



# UNITED FOR HOMES

CAMPAIGN FOR THE NATIONAL HOUSING TRUST FUND

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## Making Twitter an Effective Tool for Spreading the United for Homes Message

National Low Income Housing Coalition

May 3, 2013



- United for Homes is the campaign to fund the National Housing Trust Fund with revenue raised from modifications to the mortgage interest deduction.
- Access resources and learn more about our proposal at [www.unitedforhomes.org](http://www.unitedforhomes.org)
- Join thousands of advocates in endorsing the campaign at [www.unitedforhomes.org/support](http://www.unitedforhomes.org/support)



- Lower cap on the size of mortgage that is eligible for tax break to \$500,000. Allow second homes and home equity loans under the \$500,000 cap.
- Convert mortgage interest deduction (MID) to 15% non-refundable tax credit.
- Phase-in both changes over 5 years.
- Direct revenue raised (\$200b over 10 years) to the National Housing Trust Fund (NHTF).



[WWW.TWITTER.COM](http://WWW.TWITTER.COM)

500 million Twitter Users  
170 billion Tweets Sent

twitter

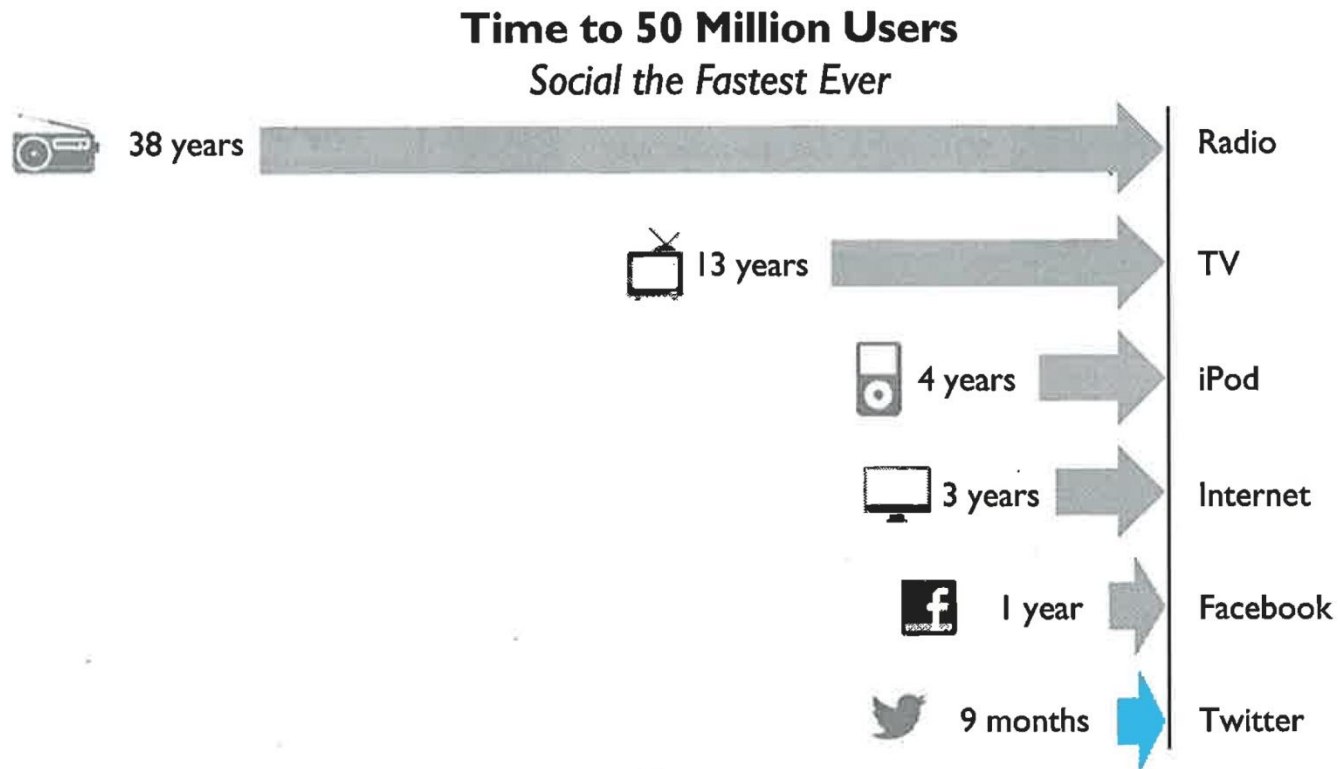


PAST



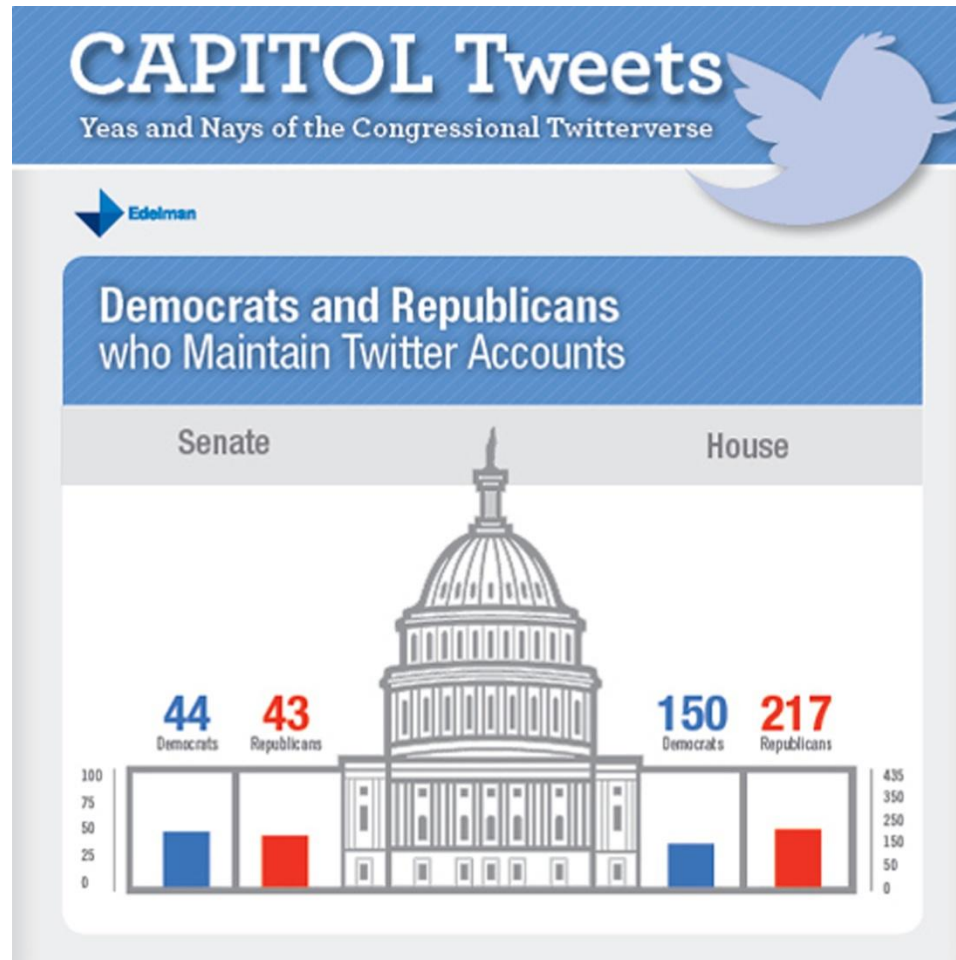
CURRENT

# BETTER THAN THE BOOK



Source: McKinsey Global Institute, "The social economy," 2012; images by the Noun Project; National Journal Membership Research interviews and analysis.

# IF CONGRESS CAN TWEET, SO CAN YOU!



Source: Capitol Tweets: Yeas and Nays of the Congressional Twitterverse.

<http://www.edelmandigital.com/2012/03/21/capitol-tweets-yeas-and-nays-of-the-congressional-twitterverse/>

# POLL #1

## HOW DO YOU USE TWITTER?

A) I tweet for my job! I don't even have thoughts longer than 140 characters.  
#socialmediaguru #countthem

B) I'm supposed to tweet for work, so I try to make it interesting by tweeting news commentary & other work updates. For some reason President Obama hasn't followed me back yet.

