**

*Youth Count Texas!*

Online Communications Toolkit

Thank you for helping us to share content about *Youth Count Texas!.* Online communications can be key to helping raise awareness about an issue, and with your help, we want to share information about youth homelessness and the youth count across the state. Below are some tools for you to use as you post information on social media, websites, and in emails.

**IMAGES**

* Images are an important way to attract people’s attention to information online. We have made five *Youth Count Texas!* visuals that you can use to raise awareness about youth homelessness and promote the initiative. Examples of where you can use the images online are your organization’s website, Facebook page, Twitter feed, Instagram, or in emails.
* You can find large files of the images at: <http://tnoys.org/youth-count-texas-social-media-visuals>. Right click on each image and select “Copy Image.” You can then paste the image wherever you’d like to use it. You can also right click on each image and select “Save Image As…” which will allow you to save the image to your computer for you to use whenever you’d like.

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**VIDEOS**

* Videos can be a powerful and informative way to educate your audience about a specific issue. We have produced a PSA video for *Youth Count Texas!*  that features youth who have experienced homelessness in the past. There is a shorter and longer version of the video available. Similar to the images above, you can use these videos in a variety of places online.
* Longer video link: <http://bit.ly/1Wf6aYW>
* Shorter video link: <http://bit.ly/1n0ZykC>
* You can find an image of the video at the bottom of this webpage to help promote the videos, too:

<http://tnoys.org/youth-count-texas-social-media-visuals>.

**BLOG POSTS**

* Each week, TNOYS will be posting a new blog post on our website about *Youth Count Texas!.* Content will vary from week to week and include visuals, interviews with volunteers and staff, and more. You can cross-post the blog entries on your own organization’s blog or you can simply share the link on various online outlets. Check this link every Tuesday afternoon for a new post throughout January and February: <http://tnoys.org/blog>

**TWITTER**

* Whenever possible, use the hashtag **#YouthCountTexas** in your tweets.
* Use the Twitter handles [@TNOYS](https://twitter.com/TNOYS), [@TDHCA](https://twitter.com/TDHCA) and [@TXHomeNet](https://twitter.com/TXHomeNet), so these entities can know when you’re tweeting about the youth count and retweet/favorite/respond to your tweets. Also include Twitter handles of important people or organizations you want to make sure see your tweets about the youth count.
* **Types of information to include in tweets:**
  + The images shared on the first page of this toolkit (The example tweets below will not include image tweets, but definitely use them on Twitter!)
  + Links to the videos from the first page of this toolkit
  + Links to the specific blog posts TNOYS will be writing about *Youth Count Texas!*
  + Contact info for people who want to get involved as volunteers
  + Quick facts and stats that inform people about youth homelessness and the youth count
  + Links to resources and additional information about youth homelessness and the youth count
* **Example tweets** 
  + What does youth homelessness look like? This video will show you: <http://bit.ly/1Wf6aYW> #YouthCountTexas
  + “When I was 18 years old, I was living under a bridge.” Words no youth should ever have to say: <http://bit.ly/1n0ZykC> #YouthCountTexas
  + Do you want to help end youth homelessness? Contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and join Texans across the state for #YouthCountTexas
  + On a given night last year, there were 194,302 children & youth homeless in the U.S. Help us change that: <http://tnoys.org/youthcount>
  + We’re helping @TDHCA survey homeless youth. Here’s a quick one-pager on the project: <http://bit.ly/201mpLr> #YouthCountTexas
  + As many as 40% of youth who are homeless identify as #LGBT. Let’s strengthen our communities & end youth homelessness: [http://tnoys.org/youthcount](http://tnoys.org/youthcounttexas/)

**FACEBOOK**

* More so on Facebook than on Twitter, it is crucial to include images in your posts to increase their visibility. Below are some examples of written content you can use alongside the images.
* **Example Facebook posts:**
  + For the first time ever, Texas is coordinating homeless counts across the state specifically for youth who are experiencing homelessness or housing instability. With the data collected, we will be able to provide better services and supports to this population in need. Ending youth homelessness means stronger and safer communities for us all. Learn how you can get involved here: [http://tnoys.org/youthcount](http://tnoys.org/youthcounttexas/)
  + “When I was eighteen I didn’t understand the meaning of a home.” All youth count, and all youth should have a stable, safe place to call home. Watch this powerful video now: <http://bit.ly/1Wf6aYW>
  + Homeless youth are more difficult to identify and count than adults, but we are up to the challenge! We are coordinating a youth count, which is an event where volunteers come together to canvas neighborhoods and get an estimated census of all youth experiencing homelessness in their community. If you’d like to volunteer, please contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.