

HOUSING JUSTICE NARRATIVE TOOLKIT



PolicyLink

TOOLKIT

FLOW

TOOLKIT KEY



"Read More" Button. Click this icon if you'd like to read more about what it's next to.

Text

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WELCOME

Meeting the Moment

In this moment, we have both the resources and the will to create a future in which every person has all of their basic needs met. As evidenced by the many housing policies that emerged during the global pandemic, Americans are not only actively hosting and partaking in a national conversation on housing, they are making real, meaningful change at a policy level. We are actively wrestling with and reimagining our future at the local, state, and federal levels. Research continues to show, time and time again, that the majority of Americans believe that housing is a basic need for people to thrive. Americans want action to address existing inequities in housing. **We want to look out our windows, see our neighbors, and not wonder if they are renters or homeowners.** We want to reduce social isolation by embracing community.

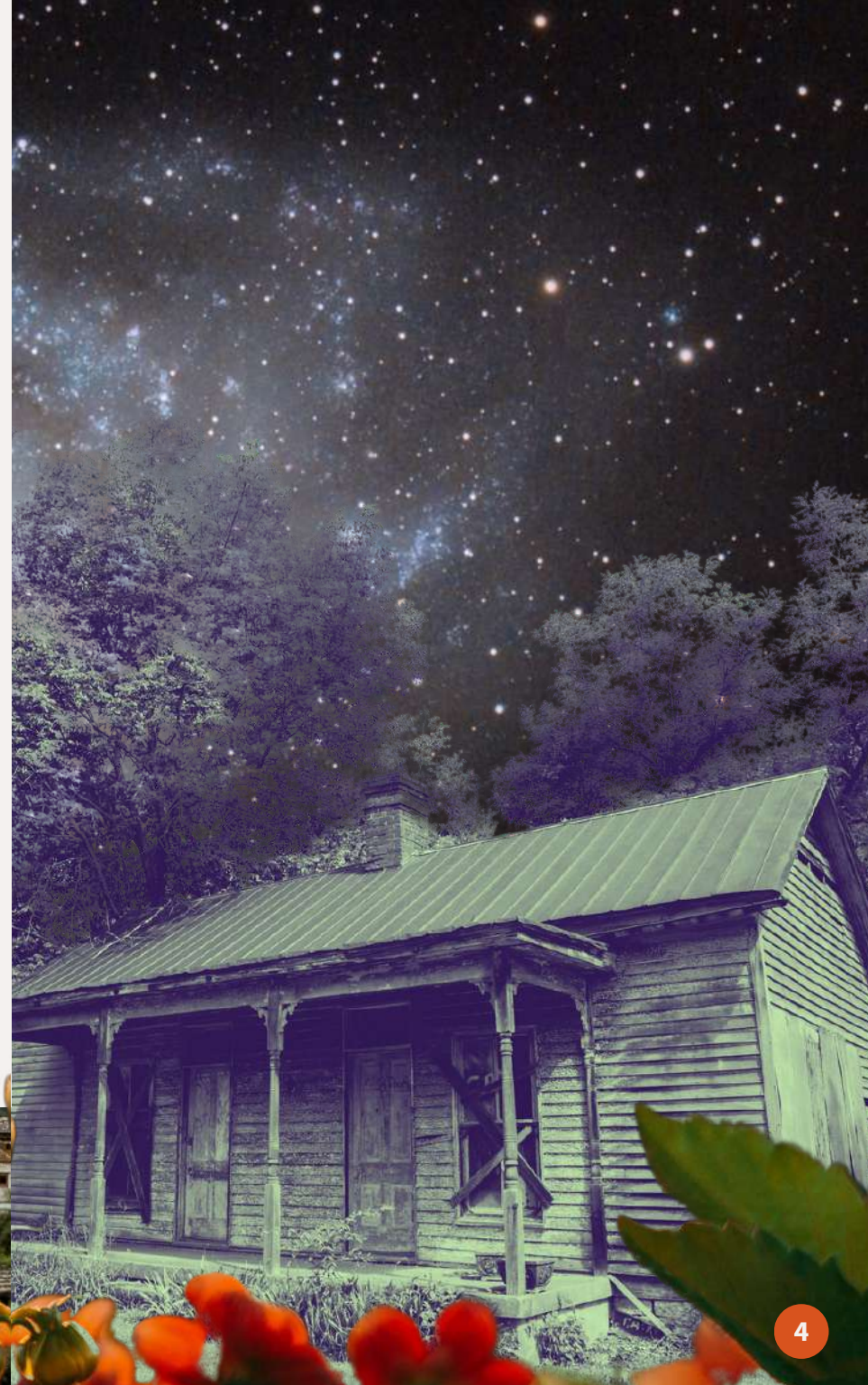
Beyond the traditional understanding of a house which centers on walls, our future calls for homes. A home is a place where the foundation is as strong as our elders' wisdom. A home is a place for our children's energy to reverberate into the souls of communities. **A home is a place to not only survive, but thrive.** No matter where we're from or where we live, having a safe, stable place to call home is the base for our well being. We must join together to imagine an America where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families.

What is Narrative?

Narratives are the stories we tell that help us make sense of the world. We use storytelling in all its forms—from gossip with our best friends to bedtime stories with our nieces and nephews—stories communicate where we are today and shape the world we want to create.

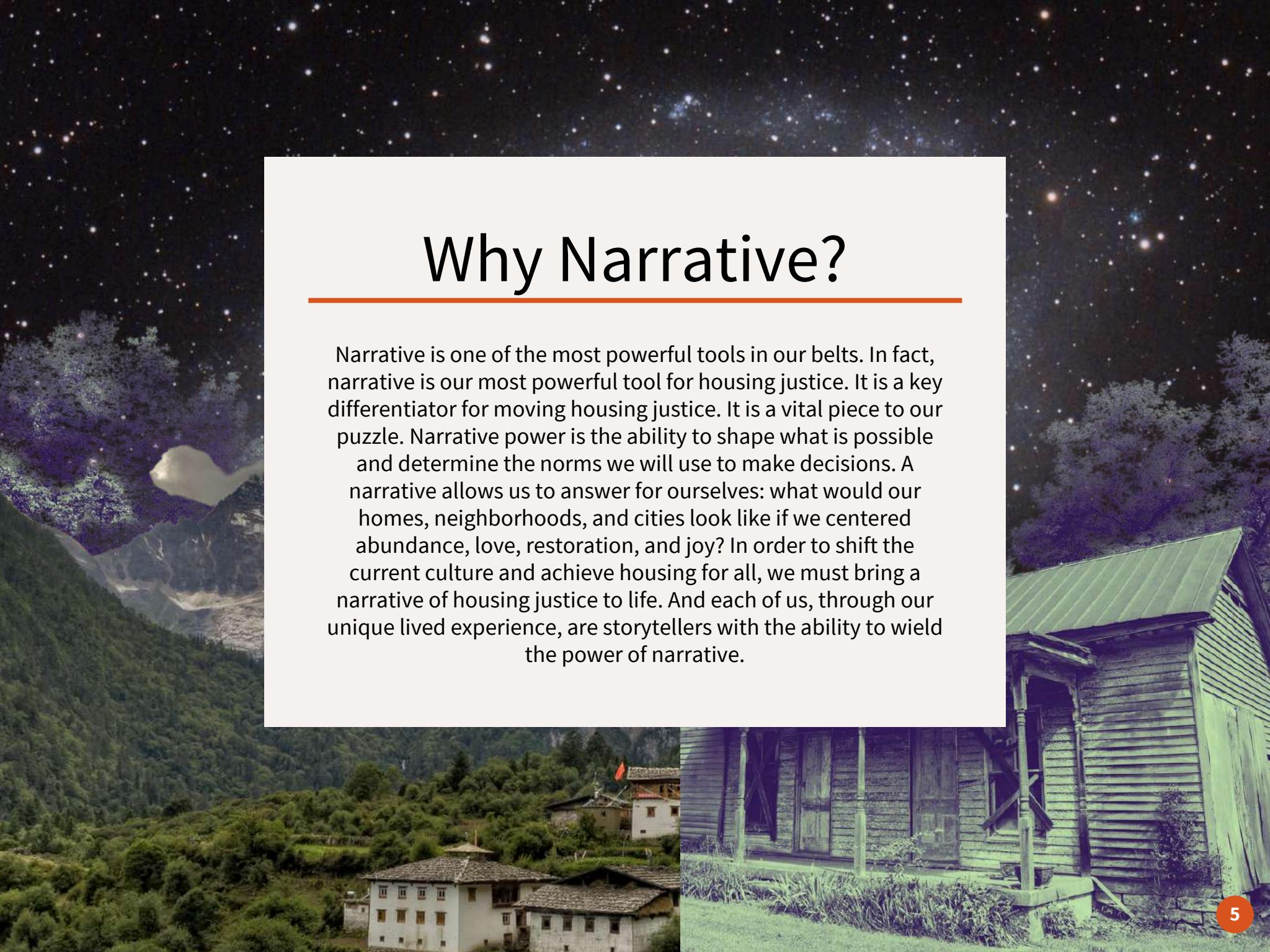
“Narratives are the big stories we tell ourselves about the world, rooted in our values, that influence how we process information and make decisions. We reference mental narratives constantly, often unconsciously, and they are so powerful that they often matter more than facts. And while they play on our values and beliefs, they don’t come from within us—the narratives we know depend entirely on what we’ve heard and what we’ve been exposed to. Every story you share reinforces certain narratives, whether you intend it or not. By repeating the right narratives, you can create a new tipping point in public consciousness and create the conditions for you to advance your agenda and broaden your base.”