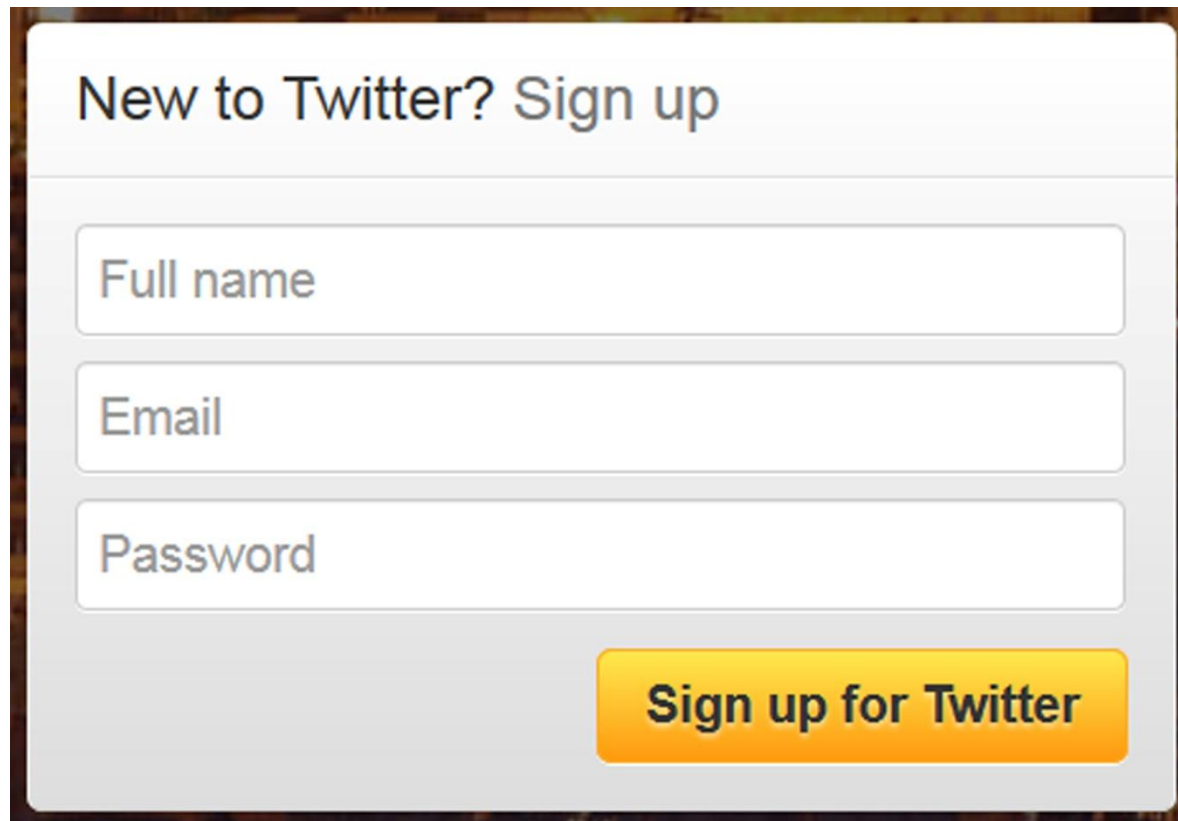
C) I have a personal account, but it's just for fun. I mostly tweet personal commentary like how great Game of Thrones is #summeriscoming #dragons

D) I have a personal account that I don't use much. It's all very strange.

E) How do I become a tweeter?

# STEP 1: SIGN UP

## WWW.TWITTER.COM

A screenshot of the Twitter sign-up form. The form is titled "New to Twitter? Sign up" and contains three input fields: "Full name", "Email", and "Password". A yellow button labeled "Sign up for Twitter" is located at the bottom right of the form.

New to Twitter? Sign up





# TWITTER 101

JOAQUIN UY

COMMUNICATIONS SPECIALIST

WASHINGTON LOW INCOME HOUSING ALLIANCE

JOAQUIN@WLIHA.COM



“I won the Coolest  
Person of the Year  
Award!”

# Communicating Important News (Traditional)



**“Hi, Sally. Let’s meet at that diner later. But first, I won the Coolest Person of the Year Award!”**

# Communicating Important News These Days



Keep emails from cool people out of your spam filter. Add [cool@mail.democracyinaction.org](mailto:cool@mail.democracyinaction.org) to your safe sender list.

# Communicating Important News (Traditional)



**Cooldest Person Awarded  
Washington State Resident Wins Top Honor**

# Communicating Important News These Days



**I can't believe it. I won the Coolest Person of the Year Award! I'm having such a hard time processing the ne**

# Communicating Important News These Days



## MORE COOL DEMOCRATS THAN REPUBLICANS?



# Communicating Important News These Days



A screenshot of a Twitter post from the user 'joaquin uy'. The profile picture shows a man wearing a cap. The text of the tweet reads: 'I won the #CPOTYA2013! OMG! I can't believe it. Thanks @CoolPeopleSociety. Here's a pic of the letter I got: <http://bit.ly/X1FVln>'. The tweet has 11 replies. The interface includes a camera icon, a location pin icon, and a blue 'Tweet' button.

**joaquin uy**  
View my profile page

**9,564**  
TWEETS

**1,374**  
FOLLOWING

**1,349**  
FOLLOWERS

I won the #CPOTYA2013! OMG! I can't believe it. Thanks @CoolPeopleSociety. Here's a pic of the letter I got: <http://bit.ly/X1FVln>

