



## **Campaign for Housing and Community Development Funding**

*Working to ensure maximum federal resources for housing and community development.*

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### **Participating in Twitter Campaign: #HomesMatter on Deficit Reduction Impacts on Affordable Housing and Community Development Programs**

Social media, and Twitter specifically, is an excellent tool for advocates in convincing Members of Congress to chose to end sequestration and replace it only with a balanced deficit reduction package. The following are steps to launching a “Twitter campaign” to gain attention from your Member of Congress and draw others’ attention to the negative impacts of sequestration on low income households in your community.

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- 1) Collect the Twitter handles for people and organizations you want to reach:
  - Representative and Senators; eg. @SpeakerBoehner, @SenatorReid
  - Local broadcast media and newspapers: Which writers/reporters cover the “housing beat,” i.e. report frequently on housing?
  - Local housing organizations and advocates: Who are your potential allies who can retweet the message?
- 2) Tweet! It’s okay to tweet a message more than once, or change it up a little, but each tweet should include:
  - The tiny URL link to the summary sheet (<http://bit.ly/RasYZp>)
  - The **#HomesMatter** hashtag
  - The handles for the people you want to reach
- 3) Re-tweet. If you see other housing and community development-related tweets, re-tweet them at your public officials and media. Remember to add **#HomesMatter** to your re-tweet.
- 4) Share this campaign with your friends, contacts, and within your organization, and encourage them to add **#HomesMatter** to all their housing-related tweets.
- 5) Continue tweeting regularly. Aim to tweet at least one message a day, although the sky’s the limit--if you and/or your organization have the capacity to do more, go for it. More tweets means more exposure and more people getting the message.
- 6) Whenever possible, also include **#talkpoverty** in your tweets. Reaching over 1 million people, **#talkpoverty** is a very successful national campaign to elevate the discussion about poverty in America. Including this hashtag is an important way to combine our efforts with an established broad based campaign and to highlight the importance of affordable housing and community development in combating poverty. [Get more information on the #talkpoverty campaign.](#)

## Sample #HomesMatter Tweets

Hey [insert handles], budget cuts inc sequestration will destroy housing security for over 1.1 mil people!  
<http://bit.ly/TGaTEI> #HomesMatter

Did you know [insert handles] sequestration cuts will force 225K people into homelessness?  
<http://bit.ly/TGaTEI> #HomesMatter

Did you know [insert handles] housing progs decrease poverty? What will cuts do to communities?  
<http://bit.ly/TGaTEI> #HomesMatter

Over 7,500 ppl battling AIDS will lose their housing! <http://bit.ly/TGaTEI> How can we protect them [insert handles]? #HomesMatter

Do you care about the 1.1 mill ppl that will be hurt by cuts to housing and community development programs?  
<http://bit.ly/TGaTEI> [insert handles]. #HomesMatter

Tell Congress [insert handles] if they don't act soon over 125,000 households could lose their vouchers/homes. <http://bit.ly/TGaTEI> #HomesMatter

Did you know across the board sequestration cuts will leave 100,000 currently housed people homeless?  
<http://bit.ly/TGaTEI> #HomesMatter

We care that #Sequestration will be cost gov by eliminating jobs for low income households. [insert handles], do you? <http://bit.ly/TGaTEI> #HomesMatter

Allowing neighborhoods to degrade will be costly <http://bit.ly/TGaTEI>; what are you doing to prevent #sequestration [insert handles]? #HomesMatter

Housing cuts will devastate hundreds of thousands of ppl w disabilities <http://bit.ly/TGaTEI>! Will you protect them [insert handles]? #HomesMatter