([Equity Narrative Playbook for PolicyMakers](#), PolicyLink, accessed November 21, 2022).



Why Narrative?

Narrative is one of the most powerful tools in our belts. In fact, narrative is our most powerful tool for housing justice. It is a key differentiator for moving housing justice. It is a vital piece to our puzzle. Narrative power is the ability to shape what is possible and determine the norms we will use to make decisions. A narrative allows us to answer for ourselves: what would our homes, neighborhoods, and cities look like if we centered abundance, love, restoration, and joy? In order to shift the current culture and achieve housing for all, we must bring a narrative of housing justice to life. And each of us, through our unique lived experience, are storytellers with the ability to wield the power of narrative.





Why a Toolkit?

This toolkit offers a scaffolding for us to stay centered in the future we are reimagining. It supports our ability to speak to a base of individuals most aligned with housing justice—the anti-racist and persuadable base—in ways which are authentic and that they can hear. This toolkit grounds the core truth of housing justice. It guards against the distraction of the opposition by offering opportunities for us to avoid the pitfalls of repeating the same stories we have been told, or that we continue to tell, that have not moved us towards housing for all. The toolkit believes we already know the policy solutions and need a different way to intensify the narratives that support these policies. The toolkit provides a scaffolding for repeating a housing justice narrative that can create a new tipping point in public consciousness and create the conditions necessary to advance housing justice and broaden our base.

As part of the toolkit, we offer a story platform for a housing justice narrative. “A story platform is not a line of ad copy, not a tagline, and not a slogan. It is different from a one-size-fits-all ‘message.’ It is a narrative plotline that can form the basis for many effective stories, joining up all the stories told by the movement and ensuring they all are deeply emotionally resonant for the audience. The story platform functions as a set of creative guidelines to aid creators in telling myriad stories that all ladder back to the same underlying emotional core and land with cumulative impact.” It doesn’t compete with other messaging guides and instead offers a plotline for joining all of our stories. ([“Story Platform,” Story at Scale](#), accessed November 21, 2022).

Resourcing the Movement

Within this toolkit, we specifically lay out how to:

- Harness the power of narrative to understand, interrogate, and shift political will.
- Intensify our messages towards an anti-racist and advocate base and engage a base of persuadables.
- Provide opportunities for those closest to housing solutions—Black, Brown, and Indigenous people—to lead and design our housing future.
- Align with equity movements by constructing and repeating a new narrative grounded in equity, which says that there is enough for everyone, opportunity is limitless, and access to opportunity should be too.

In 2022, grassroots advocates and organizers from across the country came together to define the values, voice, and tone of a housing justice story platform. Working across geographies, they defined what a just housing future would feel and sound like. And it was abundance, love to neighbor, restoration, safety, care, and joy that became the storytelling themes that would be used to shift the culture and achieve housing for all.

To The Village

Co-creating our housing justice future takes a village. Below are the names of the advocates and organizers that gave of their time and expertise to co-create the story platform. We honor you.

CATHY ALBISA

JULIA ALLEN

SHELDON BALLOM

ROBERTO BEDOYA

TINA BINGHAM

HALIMA CASSELLS

DENNIS CHIN

MARISSA COHEN

MEG DALY

LUCAS DIAZ

FRANCISCO DUENAS

VANICE DUNN

ASALI D. ECCLESIASTES

CARLOS DAVID GARCIA

KAYLA GILCHRIST

REYNA GILLETE

JEXSI GREY

ALEX HANSON

KAREN HARVEY

KATY HEINS

CESAR HERNANDEZ

TRAM HOANG

LAURA HUGHES

DEBRA HUNTLEY

YOCELYN IBOA

TYSON JACKSON

SHURON JONES

MARGARET KAPLAN

ANNA LEE

APRYL LEWIS

ALEX LUNA

JANE MANTEY

REBEKAH MARKILLIE

KEA MATHIS

ANNISSA G. MCCASKILL

JANLYNN MILLER

NADIA MOHAMED

FADUMO MOHAMED

UNAI MONTES-IRUESTE

JESSICA MARIA MORENO

ANDREANECIA MORRIS

OSARUGUE OSAEDOH

MICHELLE PAPPAS

LAUREN PARKER

SUNNI PATTERSON

RASHEEDAH PHILLIPS

JAZMIN POSAS

MICHAEL PREMO

JENNIFER RAFANAN KENNEDY

JASMINE RANGEL

MICHAEL ROBIN

CHRISTINA ROSALES

LIZ RYAN MURRAY

YEKATERINA SELEZNEVA

TREVOR SMITH

JUANITA SPOTTED ELK

ELSIE SWANN

CAROLYN SZCZEPANSKI

ALISON VU

MERCEDES WHITE CALF

DORA "DUAA-RAHEMAAH"

WILLIAMS

JERMAINE WILLIAMS

NICK WORRELL



Gratitude

This toolkit was led by a core team of PolicyLink members including Vanice Dunn, Laura Hughes, and Rasheedah Phillips, in coordination with the inspiring and talented housing advocates and partners listed below who committed their expertise towards this toolkit. We appreciate the many individuals and advisors who provided thoughtful leadership and guidance on this work—among them, the PolicyLink housing team, Tram Hoang and Jasmine Rangel. We would also like to thank the PolicyLink Narrative National Advisory Board members Anthony Barrows, Jhumpa Bhattacharya, Maya Bourdeau, Liz Hynes (Reframe), Julie Fisher-Rowe, Terry Marshall, Marian Urquilla and Calvin Williams; PolicyLink communications team members Jacob Goolkasian and Jennifer Pinto; and our allies and colleagues Liz Manne and Jeff Chang, and our partners at Backbone Digital Leaders, especially Jess Moore Mathews, Ana Murillo, DevonSimonne Carlton, Shane Hicks, and Victoria Juste. We are in deep gratitude and stand on the shoulders of the giants from the team, research advisory council, partners, co-creators, and funders who created the [Story at Scale: Art & Science of Gender Justice project](#).

Additionally, this toolkit is birthed from the Housing Justice Narrative Project: a three-year collaboration between PolicyLink, Community Change, and Race Forward and supported by the Funders for Housing and Opportunity. You can find additional background and resources on the Housing Justice Narrative Project [here](#). We are in deep gratitude to our partners at Community Change, especially Michael Anderson and Katy Heins; and Race Forward, especially Dennis Chin, Cathy Albisa, Jane Mantey, and Ryan Curren, who held the power of base building and cultural engagement for this collaboration simultaneously with a deep commitment to narrative as power. A special thank you to Sheldon Ballom for stewarding our journey. And finally, we are in deep gratitude and solidarity with the organizers and advocates who designed the housing justice story platform. We see you. Thank you for welcoming us home.



Love Letters To Our Community

Our voices, identities, and experiences become infinitely more powerful when we stand together. Above all, community thrives in solidarity, love, safety, joy, abundance, restoration, and care. Neighboring is the act of community seeded in love and is the collective power to protect our homes.

For generations, we have taken care of each other. Love is the underlying force for our housing justice futures because our homes are the heart of our communities.

Let these love letters affirm you as we build our housing futures together,

Let this toolkit be our love letter to you.

Housing justice baes,

When I look at you, all doubt melts away. It becomes abundantly clear that we will create a future worthy of the goodness and brilliance of our people. When we are together in the futures you dreamed up on day 1, it will be so glorious. Each and every one of your lights shines so brightly you can light up even the darkest days. You make the future bright.

Because of you, I know: we are all we need.

I love the way you drop knowledge while singing, the way you break down a concept while breaking down a dance move, and the way you radiate sheer brilliance, beauty, and bliss. You speak truth to power without taking yourself too seriously. You are the magician, the explorer, the creator, the everyperson, the rebel, the caregiver, the sage, the lover, and the jester—all at the same damn time.

Because of you, I know: we are all we need.

You finish each other's sentences and guess the next song before the beat drops—you are our people. You are love, abundance, safety, community, and rest. You make long days feel short and transform Zoom fatigue into Zoom joy. Of all the places you could be, you chose to be here with us, and for that, I will forever be grateful.

Because of you, I know: we are all we need.

Love,

Your not-so-secret admirer, Vanice





“Every blade of grass has its angle that bends over it and whispers, ‘grow, grow.’”

-The Talmud

"She tells me that I should know the storyteller, that I and she are one, that they are my sisters, family. She says that a part of me is making the story, making the words, making the new fire, that it is my heart burning in the center of the flames."

-bell hooks in Bone Black

“The world gives you so much pain and here you are making gold out of it.”

-Rupi Kaur

“To have sharp shoulders. To use your voice and not implode. To have our stories on the tip of your tongue.”

-Michael McAfee

My affirmation to the housing justice story tellers in this room.

You have sharp shoulders. You use your voice and it blossoms. Stories roll from the tip of your tongue. You are changing our world. You are making new worlds—literally weaving the future into being. Beyond your gaze, beyond what we can grasp. You are so brilliantly clear—you hold the moments, the mental calculus, our ancestors, our children, our community. You are everything this movement needs. You are perfect. You are brash, unrelenting, you won't settle or stop. There you go making gold and here I am whispering “keep going.”

-Laura Hughes

MY DEAR,

THESE SHOULDERS you are STANDING ON ONCE TRIED to HOIST the ENTIRE WORLD. I WAS an ORGANIZER because I DIDN'T want OTHERS to EXPERIENCE the SHAME and DEHUMANIZATION, but also because this WORK is HEALING for ME.