11 **Tweet**



World Wide Web

File

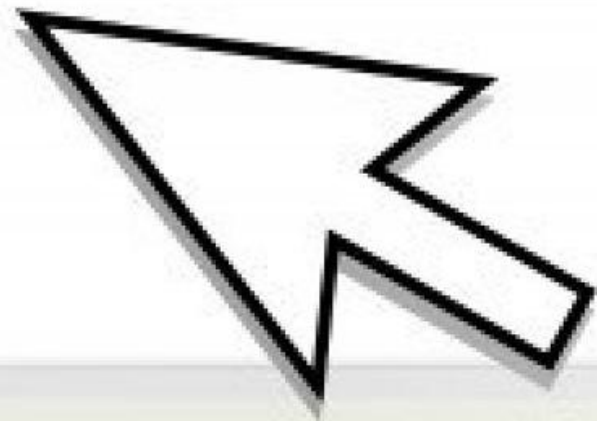
Edit

View

Help



http://www. |



# Twitter



# Twitter

Brief news items:

- 140 characters or less or
- 120 characters plus a website link



The image shows a screenshot of a Twitter profile for a user named 'joaquin uy'. The profile picture is a hand-drawn sketch of a person with glasses. The bio says 'View my profile page'. The statistics are: 9,834 TWEETS, 1,419 FOLLOWING, and 1,371 FOLLOWERS. Below the statistics is a text box containing the message: 'You can actually communicate a lot w/ only 140 characters. Maybe not emotion, sarcasm or really personal news. More like quick news updates!'. At the bottom of the tweet area are icons for a camera, a location pin, and a retweet count of 0. A blue 'Tweet' button is on the right.

<b>9,834</b> TWEETS	<b>1,419</b> FOLLOWING	<b>1,371</b> FOLLOWERS
------------------------	---------------------------	---------------------------

You can actually communicate a lot w/ only 140 characters. Maybe not emotion, sarcasm or really personal news. More like quick news updates!

0 **Tweet**

# Twitter

Instantaneous,  
real-time news  
about events as  
they happen.



The screenshot shows the profile page for 'WA Housing Alliance'. The profile picture is a red square with a white house icon and the text 'Washington and Oregon Housing Alliance'. The name 'WA Housing Alliance' is in bold black text, with a link 'View my profile page' below it. The statistics are: 2,465 TWEETS, 696 FOLLOWING, and 1,217 FOLLOWERS. A tweet is visible, mentioning '@RepSoAndSo' and '#HR1213' to reform mortgage interest deduction, with a link to '#UnitedforHomes' at 'http://bit.ly/VThknW'. The tweet has 0 replies. The bottom of the tweet form shows a camera icon, a location pin icon, and a blue 'Tweet' button.

<b>2,465</b> TWEETS	<b>696</b> FOLLOWING	<b>1,217</b> FOLLOWERS
------------------------	-------------------------	---------------------------

**WA Housing Alliance**  
View my profile page

@RepSoAndSo just signed on to co-sponsor #HR1213 to reform mortgage interest deduction. More about #UnitedforHomes at <http://bit.ly/VThknW>

0 **Tweet**

# Twitter

Just headline  
or the lead.



 **WA Housing Alliance**  
View my profile page

<b>2,465</b> TWEETS	<b>696</b> FOLLOWING	<b>1,217</b> FOLLOWERS
------------------------	-------------------------	---------------------------

At Capitol, **@RepSoAndSo** says MID reform 1st important step to funding National Housing Trust Fund.  
**#UnitedforHomes** <http://bit.ly/VThknW>

  **3** **Tweet**

A screenshot of a Twitter profile for 'WA Housing Alliance'. The profile includes a red square logo with white house icons, the name 'WA Housing Alliance', and a link to 'View my profile page'. Below the profile information are three statistics: '2,465 TWEETS', '696 FOLLOWING', and '1,217 FOLLOWERS'. The main content area shows a tweet with the text: 'At Capitol, @RepSoAndSo says MID reform 1st important step to funding National Housing Trust Fund. #UnitedforHomes http://bit.ly/VThknW'. At the bottom of the tweet composition area, there are icons for a camera, a location pin, a retweet count of '3', and a blue 'Tweet' button.

# Twitter

Updating can  
take seconds.



**joaquin uy**  
View my profile page

<b>9,564</b> TWEETS	<b>1,374</b> FOLLOWING	<b>1,349</b> FOLLOWERS
------------------------	---------------------------	---------------------------

It took me exactly 11.8s to type this tweet.  
[#meta](#)

90 **Tweet**

# Twitter

YOU can be the newsmaker.



