

Affordable Housing

The Big Picture Social Media Toolkit

Presented by:



#AffordableHousing @NewCities

Main accounts

Twitter	twitter.com/NewCities @NewCities @Citi
Facebook	facebook.com/NewCitiesFoundation https://www.facebook.com/citi/
LinkedIn	linkedin.com/company/new-cities-foundation https://www.linkedin.com/company/citi/
Website	http://bit.ly/AffordableHousingBP
Hashtag	#AffordableHousing

Social media graphics

You can publish the social media posts below with images that have been placed in this [DropBox folder](#). If you can't access DropBox, please contact Ashlee Biggs via Ashlee.Biggs@newcities.org.

Suggested posts

Twitter

@NewCities has partnered with **@Citi** Community Capital - the largest US affordable housing lender - to present key perspectives on securing affordable housing in cities from a range of experts from across the globe #AffordableHousing #CitiforCities <http://bit.ly/AffordableHousingBP> [IMG]

Co-Head of **@Citi** Community Capital Richard Gerwitz discusses senior living challenges and affordable housing on - <http://bit.ly/RGerwitzAH> #AffordableHousing #CitiforCities **@NewCities** [IMG]

@CaldwellOlivia of **@AHiboston** shares insights from the "Building Back Better" movement in Haiti following the devastating 2010 earthquake. #AffordableHousing <http://bit.ly/OCaldwellIAH> **@NewCities** **@Citi** [IMG]

Despite purchasing power boosted by low interest rates in recent yrs, French households still find it hard to take their 1st step on the property ladder. Founder & CEO **@benjamindelaux** shares **@habx_fr** #AffordableHousing owner codesign model **@NewCities** <http://bit.ly/BDelauxAH> **@Citi** [IMG]

@katherineeinst **@MaxwellBPalmer** **@davidmglick** of **@BU_Tweets** discuss the results of the Menino Survey - the only nationally representative survey of american mayors <http://bit.ly/KEinsteinDGlickMPalmerAH> #AffordableHousing **@NewCities** **@Citi** [IMG]

Victoria Mayor Lisa Helps on the affordable workforce housing crunch and to end chronic homelessness in Canada's 2nd most expensive place to rent. #AffordableHousing **@NewCities** **@Citi** <http://bit.ly/LHelpsAH> [IMG]

Ljubljana Mayor Zoran Janković on the precondition for a healthy society - #AffordableHousing and safe housing solutions **@NewCities** **@Citi** <http://bit.ly/ZJankovičAH> [IMG]

Creating affordable housing in a city where land and labor costs are high? **@dianamlind** of **@felspolicy** shares different innovations addressing #AffordableHousing - not just govt efforts but encouraging less expensive housing choices could help. **@NewCities** <http://bit.ly/DLindaAH> [IMG]

Noelle Marcus - **@nesterlyhome** co-founder & CEO shares with **@NewCities** their innovation to help with #AffordableHousing - a social enterprise using technology to make it safe & easy for older households to share an extra room with a young person <http://bit.ly/NMarcusAH> [IMG] **@Citi**

@Habitat_org CEO **@JReckford** discusses the wider context of investing in #AffordableHousing and safe communities - and the attraction of new businesses, creation of jobs and a healthy population <http://bit.ly/JReckfordAH> [IMG] **@NewCities** **@Citi**

@LibbySchaaf - Mayor of **@Oakland** shares with **@NewCities** the need to work with neighboring cities to address #AffordableHousing <http://bit.ly/LSchaafAH> [IMG] **@NewCities** **@Citi**

Dr Andrea Sharam from **@RMIT** on the new cohort of homeless ppl in Australia: those who worked much their lives, had a family & have never been near the welfare system. Have you heard of social impact assessment? #AffordableHousing **@NewCities @Citi** <http://bit.ly/ASharamAH> [IMG]

@AlbertShenal - President of Shen Consulting Inc. shares with **@NewCities** why we need to bring back the “mom and pop” landlord to address #AffordableHousing <http://bit.ly/AShenAH> [IMG] **@Citi**

Facebook

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Habitat for Humanity CEO Jonathan Reckford discusses the wider context of investing in #AffordableHousing and safe communities – and the attraction of new businesses, creation of jobs and a healthy population <http://bit.ly/JReckfordAH> [IMG] **NewCities Citi**

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LinkedIn

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