MY DEAR, you WERE LOVED the MINUTE you TOOK your FIRST BREATH on THIS PLANET. WE LOVED you SO MUCH that WE RISKED our OWN SAFETY and SECURITY... YOU and OUR PLANET WERE WORTH the FIGHT.

WE CREATED a FUTURE WORTHY of the GOODNESS and BRILLIANCE of OUR PEOPLE.

LIVE it UP in this WORLD in WHICH you are FREE to MOVE and GROOVE at the PACE you WISH. WHERE a NEIGHBOR is a NEIGHBOR and NOT a RENTER or OWNER, where a HOME means a HOME for as LONG as you WANT, WHERE there is NO LORD of the LAND but ONLY COLLECTIVE CARE and RESTORATION of it, WHERE SONGS and PLANTS of all KINDS GROW on EVERY BLOCK. STAY in FREEDOM.

MY DEAR, WHOEVER you are, BECAUSE of you, I know: WE ARE ALL WE NEED.

THE STORY PLATFORM



TO NEIGHBOR,
COLLECTIVE
POWER,
& SOLIDARITY

SAFETY,
PRIVACY,
& FREEDOM

CARE,
CARETAKING,
&
STEWARDSHIP

JOY

LOVE &
LOVE AS A
VERB

RESTORATION

ABUNDANCE,
ENOUGHNESS,
& WINNING

WHEN
NEIGHBORING
IS AN
ACTION,

SPACE &
PLACES
BECOME
HOME

OUR CORE TRUTH & VALUES

OUR CORE TRUTH

WHEN NEIGHBORING IS AN ACTION, SPACES AND PLACES BECOME HOME

When we steward our land and community with joy, restoration is inevitable.

Our relationships are with people, not structures, therefore, they endure.

To neighbor is to manifest the collective power to honor our past and create our futures.

Neighboring is an expression of love. We are safe. Centered in abundance, we have everything we need to realize just housing in our lifetime.

VALUES

The values of our housing justice story platform are the storytelling themes we will use to shift the culture and achieve housing for all. We will use them to bring our narrative to life, to shift culture and achieve housing for all.

OUR HOUSING JUSTICE STORYTELLING THEMES

- 1** Abundance, Enoughness, and Winning
- 2** Love and Love as a Verb
- 3** To Neighbor, Collective Power, and Solidarity
- 4** Restoration
- 5** Safety, Privacy, and Freedom
- 6** Care, Caretaking, and Stewardship
- 7** Joy

STORYTELLING THEMES

1 Abundance, Enoughness, and Winning

We can tell stories of housing justice winning in our lifetime. We can tell stories of enoughness, showing that together we have everything we need. We can tell stories of how we operate from a place of abundance. We can tell stories of progressive wins that create a domino effect and spur movement towards housing justice.

Grassroots Organizing Defeats Corporate Landlord Lobby to Win Rent Stabilization

by Hens Admin
IBSC
on November 02,
2021



Housing | Organize!

Minneapolis, St. Paul Voters Say 'Yes' to Rent Stabilization

Despite an all-out effort by the housing industry to stop them, two rent stabilization initiatives were given the green light following this month's vote.

By Edward G. Goetz · November 15, 2021

As Critics United, Stalled Battle Against Frisking Tactic Took Off

Give this article

Headlines we live to see

What to avoid

“What I learned from living in a community land trust”

“We made history: how we won rent stabilization”

“How our city ensured everyone had a home”

“Every renter earning less than \$30,000 has a right to legal counsel for low-income renters and spurs the movement to right to counsel regardless of income”

- Stories that reinforce bootstrapping, promote exceptionalism, and hinge on individual success as the solution to systemic problems.
- Stories of policies that require means-testing.
- Uplifting partial wins at the top of the mountain that don't connect to long term goals.

How it comes to life

STORYTELLING THEMES

2 Love and Love as a Verb

We can tell stories that show love is beyond the individual. We can tell stories that present love as having inputs and outputs. We can tell stories of a love that evolves, changes, and grows, that are beyond stagnation and end state. We can tell stories of love as the action we take to leave the world better. We can tell stories of love that are accountable and reciprocal, demonstrating the many forms of love.

How it comes to life

Resistance, desire, hope: How 3 Black queer photographers look at love

By Anne Braegin
February 26, 2022 at 2:29 p.m. EST



BY KIRSTEN WEST SAVALI · UPDATED OCTOBER 31, 2020

Jackson, MS, is once again modeling radical Black love for the nation with a pioneering basic income program that will give fifteen Black mothers living in subsidized housing \$1000 every month for the next year.

A salute to women who embrace the role of community ‘mother’

Perspective by Ellen Ann Fentress
Writer, filmmaker
May 6, 2022 at 1:44 p.m. EDT

Headlines we live to see

“Black men suit up to greet new students on first day of school”

“Community rallies to ensure elders are prioritized in environmental justice”

What to avoid

- Stories that don’t connect to the experience of creating a home.
- Stories that lead with policy instead of the experience of people.
- Stories that perpetuate saviorism and paternalism.

STORYTELLING THEMES

3 To Neighbor, Collective Power and Solidarity

We can tell stories of trust. We can tell stories of how we can count on each other, and how we can rely on each other. We can tell stories of faith in each other. We can tell stories of our culture and relationships.

How it comes to life

JUSTICE & LAW, NATIONAL, POLITICS

Change Happens When We Work Together: A Lesson From History

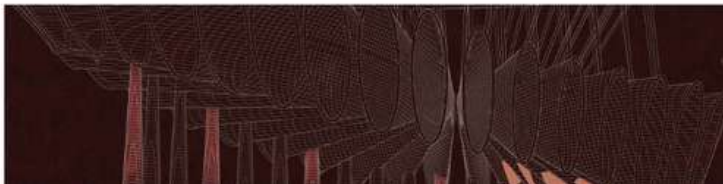
8/4/2022 by HALEY WATSON

Over 100 years ago, my great-great-great grandfather Fredrick Douglass advocated for Black freedom and women's rights. My generation is still fighting for the same causes.

04-09-21

These artists formed a collective to reimagine Black architecture

"At a certain point we have to start articulating our own future. And if the rest of the profession wants to come along, that's on them."



Headlines we live to see

"Collective formed to learn and leverage network to redistribute wealth"

"Bucking national trends, economically diverse community shares commitment to neighborhood school"

"Neighbors fight to keep Airbnbs out of community to prioritize long-term housing stability"

What to avoid

- Stories that name an action, activity, or person as the "first."
- Stories that perpetuate white supremacist and patriarchal culture that gives attribution and praise where it is unwarranted.
- Stories that uplift harmful examples of "community control."

STORYTELLING THEMES

4 Restoration

We can tell stories of how we are healing the harms of the past and changing the trajectory for the future — restoring ourselves, our communities, and our planet — in ways that honor the paths taken before us. We can tell stories that are intergenerational and birthed from those who came before us, stories that fulfill our human needs and call for the redistribution of resources. We can tell stories that uphold the values that make us who we are.

How it comes to life

The screenshot shows two news articles. The top article is titled "Equalizing Entrepreneurial Power: How Guaranteed Income Can Spur Black Innovation" and is labeled as an "OPINION" piece. Below the title is a sub-headline: "At its core, a guaranteed income is about more than giving people money; it's about resetting the terms of economic and political power." The bottom article is titled "Inflation Has Hit Tenants Hard. What About Their Landlords?" and has a sub-headline: "Publicly traded corporate landlords are reporting some of their highest margins ever, while smaller operators say rent increases are eaten up by costs." At the bottom of the screenshot are social sharing icons for "Give this article", a share icon, a bookmark icon, and a comment icon with the number "412".

OPINION

Equalizing Entrepreneurial Power: How Guaranteed Income Can Spur Black Innovation

At its core, a guaranteed income is about more than giving people money; it's about resetting the terms of economic and political power.

Inflation Has Hit Tenants Hard. What About Their Landlords?

Publicly traded corporate landlords are reporting some of their highest margins ever, while smaller operators say rent increases are eaten up by costs.

Give this article | Share | Bookmark | 412

Headlines we live to see

What to avoid

“Restoring Victorian houses in Boston for artists and teachers with incomes lower than \$30,000/year”

“We made history: residents choose rent stabilization after generations of disinvestment”

“Evanston’s Reparations Program Blazes a Trail for Others to Follow in Restoring Relationships and Repairing Historic Harms”

- Stories that only give a history lesson.
- Stories that reinforce production as necessary for solving the housing shortage and homelessness.
- Stories that pivot economic burdens on landlords.
- Stories that elevate solutions as “transforming” historically Black neighborhoods.
- Stories that glorify diversifying the neighborhood with mixed-income housing developments and framing it as “undoing segregation.”

STORYTELLING THEMES

5 Safety, Privacy, and Freedom

We can tell stories of the “rug not being pulled out from under us.” We can tell the stories of places where we can rest safely and freely. We can tell stories that give life to privacy as both an individual and communal necessity. We can tell stories of what it feels like to experience freedom. We can tell stories of access. We can tell stories of solidarity.

Black Americans are leaving their homes to start their own all-Black communities

About 19 Black families have pooled their money to buy nearly 97 acres of land.

By [Ashley Schwartz-Lavares](#) and [Steve Osunsami](#)
September 30, 2020, 4:00 PM



ARTIFICIAL INTELLIGENCE

Predictive policing algorithms are racist. They need to be dismantled.