 **joaquin uy**  
View my profile page

<b>9,834</b> TWEETS	<b>1,419</b> FOLLOWING	<b>1,371</b> FOLLOWERS
------------------------	---------------------------	---------------------------



















Just talked to [@SenatorSoAndSo](#) & she supports mortgage interest deduction reform! Wasn't sure where she stood until now. [#UnitedforHomes](#)

  4 [Tweet](#)

# Twitter

Anyone can  
read, especially  
your  
friends/followers




	<b>Susan Tatelman</b> @Sudonna <i>Retired Architect, 17yr son w/Autism, 19yr daughter at NYU. Committed to create inclusive community to support life of purpose for all ages &amp; abilities.</i>	 
	<b>Mayor McGinn</b> @mayormcgin <i>This is the official twitter account for Mike McGinn, mayor of the city of Seattle. You can follow us on Facebook at <a href="http://Facebook.Com/MayorMcGinn">http://Facebook.Com/MayorMcGinn</a></i>	 
	<b>Jeremy Racca</b> @jeremyracca  <i>Legislative Aid for Seattle City Councilmember Bruce Harrell, disability advocate, Chow Chow owner, golfer, and husband.</i>	 
	<b>Scott M. Marchand</b> @wrc_of_ny <i>Tax Credit Developer specializing in Hotels, Assisted Living and Historic Mixed Use Projects.</i>	 
	<b>Occupy Kingston</b> @OccupyKingston <i>We are the 99% of Canada that has lived with political, economic, social, and environmental injustice for too long. #occupyygk <a href="http://occupykingston.ca/occupywhig">occupykingston.ca/occupywhig</a></i>	 
	<b>NHSOKC</b> @NHSOKC <i>Neighborhood Housing Services Oklahoma City, Inc. is the trusted resource for affordable housing through education, counseling, building &amp;</i>	 





# Twitter

Interact with fellow Twitter members.






 **Catherine Hinrichsen** @chinrichsen\_su 8h  
@WLIHA That's a great line: "put the home in homework." We expect more than 27,000 #WA children w/o stable #housing to do well in school!  
[View conversation](#)



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 **Catherine Hinrichsen** retweeted you 9h  
9h: Are we sufficiently outraged by this? 27,000 WA #homeless student...  



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 **Grand Avenue ECDC** and **Tedd Kelleher** followed you 9h  
 

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 **Blair Brandon** retweeted you 9h  
9h: If you're shocked at the rise in #homeless young people in WA, we r...  


---

 **Christena** @ccoutsoubos 8h  
Hope you'll share the new handles? RT @chinrichsen\_su: @FiresteelWA @WLIHA - We could have 25+ more #WA #housing advocates using Twitter!  
[Expand](#)

# Twitter

Almost anytime,  
anywhere!



The screenshot shows a Twitter profile for 'joaquin uy'. The profile picture is a yellow square with a man's face. Below the name is a link to 'View my profile page'. The statistics are: 9,564 TWEETS, 1,376 FOLLOWING, and 1,349 FOLLOWERS. The tweet text reads: 'No tweeting while walking, driving or operating heavy machinery!'. At the bottom, there are icons for a camera and a location pin, a character count of 75, and a blue 'Tweet' button.

<b>9,564</b> TWEETS	<b>1,376</b> FOLLOWING	<b>1,349</b> FOLLOWERS
------------------------	---------------------------	---------------------------

No tweeting while walking, driving or operating heavy machinery!

75 **Tweet**



**joaquin uy**

[View my profile page](#)

**9,834**

TWEETS

**1,419**

FOLLOWING

**1,371**

FOLLOWERS

That's nice. But what the #@#@ is up with all the @s and #s?



80

**Tweet**

# @Username

Can be only 15 characters long!



A screenshot of a Twitter profile for the user 'joaquin uy'. The profile picture shows a person with glasses. The bio says 'View my profile page'. The statistics are: 9,834 TWEETS, 1,419 FOLLOWING, and 1,371 FOLLOWERS. The tweet text reads: 'Usernames of real people/orgs/etc. who use @twitter like: @ladygaga @WLIHA @NLIHC @GeorgeTakei @BarackObama @HUDNews @rachaelm123.' At the bottom, there are icons for a camera and a location pin, a red number '5', and a blue 'Tweet' button.

<b>9,834</b> TWEETS	<b>1,419</b> FOLLOWING	<b>1,371</b> FOLLOWERS
------------------------	---------------------------	---------------------------

Usernames of real people/orgs/etc. who use @twitter like: @ladygaga @WLIHA @NLIHC @GeorgeTakei @BarackObama @HUDNews @rachaelm123.

5 Tweet



**Governor Inslee**

@GovInslee

Governor of the most innovative, forward-looking place in the nation – Washington State. RTs and follows ≠ endorsement.

