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Sample Social Plan – Neighborhoods.

Homework

Use [Buffer](#) to research best social posting times for OCF accounts

Create sensible shortlinks via CMS or bit.ly

- Action kit: http://www.thelandscapeomaha.org/Portals/0/Uploads/Documents/Action%20Kit_The%20Landscape.pdf
- Support resources:
http://www.thelandscapeomaha.org/Portals/0/Uploads/Documents/Support%20Resources_The%20Landscape_PDF.pdf

1. Establish – and USE! – key hashtags

Primary:

- #OMAlandscape #OMANeighborhoods #MyOMANeighborhood
- #CBlandscape #CBneighborhoods #MyCBneighborhood

Secondary/targeted:

- #OMAhousing #OMApoverly #OMAsafety #OMArent #OMAhomeless
- #CBhousing #CBpoverly #CBSafety #CBrent #CBhomeless

2. Post individual data

More than 1 in 5 homeowners are spending too much on housing. #OMANeighborhoods #CBneighborhoods #OMAhousing
<http://www.thelandscapeomaha.org/Neighborhoods/> #OMAlandscape

Almost 1 in 2 renters in our community report spending more than the recommended 30% of their income on housing costs. Hear Candy's story: <http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMAlandscape #OMAhousing #CBhousing

About 3 out of every 4 people living at or below the poverty line live in substandard housing. Hear Candy's story: <http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMAlandscape #OMAhousing #CBhousing

To afford a 1BR apt in our community, a renter in #OMANeighborhoods #CBneighborhoods needs to make nearly \$14/hour. (Or about \$17/hr for a 2BR.) <http://www.thelandscapeomaha.org/Neighborhoods/> #OMAlandscape

Min. wage in Nebraska = \$9/hr, but avg fair market housing for #OMANeighborhoods renters demands wage of \$14/hr.
<http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMAlandscape

Min. wage in Iowa = \$8.75/hr, but avg fair market housing for #CBneighborhoods renters demands wage of \$14/hr.
<http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMAlandscape

Homeowners in #OMANeighborhoods #CBneighborhoods are paying less than the nat'l avg on #OMAhousing #CBhousing.
<http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMAlandscape >> Post w/bar chart

Renters in #OMANeighborhoods #CBneighborhoods are paying more than the nat'l avg on #OMAhousing #CBhousing.
<http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMAlandscape >> Post w/bar chart

35% of blacks, 48% of hispanics in #OMANeighborhoods #CBneighborhoods own their homes compared to 70% of whites.
<http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMALandscape

Blacks in #OMANeighborhoods #CBneighborhoods have a lower rate of home ownership (35%) than the national average (43%).
<http://www.thelandscapeomaha.org/Neighborhoods/Affordability-of-Housing> #OMALandscape

74% of those living in poverty live in poor quality housing or pay more than 30% of their income towards housing.
<http://www.thelandscapeomaha.org/Neighborhoods/Quality-of-Housing> #OMALandscape

Substandard housing can affect a household's health, stability, education, and general well-being.
<http://www.thelandscapeomaha.org/Neighborhoods/Quality-of-Housing> #OMALandscape

Number of people who disclose they struggle w/ mental illness is consistently near 30%. Hear Geo talk about his struggle:
<http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

Of the 5,542 individuals who are homeless in our area, 1,589 also have a mental illness. Hear Geo talk about his struggle:
<http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

More homeless people had a mental illness (29%) than [drug \(19%\) or alcohol \(21%\) addiction](#), in 2015.
<http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

At 2014 National Point-in-Time Count, there were 1,500 homeless in Omaha-Council Bluffs metro area, or 196 homeless per capita. But more data is needed: <http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

In same period, Kansas City reported 1,931 homeless (285 per capita).
<http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

In same period, Lincoln reported 836 homeless (285 per capita). <http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

In same period, Oklahoma City reported 1,481 homeless (199 per capita).
<http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

In 2010, it was est. people currently on the public housing unit waiting lists will wait 11.5 years to be served.
<http://www.thelandscapeomaha.org/Neighborhoods/Homelessness> #OMALandscape #OMAhomeless #CBhomeless

3. Encourage responsive posting/calls to action

Tell us how you got to home ownership – or what's getting in your way w/hashtag #MyOMANeighborhood #MyCBneighborhood

.@HUDgov's #FairMarket Rent report says a 2BR apt in #OMANeighborhoods #CBneighborhoods should run about \$836/month – incl. utilities. <http://www.thelandscapeomaha.org/Neighborhoods/>

Is your rent close to the mark? Tweet us w/hashtag #MyOMANeighborhood #MyCBneighborhood to tell us more about this issue.