Lack of transparency and biased training data mean these tools are not fit for purpose. If we can't fix them, we should ditch them.

By Will Douglas Heaven

July 17, 2020

Headlines we live to see

“Neighborhood turns on lights for kids to walk home from school”

“The city works with teens to redesign safe routes to school”

“After being named 2nd worst city in the US, community responds with art campaign highlighting community assets”

- Stories that rely on demolition or destruction.
- Stories that center safety within a carceral system.
- Stories that describe privacy as a privilege.
- Stories of “freedom” that support individualism/autonomy in a way that do not move us towards collective liberation.

What to avoid

How it comes to life

STORYTELLING THEMES

6 Care, Caretaking, and Stewardship

We can tell stories of how we keep our values. We can tell stories of being good stewards. We can tell stories of caring for our neighbors, elders, ancestors, and children. We can tell stories of caring for people and land.

How it comes to life

FROM KENWOOD TO WOODLAWN, NEIGHBORHOOD GARDENS CULTIVATE COMMUNITY

Zoe Pharo, staff writer Oct 12, 2022 Updated Oct 13, 2022



Headlines we live to see

“Multigenerational beautification projects paint the soul of the City”

“Village Offers Hope. How one neighborhood managed to keep its diversity and affordability while the city around it transformed”

What to avoid

- Stories that miss the opportunity to ladder to the collective and those that celebrate systems of “care” that disproportionately leave behind or harm people of color.
- Stories that frame stewardship as ownership. Be wary of co-opting cultural frames that are not yours.

STORYTELLING THEMES

7 Joy

We can tell stories of feeling joy in our souls. We can tell stories of a deep joy that is beyond, and in spite of, struggle. We can tell stories of joy that are deeply generous. We can tell stories of a joy that creates possibilities and catalyzes dreams. We can tell stories of joy that create spaces to dream.

How it comes to life

CORONAVIRUS

Oakland's Ultimate Family Reunion: Fifth Annual Black Joy Parade Offers Something for Everyone

Published February 25, 2022 • Updated on February 25, 2022 at 6:58 pm



10 exceptional people who are using Black joy as a form of resistance

Black joy is about "manifesting the joy that you need, deserve, or desire," says Kleaver Cruz of The Black Joy Project.

NEWS

Activists Brought Go-Go Music And Black Joy To D.C. Streets Amid Election Day Chaos

"There is no movement without music," said organizer LaDon Love.



by Maya J. • November 02, 2020 at 10:02 am

Headlines we live to see

"Radical Imagination explores the politics of pleasure and its role in housing justice"


"Responding with Joy: Countering Backyard Becky"

What to avoid

- Stories that distance Black and Indigenous people—past and present—from joy.

STORYTELLING THROUGH LINES & NON-NEGOTIABLES

THROUGH LINES & NON-NEGOTIABLES

- We will use asset-based language and describe people by their aspirations and contributions. 
- We will center Black, Brown, and Indigenous individuals as closest to the solutions and as the most persuasive storytellers.
- We will honor lived experience as central to compelling visions for housing justice.
- We will illuminate a path forward to housing for all by ensuring the value and benefit of storytelling have grown from relationships rooted in shared values.
- We will tell stories of the collective.

HOOKS FOR HOUSING JUSTICE STORYTELLING

- The majority of Americans agree that the current state of housing is broken and that something has to change.
- Build the absurdity of the current housing system into the openings of your stories to grab and hold attention. Use this absurdity as a rallying cry to build alignment and momentum to bold solutions.
- Take time to examine your local and national landscapes as opportunities to build your stories around. Is there a city council member that you would like to call into a conversation around policies they have proposed?
- Likewise, what national inflection points can serve as moments of opportunity to align with your storytelling? For example, April is Fair Housing Month. Is there an opportunity to bring the storytelling theme of 'joy in housing' to life for the anti-racist/advocate base as well as the persuadables?



AUDIENCE & TONE

UNDERSTANDING THE AUDIENCE

THE STORY PLATFORM FOR HOUSING JUSTICE HAS TWO AUDIENCES



1 ANTI-RACIST AND ADVOCATE BASE

2 PERSUADABLES

Audience segmentation is a strategic tool that provides insight into who is with us and whom we can reach and persuade



Story
at Scale

1 ANTI-RACIST AND ADVOCATE BASE

Composition of the base

- Individuals with the same beliefs as grassroots organizers and housing justice advocates
- Tenant organizers
- Members of your organizations
- Your closest friends and family



AUDIENCE

1 ANTI-RACIST AND ADVOCATE BASE

The top core values of the base recognizes decades of racist policies' impact and the government's role and responsibility to intervene. The value statements that most closely align with the base express what decades of racist housing policies mean and that many working people of color struggle to afford a roof over their heads today.

Themes that resonate

Abundance, Enoughness, and Winning

- Stories should shift from reinforcing and repeating the opposition. Utilize stories of abundance, winning, and enoughness as a means to point to solutions that work.

Love and Love as a Verb

- Stories should highlight housing as a core example of love and connect with the concept of "loving thy neighbor as thyself." Using love as a verb allows us to shift from individualism to collectivism.

Restoration

- Continue to show housing as the first solution to remedying past historic harms.

Tone

Inspired, Present, and Visionary

- Use an inspired tone to counter pessimism and fatalism while moving the audience toward solutions.

Guiding Principals

- The government should ensure everyone has a place to live, and develop calls to action for elected leaders that reflect a visionary future for housing.
- People of color face greater barriers to economic success than white people. There are many examples of the results racial equity tools for our visionary housing future.
- You should lead by describing the sound, feel, and smell of housing future.
- Develop experiences and tools that are grounded in the present and inspire the future.
- Focus on vision, avoid over-focus on problems, and paint a picture of what's possible.

AUDIENCE

2 PERSUADABLES

Composition of the persuadables

- The 67 percent of Americans who believe housing is one of the most pressing issues our nation is facing
- Individuals that think the system fails more people than it is serving
- Individuals who have experienced the system failing them
- Individuals who are not connected to the housing justice movement or any progressive movement
- Small business owners, the working class, and the middle class

Themes that resonate

Abundance, Enoughness, and Winning. To Neighbor, Collective Power, and Solidarity

- Couch language of repair and connect to historical examples. Emphasize housing as a concrete tool for achieving equity.

Safety, Privacy, and Freedom

- Present housing as one of the foremost ingredients for freedom. Emphasize privacy as both an individual and collective need in our society.

Care, Caretaking, and Stewardship

- Provide an opportunity to engage in collective action that meets the need to belong. Utilize stories of caretaking to emphasize stabilizing housing and housing the unhoused as ways to care for the world.

AUDIENCE

2 PERSUADABLES (CONTINUED)

The top core values that resonate with the base prioritize children. Value statements that describe children deserving a roof over their heads, and shelter as a basic human need and those that make links between jobs and housing work well with persuadable audiences. Persuadables believe everyone deserves the right to a safe, secure, affordable place to call home.

Guiding Principals

- Be clear about what you want to say, what you want people to do, and how their actions expand equity.
- Center stories about passing policies rather than stories about electing new leaders to positions of expertise beyond individual contributions for structural transformation.
- Avoid decision fatigue by narrowing the number of solutions and actions you want persuadables to take.
- Recognize that persuadables are able to speak in nuanced ways when speaking of diversity by creating on-ramps to connect the interpersonal to the collective.

Tone

Unwavering, Accessible, Illuminating & Unambiguous

- Use language of repair to bring persuadables into the fold. Don't cede from our values or policies, but leave spaces for them to feel included. Call them into policy and actions.

- Connect to past history and acknowledge that we are responsible for the world in which we find ourselves today.
- Create an expansive, evolving space for individual and collective transformation.
- Build bridges that illuminate lasting bonds between different perspectives.



ARCHETYPE

INTENTIONS & DEFINITIONS

WHAT MOTIVATES THE HOUSING JUSTICE STORY PLATFORM?

The housing justice story platform is motivated by a desire to protect and care for our community.

We embrace the truth and want to shine light on bold solutions. We aspire to make individuals feel cared for. We guard our children and neighborhoods. We radiate optimism. We tell stories in the ways we want to be seen and understood, beyond labels and stereotypes. We inspire the confidence and safety necessary for our base and persuadables to stretch and lean into what is possible and within our grasp. We inspire confidence for our community to try something new.

WHAT IS AN ARCHETYPE?

Also known as character, it is a strategic communications decision for the story platform. It is a shared vibe, or tone, that provides consistency, cohesion, and connection to guide our communications and connect our persuadables and base of anti-racist supporters through rich storytelling.

OUR ARCHETYPE FOR HOUSING JUSTICE FUTURES

The logo for 'the caregiver' is displayed in a collage style. The word 'the' is in a smaller font above 'caregiver'. Each letter is cut out from a different piece of paper with various colors and textures, including shades of pink, green, yellow, blue, and orange.

The caregiver archetype conveys a housing future that our base and target audience can have a relationship with and care about. With the caregiver archetype, the housing justice movement can become unique, consistent, and memorable.

EXPRESSIONS

HOW DOES OUR HOUSING JUSTICE STORY PLATFORM EXPRESS OUR CAREGIVER ARCHETYPE?

Tone

Warm, Reassuring, Caring, and Welcoming

- We see on-ramps for those who are different from us and have different belief systems. We recognize that we are inextricably linked and that we are never alone. We are optimistic believers. We handhold and guide those who cannot see the future toward solutions that are viable and achievable.