Olympia, WA · [governor.wa.gov](http://governor.wa.gov)

40  
TWEETS

191  
FOLLOWING

1,316  
FOLLOWERS



Following

**Tweets** All / No replies



**Governor Inslee** @GovInslee

13h

New report says you may end up sitting in traffic on I-5 in [#Seattle](#), but at least it's better than [#Portland](#): [bit.ly/14C927O](http://bit.ly/14C927O)

Expand



**Governor Inslee** @GovInslee

14h

Today [@PeaceCorps](#) said all # 1 colleges in sm, med, lg categories for volunteers are from WA: [1.usa.gov/WMyepz](http://1.usa.gov/WMyepz) [#proudfwa](#)

Expand



**Governor Inslee** @GovInslee

4 Feb

27,390 children in WA don't have a bed in a home to call their own. New numbers from [@waOSPI](#): [bit.ly/14Ngeic](http://bit.ly/14Ngeic)

Expand

# @Username





**joaquin uy**  
View my profile page

<b>9,564</b> TWEETS	<b>1,376</b> FOLLOWING	<b>1,349</b> FOLLOWERS
------------------------	---------------------------	---------------------------

[@GovInslee](#) 27,390 children in WA don't have a bed in a home to call their own. What are you going to do about that? [#GotRevenue](#)

13 [Tweet](#)

# #Hashtags

Organize your tweets!



**WA Housing Alliance**  
[View my profile page](#)

<b>2,465</b> TWEETS	<b>696</b> FOLLOWING	<b>1,217</b> FOLLOWERS
------------------------	-------------------------	---------------------------

#MID2013 #sequestration #homelessness  
#Seattle #UnitedforHomes #advocacy  
#affordablehousing #motorcycles  
#HTF2013 #1BillionRising #YOLO

5 **Tweet**

# @NLIHC and #UnitedforHomes

Learn more about [#UnitedforHomes](#) & why as a homeowner, I support mortgage interest deduction reform. <https://nlihc.org/o/2685>

Just talked to [@RepSoAndSo](#) & she supports [#UnitedforHomes](#)! Advocating was easy. Can't wait to meet w/ my other rep. Go 99th District!

I pledge to fight [#homelessness](#) by continuing my advocacy for all [@NLIHC](#) legislative priorities. Are you w/ me? <http://nlihc.org/unitedforhomes>



# Strive To Have One of These Messages: **Learn more!**



The image shows a screenshot of a Twitter profile for a user named 'joaquin uy'. The profile includes a profile picture, the name 'joaquin uy', and a link to 'View my profile page'. Below the name, there are three statistics: 9,834 TWEETS, 1,419 FOLLOWING, and 1,371 FOLLOWERS. A tweet is highlighted with a blue border. The tweet text reads: 'Why as a homeowner, I support mortgage interest deduction reform & the @NLIHC #UnitedforHomes campaign. https://blog.org/UFH'. At the bottom of the tweet, there are icons for adding a photo and a location, a retweet count of 13, and a blue 'Tweet' button.

**joaquin uy**  
View my profile page

**9,834**  
TWEETS

**1,419**  
FOLLOWING

**1,371**  
FOLLOWERS

Why as a homeowner, I support mortgage interest deduction reform & the [@NLIHC](#) [#UnitedforHomes](#) campaign. <https://blog.org/UFH>

13 **Tweet**

# Strive To Have One of These Messages: **Take action!**



 **WA Housing Alliance**  
View my profile page

<b>2,465</b> TWEETS	<b>696</b> FOLLOWING	<b>1,217</b> FOLLOWERS
------------------------	-------------------------	---------------------------

Email your federal legislators & tell them yes on HR1213. @NLIHC makes it easy to take action: <https://nlihc.org/action>  
[#UnitedforHomes](#)

  6 [Tweet](#)

# Strive To Have One of These Messages: **Spread the word!**



 **WA Housing Alliance**  
View my profile page

<b>2,465</b> TWEETS	<b>696</b> FOLLOWING	<b>1,217</b> FOLLOWERS
------------------------	-------------------------	---------------------------

Only 889 people emailed their legislators to support **#UnitedforHomes**. Help **@NLIHC** reach 1000 by 5pm! Please retweet!  
<https://nlihc.org/action>

  0 **Tweet**

Tweet to Us Now!  
#UnitedForHomes  
@NLIHC and/or @WLIHA



The image shows a screenshot of a Twitter profile for 'joaquin uy'. The profile picture is a cartoon drawing of a person with glasses. The name 'joaquin uy' is displayed in bold, with a link to 'View my profile page' below it. The profile statistics are: 9,834 TWEETS, 1,419 FOLLOWING, and 1,371 FOLLOWERS. Below the statistics is a text input field for a tweet, containing the text: 'Learning about using @twitter for #advocacy. [Insert 3-word sentence here.] Ready to take action on #UnitedforHomes'. At the bottom of the tweet composition area, there are icons for adding a photo and a location, a character count of '25', and a blue 'Tweet' button.

