing. More here: <https://hit.handhousing.org/> #HIT2022
15. Jurisdictions tracking preservation efforts reported that 1,983 were preserved to maintain #housing affordability. More here: <https://hit.handhousing.org/> #HIT2022

### Facebook & LinkedIn

1. The #HIT continues to change the way the Capital Region focuses on achieving its #housing affordability goals with its 2022 update. Learn More: <https://bit.ly/2PB9rJF>  
 #CapitalRegion4Equity #HAND #HousingIndicatorTool #DC #MD #VA
2. Introducing the 2022 update of the #HousingIndicatorTool! Based on three years of data, #HIT2022 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/2PB9rJF>  
 #CapitalRegion4Equity #HAND #HIT#DC #MD #VA #housingproduction
3. #COVID-19 exacerbated #housinginstability, but there has been a long history of housing insecurity for #BIPOC due to racially targeted policies and widespread #discrimination. The data from #HIT2022 allows our region to use #housing as a tool to address racial #inequities and examine the effectiveness of #housingpolicies & initiatives. <https://bit.ly/2PB9rJF>  
 #CapitalRegion4Equity #HAND #HIT #HousingIndicatorTool #DC #MD #VA #housingpolicies
4. #HIT2022 will be a critical resource for #policymakers, #realestatedevelopers and everyone looking to increase the affordable housing 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 3housingsupply: <https://bit.ly/2PB9rJF>  
 #CapitalRegion4Equity #HAND #HIT #HousingIndicatorTool #DC #MD #VA #affordablehousinginventory
5. #HIT2022 highlights the need to increase the affordable housing inventory AND identifies conditions required to build #affordablehousing while highlighting the importance of #preservation and #racialequity. Learn more: <https://bit.ly/2PB9rJF>  
 #CapitalRegion4Equity #HAND #HIT #HousingIndicatorTool #DC #MD #VA #solvingfortheneed
6. Want to see how your jurisdiction is meeting the housing affordability challenge? Find out here: <https://bit.ly/2PB9rJF> @HANDHousing #HousingIndicatorTool #HIT2022
7. Latest data from #HIT2022 shows jurisdictions are responding to the challenge of creating more #affordablehousing. Across all ten areas, 24,214 new affordable rental units were created in 2021, just short of the annual target of about 25,000. The region increased production of new affordable rental units, yet remains below the target of about 14,000 affordable units. Go here to find out more:

<https://hit.handhousing.org/>

#CapitalRegion4Equity #HAND #HousingIndicatorTool #DC #MD #VA

8. This year, #HIT2022 digs deeper into several key issues including: The impact COVID-19 had on the production and preservation of rental units, 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://hit.handhousing.org/>

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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 186 units affordable for low-income households, and 755 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://hit.handhousing.org/>

#CapitalRegion4Equity #HAND #HousingIndicatorTool #DC #MD #VA