WORDS THAT FIT THE CAREGIVER ARCHETYPE

Care, protect, guidance, helping others, defenders of others, love your neighbor as yourself, multitasking, excellence, guardians, optimist, and thoughtful.



Guiding Expressions

- Find ways to be of service and ways to deliver guidance in the ways people can receive it.
- Wear our values on our sleeves, envisioning reimagined histories and identities of Black people as transformation grounded in equity and freedom.
- Believe housing is the pathway to equity and justice.
- Are optimistic, upbeat, and use friendly language.
- Celebrate incremental wins and connect these wins towards our housing future.
- Practice radical self love as a means for the world to mend.
- Always affirm our inner strength.
- Are in it to win it—we are present for the good, bad, and the ugly, not running from hard times
- Gently guide our base and persuadables towards pathways that achieve housing justice with love
- Instill hope and shed light.



DIGITAL STRATEGY 101

SOCIAL MEDIA

WHY SHOULD WE USE IT?

When we use social media strategically, we amplify the reach of our messages to key community stakeholders that can help bring our housing justice visions to life.

Using images and videos on social media can tell stories that ignite change, build community, and re-imagine realities. When we understand the social media landscape as a place much like places in real life, we can begin to take action against harmful narratives that perpetuate systems of oppression.

One of the most important ways to track your digital strategy with social media is through engagement

WHAT IS ENGAGEMENT ?

Engagement is the measure of reaction and responses the content on your channels receives. The greatest measure of social media success is an engaged audience, not just a big one.

Engagement is measured by:

- Shares or retweets
- Comments
- Likes
- Followers/ Audience growth
- Click-throughs
- Saves
- Mentions
- Branded hashtag usage

ENGAGEMENT



WHY IS ENGAGEMENT IMPORTANT?

1 It provides insights to show how your content resonates with your audience.

When someone interacts with your posts, it shows they are interested in what you have to say. This, in turn, provides you with more opportunities to build a loyal following and have more meaningful conversations.

2 It allows you to convert your audience into organizational validators.

Building trust with your audience can turn them into potential advocates for your organization. People will start looking for your organization when they want to interact with content relevant to yours. When you get enough likes, shares, and comments, newcomers will view your organization as trustworthy and will explore it more.

3 It builds an engaged online community for your organization.

Like any other relationship, social media engagement is a two-way street where your followers engage with you and you engage with them. Engagement builds relationships. Active engagement with your audience moves them from followers to community members.

ENGAGEMENT BEST PRACTICES

Focus on storytelling

Building a story around your organization determines who resonates with your content and feels connected. This aids in follower growth.

Stay on top of trending topics and hashtags

This doesn't mean every trend is relevant for your organization. However, your audience is more likely to engage with content that's aligned with current trends and conversations.

Ask questions

Questions serve as a great way to collect feedback about your organization or public policy.

Educate your audience with resources and advice

Add a call to action to your posts to encourage your audience to comment, like, and share.

Use emojis

Those who use emojis in their social media posts tend to see an increase in likes, comments, and shares.

Respond to comments

To increase engagement, you need to be social too. Not all engagement will be positive, so you can show appreciation for the positive messages and suggest a resolution for negative ones.

WHAT TO POST FOR EACH PLATFORM



FACEBOOK

As a community-focused platform, Facebook can allow you to increase awareness of your organization and build community around your organizing efforts.

POST...

Tips, how-to's, lists, etc.

Users love educational and informative posts that help them learn new things or find solutions to community problems.

Videos

Educational videos, how-tos, behind the scenes of your organization, your team, the fun side of your culture, interviews with experts, etc. are great ways to build an engaged audience.

Infographics

Infographics are the perfect way to illustrate your organizational priorities and storytelling. This content type often gets a lot of likes and shares because it's informative yet easy to consume.

Quizzes and polls

Surveys and polls invite us to act and build a sense of personal value. Plus, it can help you learn what your audience thinks about your organization and your policies.

TWITTER

As a mostly news-sharing platform, Twitter can allow you to focus on short updates while monitoring conversations about your organization or campaigns.

POST...

Questions



Asking questions of your audience is a great way to garner engagement from your followers. It can be something relevant to your organization, or something on current events to get the conversation started.

News



Whether it's a simple article about your organization or people within your industry, any important and/or interesting story should be shared with your Twitter audience.

GIFs & Memes



Since Twitter only allows 280 characters – GIFs and memes have become a prominent element of tweeting. Often, users incorporate GIFs into their tweets and replies, even jumping on viral memes.

Visual Content



Whether it's photography, a quick video or infographics, sharing visual content on Twitter can catch peoples' attention while they're scrolling.

Did you know...

18.2% of US adults ages 18-24 and 18.1% ages 35-44 use Facebook.



Additional Resources:

- [What is a Meme?](#)
 - [Free Meme Generator](#)
- [What is a GIF?](#)
 - [Free GIF Generator](#)

WHAT TO POST FOR EACH PLATFORM

INSTAGRAM

Instagram is the best platform to show the fun side of your organization. Sharing compelling or interesting visuals/images, you can use creative visual imagery to spread your message and center your advocacy efforts.

POST...

Influencer Partnerships



Building relationships with influencers who can share information about your organization is a great tool for engagement. This allows your organization to reach its target audience in a way that feels far more genuine.

Infographics



Thanks to free online design tools like Canva, we can choose the perfect free templates and create branded graphics with your organization's logo, colors, and fonts incorporated. Use that chosen template design to share the work the organization is leading.

Reels



It's a good idea to show the faces behind the organization. With Reels, you can show video snippets of your staff, mission, vision and any fun facts about the organization.

Carousels



Carousels allow you to share up to 10 photos or videos in one post. This is great for everyone, especially organizations looking to bring attention to their work.

LINKEDIN

LinkedIn is an excellent platform for building an engaged audience and a reputation as a thought leader in your industry. It's also an opportunity to share your organization's culture for potential partnerships and recruits.

POST...

Blog Posts

Long-form content performs best so sharing your blog posts on LinkedIn is a great way to build brand awareness, and spark engagement.

Plain text

Contrary to visually-heavy feeds like Instagram, LinkedIn is a great channel to share heavy text content, whether sharing tips or discussing something you recently learned.

Newsworthy Articles & Op-eds

Delivering a unique perspective on timely industry news or sharing a story about how your organization creatively solved a problem for a client will get you noticed.

Polls

Polls are a fantastic way to get a conversation started on your page! By offering up choices that will elicit passionate responses, your followers will be more likely to discuss the question in the comments.



Did you know...
About 27% of U.S. adults use LinkedIn

DIGITAL TIPS FOR HOUSING JUSTICE CONTENT

Your digital content should...



- Center on the lived experiences and stories of key stakeholders most affected by the work.
- Uplift solidarity between different players in the housing community.
- Challenge narratives that perpetuate normative understandings of the home.
- Use the story pillars to find and create content that uplifts housing justice narratives that move us forward.

Your videos should...

- Tell a story that aligns with the story pillars and core truth.
- Share first-person perspectives of folks affected by legislation, community initiatives, and neighborhood changes.

Your images should...

- Tell a story in alignment with our story pillars.
- Be consistent with your writing work.
- Inspire the vision that you see for a housing future
- Not contradict the story that you are trying to tell.
 - For example, if your language includes housing as a basic need, do not share images that use language like “human rights.”



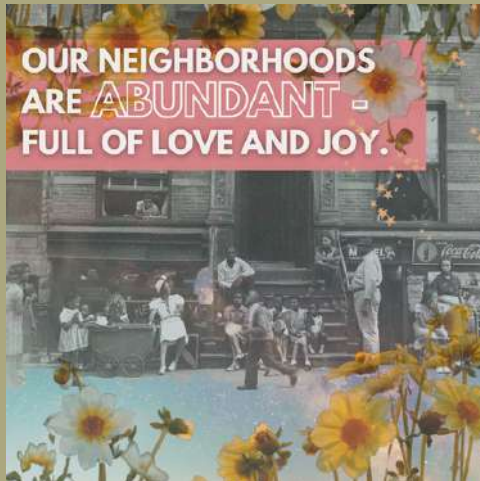
Your captions should...

- Align with the story you are telling through your images.
- Center the people most affected by your housing justice initiatives.
- Center enoughness, abundance, and community instead of language that centers destruction, pain, and suffering.