Experts recommend housing costs = 30% of income. Does your situation mirror the "30% rule"? Tell us about your housing situation w/hashtag #MyOMANeighborhood #MyCBneighborhood

Almost 1 in 2 renters in our community report spending more than the recommended 30% of their income on housing costs. Are you? Tell us about your housing situation w/hashtag #MyOMANeighborhood #MyCBneighborhood

About 3 out of every 4 people living at or below the poverty line live in substandard housing. Are you? Tell us about your housing situation w/hashtag #MyOMANeighborhood #MyCBneighborhood

#OMAnighborhoods are on par w/ the nat'l avg when it comes to numbers of population living in poverty. But we can do better: http://www.thelandscapeomaha.org/Portals/0/Uploads/Documents/Action%20Kit_The%20Landscape.pdf #OMALandscape
#OMApoverity

#CBneighborhoods are on par w/ the nat'l avg when it comes to numbers of population living in poverty. But we can do better: http://www.thelandscapeomaha.org/Portals/0/Uploads/Documents/Action%20Kit_The%20Landscape.pdf #OMALandscape
#CBpoverty

4. Solicit inter-organization cooperation

Tell us how your organization is combating #OMApoverity using #OMALandscape data.

In your effort to improve #OMApoverity issues, what piece is missing from your organization's puzzle? #OMALandscape

Are you an organization fighting to improve #OMApoverity issues? What's on your wishlist? #OMALandscape

Encourage/compile Facebook events from area nonprofits

Connect people through LinkedIn introductions as appropriate.

Host tweetchat(s): #OMACHAT (not currently in use)

5. Donor outreach

We want to connect you with organizations that need your help. (contact info)

Want to set up a grant to combat #OMApoverity #CBpoverty? We can help. (contact info)

Platforms.

MailChimp (email)

Create segmented lists to organizations, donors, agencies to send specific content designed to engage each audience.

Facebook

Follow/tag relevant pages

Post directly onto relevant pages

Boost posts with traction (also Instagram if possible)

Create events

Twitter

Compile lists (and crowdsource ones you can't find!)

- [Those classified on OmahaGives! Website](#)
- Other relevant info sources: police, media, apartment owners, local businesses (esp those in key areas), local utility companies
- Where to voice concerns: politicians (esp local-level), government entities/agencies

Post facts to widen visibility of information contained in Landscape project housing.

Post links to resources and action kit.

Sponsor tweets with traction.

Set up Tweetdeck for social listening on hashtags, related phrasing.

Instagram

Encourage use of #MyOMANeighborhood #MyCBneighborhood hashtags by posting pics/vids – showing GOOD & BAD – from areas most in need of improvement. Once the hashtag gets some traction, consider expanding into use of some secondary hashtags, as appropriate for content.

Encourage selfies w/ #MyOMANeighborhood #MyCBneighborhood hashtags that illustrate local neighborhoods, businesses, organizations, agencies.

LinkedIn

Post facts to widen visibility of information contained in Landscape project housing.

Post links to resources and action kit.

Snapchat

Encourage use of #MyOMANeighborhood #MyCBneighborhood hashtags by posting pics/vids – showing GOOD & BAD – from areas most in need of improvement. Once the hashtag gets some traction, consider expanding into use of some secondary hashtags, as appropriate for content.

YouTube

Curate playlists with videos from local, state, national organizations that address housing-related issues.

GuideStar

Make sure profile is updated with latest key information from Landscape project, including action plans.