**joaquin uy**  
View my profile page

**9,834**  
TWEETS

**1,419**  
FOLLOWING

**1,371**  
FOLLOWERS

Learning about using @twitter for #advocacy. [Insert 3-word sentence here.] Ready to take action on #UnitedforHomes

25 **Tweet**

Tweet to Us Now!  
#UnitedForHomes  
@NLIHC and/or @WLIHA



The image shows a screenshot of a Twitter profile for a user named 'joaquin uy'. The profile picture is a small, stylized drawing of a person. Below the name, there is a link to 'View my profile page'. The profile statistics are displayed in three columns: 9,834 TWEETS, 1,419 FOLLOWING, and 1,371 FOLLOWERS. A tweet is visible, which reads: 'Learning about using @twitter for #advocacy. Not so difficult! Ready to take action on #UnitedforHomes'. The tweet is highlighted with a blue border. At the bottom of the tweet, there are icons for adding a photo and a location, a retweet count of 38, and a blue 'Tweet' button.

**joaquin uy**  
View my profile page

**9,834**  
TWEETS

**1,419**  
FOLLOWING

**1,371**  
FOLLOWERS

Learning about using @twitter for #advocacy. Not so difficult! Ready to take action on #UnitedforHomes

38 **Tweet**

# POLL #2

## WHICH MESSAGE DO YOU THINK IS BEST SUITED FOR TWITTER?

A) @JohnQSmith your membership has expired! #PAYUP

B) Representative John Q. Smith is recognized for his strong support of reforming the mortgage interest deduction. Representative Smith will be meeting with constituents this afternoon, and is expected to agree to co-sponsor H.R. 1213.

C) Catch @rachaelm1213 on @JohnQSmith radio show today talking about #homelessness and #affordable housing! Watch online [www.johnqsmithshow.com](http://www.johnqsmithshow.com) #UnitedforHomes

D) #Word on #Hill is @JohnQSmith #likes the #NHTF! #winning!

E) Hello, world. So tired. #mer #isitfridayyet



# USING TWITTER AS A CAMPAIGN TOOL

SARAH BRUDAGE

COMMUNICATIONS DIRECTOR

NATIONAL LOW INCOME HOUSING COALITION

SARAH@NLIHC.ORG



**Megan Bolton**

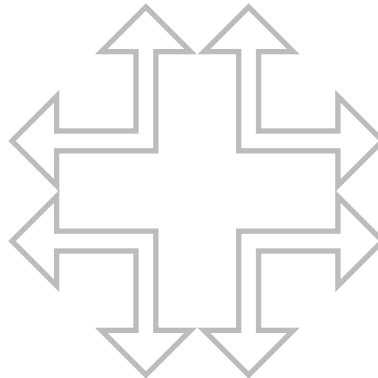
@megdebolteo FOLLOWS YOU

Washington, DC

## INDIVIDUAL ADVOCATE



## NATIONAL ORGANIZATION



**sheila crowley**

@sheilaatnlihc FOLLOWS YOU

President and CEO of National Low Income Housing Coalition  
Washington, DC · <http://www.nlihc.org>

## PROFESSIONAL SPOKESPERSON



**WA Housing Alliance**

@WLIHA FOLLOWS YOU

The Housing Alliance believes all Washington residents should have the opportunity to live in safe, healthy, affordable homes in thriving communities.

Washington State · <http://www.wliha.org>

## STATE/LOCAL ORGANIZATION



# INDIVIDUAL ADVOCATE

Account type: Individual, Personal

Followed by: Personal network of individuals

Connection to campaign: Personal and/or professional interest and network

## CAMPAIGN TWEET "ASKS"

Educate your network about the need for the NHTF.

Connect new potential supporters to the campaign.

- Link to [www.unitedforhomes.org](http://www.unitedforhomes.org) and other sources that can further educate individuals in your network
- Share content that would catch the eye of an uninformed bystander
- Put your personal spin on it!



**Megan Bolton**  
@megdebolteo FOLLOWS YOU  
Washington, DC



**Megan Bolton** @megdebolteo

19 Mar

@sheilaatnlihc just explained the federal budget in 4 ppt slides  
#NLIHConf #impressive

Expand



**Megan Bolton** @megdebolteo

14 Mar

Thanks to @MarketplaceAPM for featuring @NLIHC research report #OOR2013 (and me) on your program [mktplc.org/Z0wzth](http://mktplc.org/Z0wzth)

Expand

# PROFESSIONAL SPOKESPERSON

Account type: Individual, Professional

Followed by: Unknown individuals, organizations, professional peers

Connection to campaign: Professional

## CAMPAIGN TWEET "ASKS"

Spark debate. Engage media, elected officials, and other leaders.  
Provide informed commentary and inside perspective.

- No longer just spreading the word, but providing it
- Use Twitter to help influence public opinion
- Offer analysis
- A tweet is quotable – this is your commentary



**sheila crowley**

@sheilaatnlihc FOLLOWS YOU

President and CEO of National Low Income Housing Coalition

Washington, DC · <http://www.nlihc.org>



**sheila crowley** @sheilaatnlihc

21 Mar

60% of US public say yes! Change mortgage interest deduction to credit & cap mortgage size for tax break at \$500K. [nlihc.org/press/releases...](http://nlihc.org/press/releases...)