CONTENT FOR HOUSING JUSTICE

[CLICK HERE FOR A SAMPLE CONTENT CALENDAR](#)



[Click to Download Graphic for Abundance](#)

Facebook, Instagram, LinkedIn

We can build an America where all of us can live in abundant, winning communities with access to health care, clean water, and the freedom to live a high-quality life. We all deserve a safe and affordable place to live. Housing is essential, just like food, clean water, and education. Our community is abundant when everyone has good and safe housing options. #HousingJustice #HomesForAll

Twitter

We all deserve a decent place to live. Housing is essential, just like food, health care, and education. Our community is abundant when everyone has good and safe housing options, and the freedom to live their best lives. #HousingJustice #AffordableHousing #HomesForAll



[Click to Download Graphic for Caretaking & Stewardship](#)

Facebook, Instagram, LinkedIn

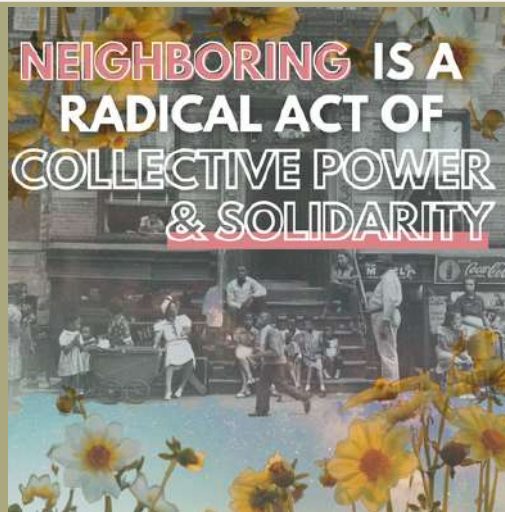
Having a safe, stable place to come home to is the foundation for our well being and mental health. We can make a difference by coming together as a community to take care of our homes and each other. All of us, regardless of how much money we have or what zip code we live in, deserve access to safe housing. We need to join together to rewrite the rules and create a future that works for all of us. #HousingJustice #FairHousing #HomesForAll

Twitter

By coming together as a community, we can rewrite the rules to create a future that works for all of us. We must take care of our homes and each other. Regardless of how much money we have or what zip code we live in, we deserve safe housing. #HousingJustice

CONTENT FOR HOUSING JUSTICE

[CLICK HERE FOR A SAMPLE CONTENT CALENDAR](#)



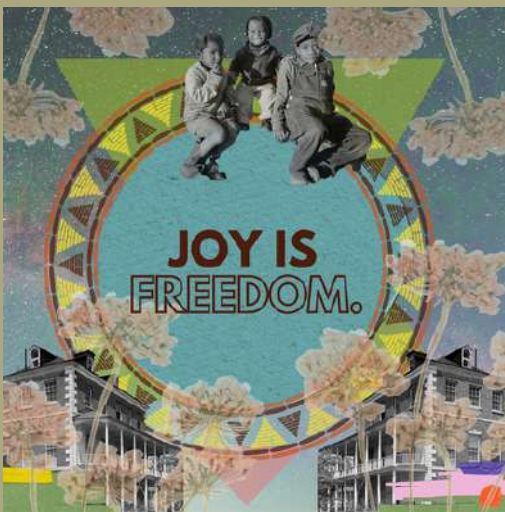
[Click to Download Graphic for To Neighbor, Collective Power, & Solidarity](#)

Facebook, Instagram, LinkedIn

We all want safe and healthy neighborhoods, for ourselves and our children. Together, we must build housing policies that strengthen our neighborhoods so that we can take care of each other. Let's make sure all of us, especially those who have been locked out for generations, have a decent place to come home to. That's the future our community deserves. #HousingJustice #HomesForAll

Twitter

Together, we can build housing policies that strengthen our neighborhoods so that we can take care of each other. We can make sure all of us, especially those who have been locked out for generations, have a decent place to come home. That's the future we deserve. #HousingJustice #HomesForAll



[Click to Download Graphic for Joy](#)

Facebook, Instagram, LinkedIn

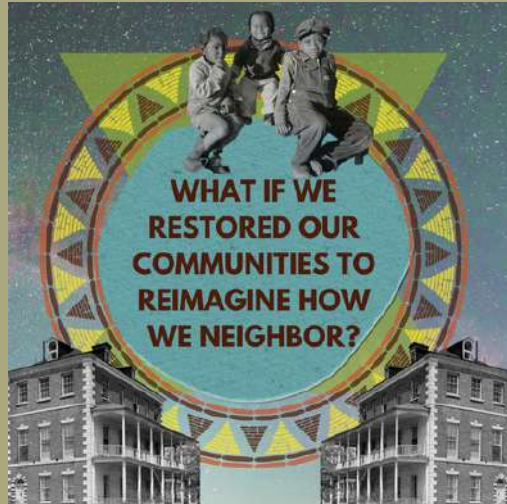
When we are in active pursuit of joy, we make space for collective power and solidarity in our housing justice efforts. Joy is being able to provide a safe space for our families, no matter what we look like or where we come from. Promoting joy, justice, and equity starts at home. Protecting our homes and building the future our children deserve means rooting our housing justice efforts in joy. #HousingJustice #HomesForAll

Twitter

Joy is being able to provide a safe space for our families, no matter what we look like or where we come from. Protecting our homes and building the future our children deserve means rooting our #housingjustice efforts in joy. #HomesForAll

CONTENT FOR HOUSING JUSTICE

[CLICK HERE FOR A SAMPLE CONTENT CALENDAR](#)



[Click to Download Graphic for Restoration](#)

Facebook, Instagram, LinkedIn

We all need a place to call home and rest after a hard day of work. Together, we can build abundant communities that honor and value our rest, humanity, and reflect our ability to build joyful communities rooted in restorative practices. By restoring ourselves and our communities, we center collective power and solidarity in our housing justice efforts. #HousingJustice #FairHousing #Community #HomesForAll

Twitter

We all need a place to call home and rest after a hard day of work. By intentionally restoring ourselves and our communities, we center collective power and solidarity in our #HousingJustice efforts. #HomesForAll

WE KEEP US SAFE.
WE KEEP OUR NEIGHBORS SAFE.



[Click to Download Graphic for Safety, Privacy, and Freedom](#)

Facebook, Instagram, LinkedIn

We all want the opportunity to thrive, plan for the future, and position our children and families for success in their own lives. Home is the first step to get us there. Safety looks like love when we remove our reliance on systems that punish and criminalize those who need the most help. Freedom is reimagining our autonomy: what do communities look like when we respect boundaries, honor our community members, and build homes that protect our neighborhoods? #HousingJustice #HomesForAll

Twitter

Safety looks like love when we remove our reliance on systems that punish and criminalize those who need the most help. Freedom is reimagining what our communities look like when we honor our homes and our neighbors. #HousingJustice #HomesForAll

CONTENT FOR HOUSING JUSTICE

[CLICK HERE FOR A SAMPLE CONTENT CALENDAR](#)



[Click to Download Graphic for Love](#)

Facebook, Instagram, LinkedIn

Love has always been at the center of our communities. Love is at the center of housing justice and key to stable, safe and abundant homes. Loving ourselves and our neighbors allows us to free ourselves and our communities. Access to housing can determine who thrives and flourishes, and who struggles to survive. With love shaping the direction of our housing justice efforts, we can ensure our neighborhoods work for all of us. #HousingJustice #FairHousing #Community

Twitter

Love allows us to build stable, safe, and abundant communities. With love shaping the direction of our #HousingJustice efforts, we can ensure our neighborhoods work for all of us. #HomesForAll

CONTENT FOR HOUSING JUSTICE

[CLICK HERE FOR A SAMPLE CONTENT CALENDAR](#)



[Click to Download Karen Harvey's Video](#)

Facebook, Instagram, LinkedIn

We deserve homes to hold our loved ones in, to hold our laughter, our light, and our love. Love must underlie our housing justice efforts because our homes take care of our hearts, and our hearts take care of our communities. #HousingJustice #HomesForAll

Twitter

@rentcontrolPHL 's Karen Harvey with words of wisdom: only love can get us to the #HousingJustice visions our communities deserve. We deserve homes to hold our loved ones in, to hold our laughter, our light, and our love. #HomesForAll



[Click to Download Carolyn Szczepanski & Meghan Daly's Video](#)

Facebook, Instagram, LinkedIn

A neighborhood is more than just the place we live, it's the people in our community that make it feel like home. We neighbor when we believe that the connections with our community are not transactional, but rooted in collective power and solidarity. #HousingJustice #HomesForAll

Twitter

A neighborhood is more than just the place we live, it's the people in our community that make it feel like home. We neighbor when we believe that the connections with our community are not transactional, but rooted in collective power and solidarity. #HousingJustice #HomesForAll

CONTENT FOR HOUSING JUSTICE

[CLICK HERE FOR A SAMPLE CONTENT CALENDAR](#)



[Click to Download JeXsi Grey's Video](#)

Facebook, Instagram, LinkedIn

When we center enoughness in our #HousingJustice efforts, we are championing and investing in our visions for winning communities, shaped by what we all collectively value: making sure everyone can truly experience shared abundance. #HousingJustice #Community #HomesForAll

Twitter

@LivedAdvisers speaking truth to power! When we center enoughness in our #HousingJustice efforts, we are championing and investing in our visions for winning communities, shaped by what we all collectively value: making sure everyone can truly experience shared abundance.



