



Participant Toolkit for #WeAreGenH Social Media

Important Links	
We Are Gen H website	http://wearegenh.org
Take 2-minute survey	https://generationhousing.org/english-form/
Petition	https://generationhousing.org/petitions/
Take action	https://generationhousing.org/take-action/
Social Media Graphics	https://generationhousing.org/partner-toolkit/

We'd love your help to spread the word far and wide about the #WeAreGenH campaign launch on **Thursday, March 25th**. We all are Gen H. Gen H means all of us together who love living in Sonoma County and want to stay here. We want to live and thrive here, and we want our families, neighbors, friends, and coworkers to be able to live and thrive here too.

We need your help to make sure there are enough places to live for everybody--places that people can afford.

1. Share the social media posts and graphics with your audiences to help expand the reach of this campaign.
2. Please use the hashtag #WeAreGenH and tag @WeAreGenH on all the social media posts.
3. Click here to learn more about the We Are Gen H campaign: <http://wearegenh.org>

THANK YOU!!

We Are Gen H Campaign Launch

Use any of the 15 images from the zip folder that fit with the campaign launch.



Twitter copy:

We're joining @WeAreGenH because we all have a role to play in making sure our families, friends, & coworkers are able to live and thrive in Sonoma County. Together we can create stable & affordable housing for everyone. Let's make this a reality, join us! #WeAreGenH <http://wearegenh.org/>

Facebook copy:

We're joining @WeAreGenH because we all have a role to play in making sure our families, friends, and coworkers are able to live and thrive in Sonoma County. Together we can create stable and affordable housing for our community members. Let's make this a reality, join us! #WeAreGenH <http://wearegenh.org/>

Instagram copy:

We're joining @WeAreGenH because we all have a role to play in making sure our families, friends, and coworkers are able to live and thrive in Sonoma County. Together we can create stable and affordable housing for our community members. Let's make this a reality! Click the link in bio to join us. #WeAreGenH



Twitter copy:

Everyone deserves an affordable place to live! Join us along with @WeAreGenH as we work together to make sure Sonoma County continues to be a vibrant place to live for generations to come. #WeAreGenH Learn more: <http://wearegenh.org/>

Facebook copy:

Everyone deserves an affordable place to live! Join us along with @WeAreGenH as we work together to make sure Sonoma County continues to be a vibrant place to live for generations to come. #WeAreGenH Learn more: <http://wearegenh.org/>

Instagram copy:

Everyone deserves an affordable place to live! Join us along with @WeAreGenH as we work together to make sure Sonoma County continues to be a vibrant place to live for generations to come. Learn more via our link in bio. #WeAreGenH

We Are Gen H Google Map

The social media designs will be in the form of a Gif for Twitter and a video animation for Facebook and Instagram. Tip: Don't shorten the URL with Bitly because it reduces organic reach on Facebook.



Twitter copy:

.@WeAreGenH launched its very own Google Map! 🇺🇸 Read housing stories from Sonoma County residents, discover new housing developments, and support local businesses. #WeAreGenH Explore it today: <https://bit.ly/30ZmiYy>

Facebook copy:

@WeAreGenH launched its very own Google Map! Read housing stories from Sonoma County residents, discover new housing developments, and support local businesses. Explore it today: <https://www.google.com/maps/d/u/0/viewer?mid=1nkS6R0foUHxyxN8yLpFadNnIAbiLsSSC&ll=38.84723598977883%2C-122.85801660631051&z=8>

Instagram copy:

@WeAreGenH launched its very own Google Map! Read housing stories from Sonoma County residents, discover new housing developments, and support local businesses. Explore it today by clicking the link in bio! 🇺🇸 #WeAreGenH

Other Ways to Show Your Support

Giphy Stickers: Use in your Instagram and Facebook stories!

Use our Giphy stickers on your Instagram and Facebook stories to share that all Sonoma County residents deserve an affordable place to live. On Instagram or Facebook stories, type *We Are Gen H* or *Sonoma County* and the Giphy stickers will appear. Below are examples of how these stickers should look like.