Expand

# LOCAL/STATE ORGANIZATION

Account type: Professional

Followed by: Constituents, professional network, state followers

Connection to campaign: Professional

## CAMPAIGN TWEET "ASKS"

**Seek endorsers and co-sponsors! Educate local media and elected officials.**

- Tweet directly to local media; send pitches for a local story
- Tweet directly at your elected officials; seek co-sponsors
- Showcase your local support
- Educate your followers about the campaign; connection to campaign



# NATIONAL ORGANIZATION

Account type: Professional

Followed by: Full range

Connection to campaign: Professional

## CAMPAIGN TWEET "ASKS"

**Seek endorsers and co-sponsors! Educate media and your elected officials.**

- Share broad campaign updates; tweet big picture stories to media
- Find a way to connect other interest groups to housing and the campaign
- Seek endorsements and co-sponsors
- Showcase the campaign's broad support
- Use your network to raise awareness and foster more support



NLIHC @NLIHC

22 Apr

Want to end family [#homelessness](#)? Fund the National Housing Trust Fund: [ow.ly/kjfq0](http://ow.ly/kjfq0) from [@gregkaufmann](#) [@thenation](#) [#UnitedforHomes](#)

Expand



NLIHC @NLIHC

17 Apr

What is the [#UnitedforHomes](#) campaign all about? Learn here: [ow.ly/k9nyl](http://ow.ly/k9nyl) [#housing](#) [#homelessness](#) [#homesmatter](#)

Expand

# WHAT INTERESTS YOUR TWITTER AUDIENCE?

## TAX REFORM

It's time for fairer tax policy! [@NLIHC](#) wants to reform MID to benefit more low & middle class homeowners [#housingtaxreform](#) [#UnitedforHomes](#)

Happy [#Tax](#) Day! Take a look at our calculator to see how [#UnitedforHomes](#) proposal could affect your tax bill: <http://ow.ly/k5AUC>

Did you know that only 24% of taxpayers benefit from current MID? 16 mill more could with [#UnitedforHomes](#) proposal! <http://bit.ly/Z1JeSX>

## NHTF

We need more affordable homes for our low income families! We can fix this if we use our resources better [#NHTF](#) <http://bit.ly/Z1JeSX>

Calling all [#NHTF](#) supporters! We can finally get funding to build affordable rental homes through [#UnitedforHomes](#)! <http://bit.ly/Z1JeSX>

Did you know there are only 30 affordable available homes for every 100 low income renters? [#NHTF](#) can fix this. <http://bit.ly/Z1JeSX>

## HOMELESSNESS

Want to end family [#homelessness](#)? Fund the National Housing Trust Fund: <http://ow.ly/kifq0> from [@gregkaufmann](#) [@thenation](#) [#UnitedforHomes](#)

Americans want to end homelessness, and we can. Join campaign 2 fund [#NHTF](#) through housing tax reform [#UnitedforHomes](#) <http://bit.ly/Z1JeSX>

What does a home mean to you? Many Americans are without. Let's help our [#homeless](#) & poor families [#UnitedforHomes](#) <http://bit.ly/Z1JeSX>

# THE VERY COMPLICATED TWITTER STRATEGY...

**FOLLOW @NLIHC**

**USE #UNITEDFORHOMES**

**OUR SIMPLEST TWITTER "ASK"...**  
**RETWEET!**

# POLL #3

## HOW DO YOU FEEL?

- A) I am going to blast out the best tweets for #UnitedforHomes! I don't want to toot my own horn, but tweet tweet!
- B) I'm ready to give it a go, but keep sending tips! As long as I avoid tweeting compromising pictures, what's the worst that can happen?
- C) I'm still not sure how I can help the campaign. I know even my nana is on Twitter, but really – who is going to follow or RT me?
- D) This survey is anonymous, right? (It is.) I still don't get Twitter.

**QUESTIONS?**





**WWW.UNITEDFORHOMES.ORG**

## **CONTACT US**

**JOAQUIN UY** (wah KEEN wee)

Communications Specialist

Washington Low Income Housing Alliance

[joaquin@wliha.org](mailto:joaquin@wliha.org)

[www.wliha.com](http://www.wliha.com)

[twitter.com/WLIHA](https://twitter.com/WLIHA)

**SARAH BRUNDAGE**

Communications Director

National Low Income Housing Coalition

[sarah@nlihc.org](mailto:sarah@nlihc.org)

[www.nlihc.org](http://www.nlihc.org)

[www.twitter.com/NLIHC](https://www.twitter.com/NLIHC)