[Click to Download Francisco Dueñas' Video](#)

Facebook, Instagram, LinkedIn

Through healing, restoration and relationship-building, we can collectively push forward our #housingjustice efforts. We must continue to build winning communities that honor and value our humanity and reflect our ability to build abundant, safe communities rooted in restorative practices that make us feel joyful and loved. #HomesForAll

Twitter

@HousingNowCA reminding us that restoration is key to our #housingjustice efforts. Together, we can use our collective power to build abundant, safe communities rooted in restorative practices that make us feel joyful and loved. #HomesForAll

CONTENT FOR HOUSING JUSTICE

[CLICK HERE FOR A SAMPLE CONTENT CALENDAR](#)



[Link to Download Tram Hoang Video](#)

Facebook, Instagram, LinkedIn

When we neighbor we are prioritizing collective power, making space to show up for ourselves and each other in joy and solidarity. @Policylink's Tram says it best — we don't have to be friends, but we can make sure that we all feel safe in the places we call home. #HomesforAll

Twitter

When we neighbor we are prioritizing collective power, making space to show up for ourselves and each other in joy and solidarity. @Policylink's Tram says it best — we don't have to be friends, but we can make sure that we all feel safe in the places we call home. #HomesforAll



[Link to Download Tram Hoang's Video](#)

Facebook, Instagram, LinkedIn

We deserve communities that are abundant, stable, and safe. Our families deserve spaces to imagine and dream. Storytelling is a tool that allows us to reimagine our worldview to build a future rooted in joy, love, solidarity, and collective power. #HomesforAll #HousingJustice

Twitter

We deserve communities that are abundant, stable, and safe. Our families deserve spaces to imagine and dream. Storytelling is a tool that allows us to reimagine our world view to build a future rooted in joy, love, solidarity and collective power. #HomesForAll #HousingJustice

ADDITIONAL POST COPY OPTIONS

- Housing justice is racial justice. {add appropriate hashtags}
- We all deserve a safe place to call home. {add appropriate hashtags}
- We live in one of the wealthiest countries in the world, yet our current housing system denies so many hard-working people basic dignity, stability, or safety. {add appropriate hashtags}
- Everybody needs a safe, quality place to live where they don't have to choose between paying the rent and having enough food on the table. {add appropriate hashtags}
- Success in life starts at home. When we have a safe and secure place to live, we learn more, we are healthier and happier, and our families are stronger, making our communities stronger, too. {add appropriate hashtags}
- Until those most marginalized have a safe place to call home, our fight for housing justice will not be over. {add appropriate hashtags}
- Housing is fundamental because housing is a prerequisite to everything: health, safety, education, and well-being. {add appropriate hashtags}
- Ensuring everyone has a safe, decent, affordable place to live should be a top priority for all elected officials. {add appropriate hashtags}

Hashtags

- #HomesForAll
- #HousingFutures
- #HousingJustice
- #RentControl
- #RentStabilization
- #RightToCounsel
- #StopEvictions
- #RenterPower
- #TenantOrganizing

[CLICK HERE FOR A
SAMPLE CONTENT
CALENDAR](#)



ADDITIONAL POST COPY OPTIONS

- Elected officials must transform housing from commodity to guaranteed public good, ensuring safe, accessible, truly and permanently affordable homes for everyone. {add appropriate hashtags}
- An abundant future for all of us is possible by working together to demand that our elected leaders make this a place all of us can call home. {add appropriate hashtags}
- By coming together, we choose the power of collective solidarity so we can all care for our families and set our kids and communities up to win. {add appropriate hashtags}
- We know what keeps us safe: living in neighborhoods full of care and love, where people have fair wages, great schools, affordable healthcare, and a nice place to call home. {add appropriate hashtags}
- Together, we will make our communities places where our rights are respected and where every one of us can enjoy safe and affordable housing—no exceptions. {add appropriate hashtags}
- Together, we can demand our elected leaders rewrite the rules so nothing stands in the way of us providing abundant housing for our families. {add appropriate hashtags}
- Can you imagine what our neighborhoods would look like if we had all that we need? We can rewrite the rules so that all of us can have the housing we deserve. {add appropriate hashtags}

Hashtags

- #HomesForAll
- #HousingFutures
- #HousingJustice
- #RentControl
- #RentStabilization
- #RightToCounsel
- #StopEvictions
- #RenterPower
- #TenantOrganizing

[CLICK HERE FOR A
SAMPLE CONTENT
CALENDAR](#)



POST COPY OPTIONS FOR #RENTCONTROL EFFORTS

- We must protect and take care of our families and neighbors. The best defense against rising rents and displacement is **#RentControl**.
- Collective solidarity is making sure our communities can thrive. In every state in the nation, rent is rapidly rising and millions of families live just one paycheck away from losing their home. **#RentControl** is a must to ensure an abundant future for all of us.
- A person working full time with a minimum wage must choose between paying for groceries or rent. We can protect ourselves from illegal harassment and evictions by making space for joy and love in our communities. **#RentControl** is the only path forward.
- Corporate and predatory landlords are taking over our communities, raising our rents and evicting us and our neighbors. Whether you rent an apartment in the city, or a single family home in the suburbs, we must take care of each other because predatory models harm all of us. **#RentControl**
- Tenants' rights are an economic and racial justice issue. It is time to tackle the affordable housing crisis head-on and pass stronger **#RentControl** legislation. We must join hands to ensure housing works for all of us.
- We deserve to feel safe in our communities. Without **#RentControl**, landlords are free to raise the rents however much they want. We must come together to ensure we can live in joy and love with our families without the worry of displacement.



POST COPY OPTIONS FOR #RENTSTABILIZATION EFFORTS

- We must protect and take care of our families and neighbors. The best defense against rising rents and displacement is **#RentStabilization**.
- Collective solidarity is making sure our communities can thrive. In every state in the nation, rent is rapidly rising and millions of families live just one paycheck away from losing their home. **#RentStabilization** is a must to ensure an abundant future for all of us.
- A person working full time with a minimum wage must choose between paying for groceries or rent. We can protect ourselves from illegal harassment and evictions by making space for joy and love in our communities. **#RentStabilization** is the only path forward.
- Corporate and predatory Landlords are taking over our communities, raising our rents and evicting us and our neighbors. Whether you rent an apartment in the city, or a single family home in the suburbs, we must take care of each other because predatory models harm all of us. **#RentStabilization**
- Tenants' rights are an economic and racial justice issue. It is time to tackle the affordable housing crisis head-on and pass stronger **#RentStabilization** legislation. We must join hands to ensure housing works for all of us.
- We deserve to feel safe in our communities. Without **#RentStabilization**, landlords are free to raise the rents however much they want. We must come together to ensure we can live in joy and love with our families without the worry of displacement.



DIGITAL STRATEGY DO'S & DON'TS

Be strategic about what content you share on each platform.

Build your strategy around what content you'd like to share. Using Twitter? Share newsworthy stories and your opinions on topics relevant to your organization. Using Instagram? Share carousels and videos of your organization on the ground in the community. The point is to make sure that you share your content in the most effective way to get your message across.

Make sure your social media homes are robust.

Take the time to complete your social media profile. This is the first element people will see when engaging with your content. A robust social media profile will allow your potential community to understand the purpose of your organization and its call to action within your social media home.




Try new strategies for sharing your content.

Switch up your posting schedule and tell different stories. Using different methods to share content can allow your organization to test, learning from past content and applying learnings to future content.

Share images and videos that tell a compelling visual story.

Sharing photos and videos strategically is key to utilizing your social media home effectively. Your images and videos should have a similar color story and style to create a home that is visually compelling and impactful. Making sure that your videos and images follow the story pillars and core truths can help you curate a visual story that is both powerful and inspiring.

Make sure your content is accessible.

- It is important to ensure your content is accessible to as many people as possible. To do this digitally, you can use several free tools to ensure that your text, graphics, and videos are readable. These methods include:
 - **You are creating alternative text.** Most social media channels provide an option to provide alternative text to your posts; this allows folks with different visual abilities to understand what you are sharing. 
 - **Color contrast checking graphics.** You can use tools like [WebAIM contrast checker](#) to make sure your graphics are easy to see. 
 - **Captioning your videos.** Some social media platforms like Instagram and TikTok auto caption your videos. It is important to caption your videos so folks with different hearing abilities can engage with your content. You can use tools like [Kapwing](#) to add captions to any video. 

DIGITAL STRATEGY DO'S & DON'TS

Mix up your caption length.

Make sure to have a healthy combination of longer-form text and shorter text to tell your organization's story in creative and compelling ways.

Post consistently.

- Create a posting schedule that works for your organization. Depending on your organization's goals and audience, do some research to find out the best timing and frequency and determine what content will be shared and when.
 - Have a small budget to work with to post on socials? Try [Postly](#), [Loomly](#), [Hootsuite](#), [Canva](#), or [Circlebloom](#).
 - Need something free? Try [Beatflyer](#), or [Buffer](#).
 - Want to do it yourself? Check out this [template](#).

Engage your digital community.

- Your digital community becomes more powerful the more you engage. Respond to comments, reposts, and replies. Actively like, share, and comment on your digital communities' content. Getting negative comments? Bring folks in by responding with care or suggesting a fuller conversation offline. BUT make sure your response strategy is not at the expense of your own health and well-being.
 - Not sure if you're talking to a real person? Check out this [article](#) for tips.

DO

DIGITAL STRATEGY DO'S & DON'TS

Post all of the time.

Posting all day every day will encourage the algorithms to de-prioritize your content. Create a schedule that has your organization posting no more than 3 times a day, and stick to it!

Doubt the power of the personal story.

The personal story is powerful. Ensure your content prioritizes this when asking folks to take action, share news and information, or engage with your digital community.

Use too many hashtags.

Some studies have shown that too many hashtags can dilute your message and make your organization look less trustworthy. In addition, it can clog up your content and distract your reader from the important messages you are trying to share. Instead, use three or less hashtags in or following your written copy to incorporate your use of them more seamlessly.

Make too many asks of your digital community in one post.

Want your community to show up to an action, call their elected officials, and donate? Spread these asks across several posts. Having one ask per post will increase the likelihood of your digital community taking action. Having at one ask per post also allows your organization to track progress, analyze messaging, and shift your digital strategy.

Share content that doesn't align with your core messages

Your digital home should always prioritize what your organization thinks is most important. Sharing content that doesn't align with your organization's values, brand identity, or tone will confuse your digital community. It's important to be consistent.

DON'T

DIGITAL STRATEGY DO'S & DON'TS

Share the same content across all platforms.

Each social media platform is different. Sharing the same content across all platforms will fatigue your audiences, encourage each platform's algorithm to deprioritize your content, and make your calls to action more challenging. Don't worry about re-inventing the wheel. You can utilize your digital strategy to tailor your content from one platform to apply to the next. Devote one or two days in the week to post for each platform and repurpose elements of writing from your website, calls to action, and think pieces to create engaging captions.

Overly rely on digital marketing strategies to share your content.

Digital marketing is primarily used to market products for consumers to buy online and through social media. What may work in one industry will not always translate to your own use of each platform. If you intend to shift narratives and transform communities, you can utilize digital marketing strategies while remembering that you know your digital home and community best. You can incorporate the organizing strategies you have applied in real life and use this to your own digital strategies.



DON'T



AN ARTIST MANIFESTO

ARTIST MANIFESTO FOR HOUSING JUSTICE

Art is an integral part of any social and political movement. Artists can play a pivotal role in defining what housing futures can look like right now. We are a part of a larger ecosystem of changemakers, stewards, storytellers, and history-keepers that extends beyond the confines of what language allows. That's why it is our duty to tell the stories of what a housing future can look like for Black, Brown, and Indigenous folks routinely disenfranchised by white supremacy, hetero-patriarchy, capitalism, and ableism. Let the following guide your journey towards art rooted in liberatory praxis.

GUIDING MEDITATIONS

Ask yourself:

- What is a home?
- How does it feel to be neighbored?
- What does it mean to build power in solidarity?
- What is the connection between the land and our home?

FINDING INSPIRATION IN THE STORY PLATFORM

FIND INSPIRATION IN YOUR MEDITATIONS

ON...

Love

How can we tell the story of love of place?
How can we tell a story of love of home?

Restoration

What does restoration of home look like if we have no buildings? Where can we restore our connection to place?

Solidarity

How can we show what solidarity looks like across borders? How can we connect with one another through our humanity?

Freedom

What does freedom rooted in community look like? How can we show freedom in our connections to one another?

Stewardship

What does showing care to the land look like? How can we steward our connections to our humanity and the spaces and places we occupy?

FINDING INSPIRATION IN COMMUNITY



"Housing Justice" Mural at 3205 Chestnut Street was created by BAMP

FINDING INSPIRATION IN COMMUNITY



Afrofuturism Youth



Hesapa - A Landback Film



RAFFI MARHABA

FINDING INSPIRATION IN COMMUNITY

NEIGHBORS IN NATURE

a FREE community event series creatively connecting neighbors around the environment

Join Neighbors for Environmental Justice, local artists and environmental advocates, and fellow community members of all ages to have fun and connect outdoors! Explore nature in the neighborhood through guided experiences, creatively engage through drop-in arts activities, and learn from each other through intergenerational community exchanges.



Saturday, October 1, from 10am-12pm - Birding, Trees, and Climate Change-Dating
Saturday, October 15, from 12-2pm - Environmental Justice Tour
Saturday, October 15, from 2-5pm - Making and Movement
Tuesday, October 18, from 5-30-7:30pm - Canvassing Training and Practice
Thursday, October 20, from 4-7pm - Community Exchange
Sunday, October 23, from 1-5pm - Culminating Event

Events are FREE, public, and open to youth and adults. Events take place at various outdoor sites in the McKinley Park neighborhood, and offer activities in English, Spanish, and Mandarin.

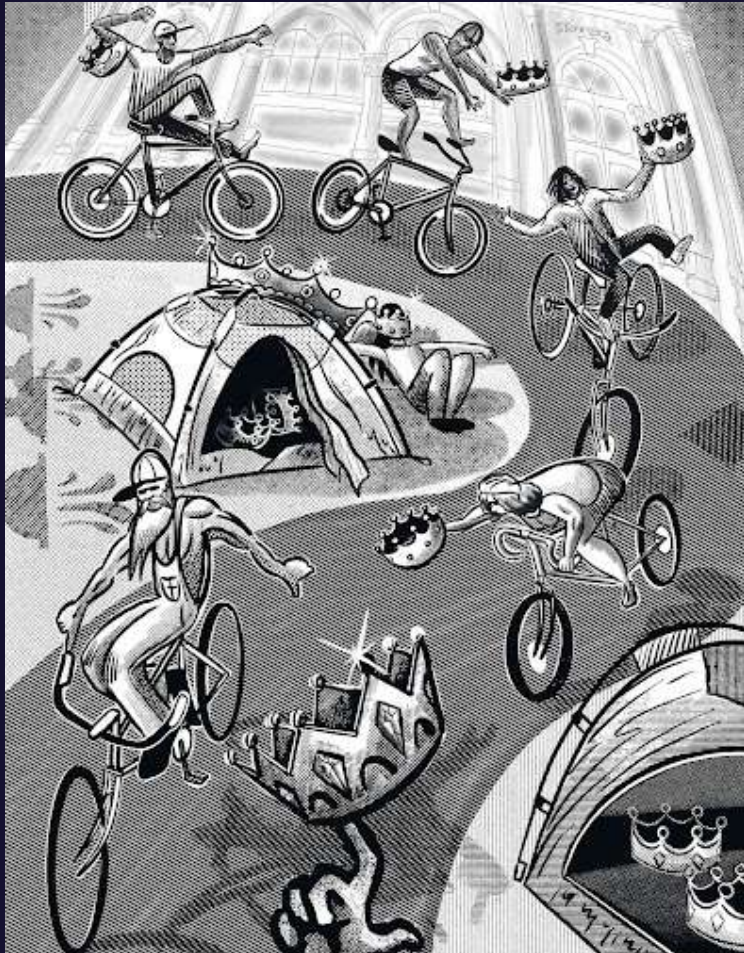
Neighbors for Environmental Justice



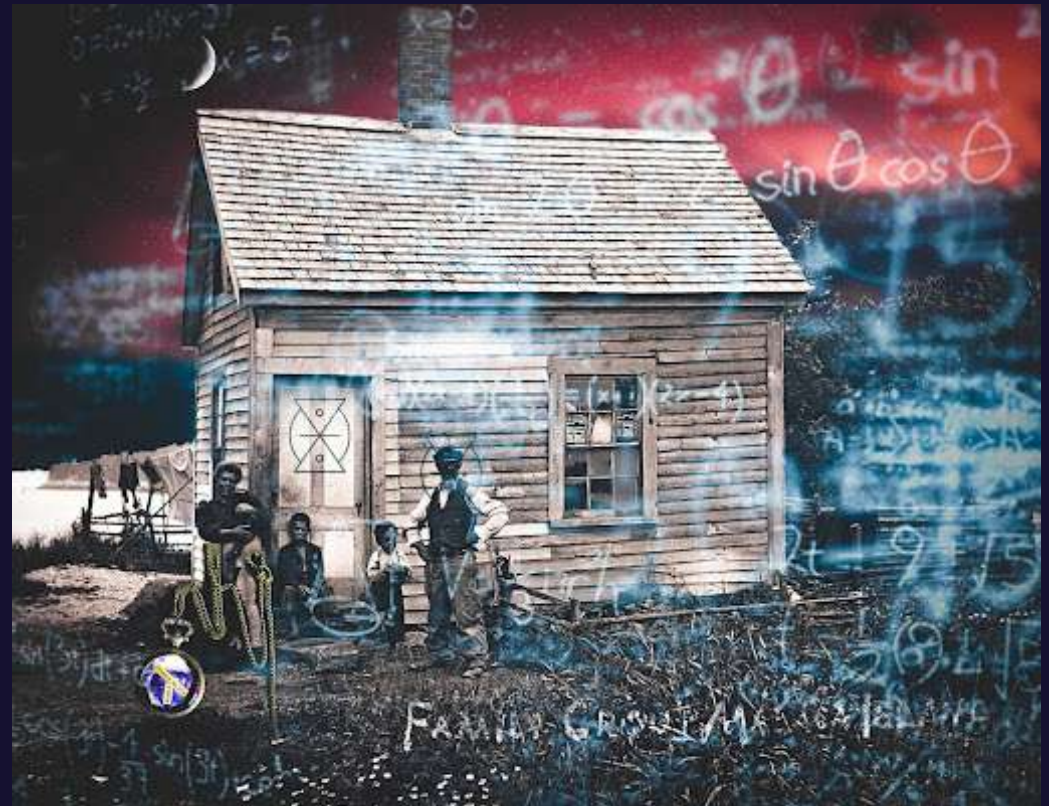
Do It Yourself Department of Public Works: Do Not Mow



FINDING INSPIRATION IN COMMUNITY



Streetroots Illustration



Black Quantum Futurism



TOOLS & RESOURCES

This toolkit is one of many resources we recommend as you work to amplify a housing justice narrative. Below find a list of additional resources.

Resources to deepen your understanding of how narrative and messaging can housing justice narrative goals:

- [Equity Narrative Playbook for Policymakers](#)
- [Building Narrative Power for Racial Justice and Health Equity](#)
- [GARE Communications Guide](#)
- [Narrative Initiative](#)
- [Opportunity Agenda](#)
- [Simon Sinek: How do great leaders inspire action?](#)
- [Race Class Narrative](#)
- [Through the Looking Glass 2022 Narrative Predictions](#)
- [Trabian Shorters](#)
- [Words to Win By](#)

Resources from the Housing Justice Narrative Project:

CLICK HERE



HOUSINGNARRATIVE.ORG

