

SAMPLE SOCIAL MEDIA TOOLKIT

Use our sample content to join the conversation about #KeepHousingFair. Also, consider pairing your posts with social media graphics provided below.

Copy and paste this content across your social media networks.

- Where you live determines how you live. Everyone deserves access to safe & affordable housing near quality schools, transportation & jobs to achieve the American Dream. Fight back against @HUDGov's latest attack on the right of every person to a happy home: bit.ly/2TKKZpb
- Do you want to see the Trump administration successfully gut civil rights protections for millions of people? If not, join the fight to #KeepHousingFair by leaving a comment here opposing changes that would weaken the existing #AFFH rule: bit.ly/2TKKZpb
- Why do we need the Affirmatively Furthering Fair Housing tool? #AFFH is meant to end discriminatory housing practices and overcome the lasting impacts of government-sponsored residential segregation that weaken our communities & undermine our prosperity. #KeepHousingFair
- [Insert twitter handle] is joining a coalition of advocates to #KeepHousingFair and fight the Trump administration's latest attack on core civil rights tools. Join us at FightForHousingJustice.org
- We need to take a stand against @HUDgov's attempt to weaken civil rights protections & let communities receive HUD funds while they perpetuate housing discrimination & segregation. HUD's accepting comments now – send yours today. bit.ly/2TKKZpb #KeepHousingFair
- (Threaded Tweet 1 of 3) In the 1968 Fair Housing Act Congress told @HUDgov to use its programs to end discrimination and overcome segregation. Any city, state or PHA that takes HUD \$\$ must use it to "affirmatively further fair housing."
 - (Threaded Tweet 2 of 3) But it was not until July 2015 — 47 years later — that HUD adopted the first effective regulation, known as the #AFFH Rule, to enforce the AFFH mandate and help jurisdictions comply with the law.
 - (Threaded Tweet 3 of 3) Now, @HUDgov is abandoning its responsibility to the communities it is charged with protecting by dismantling this protection. Help us fight back and #KeepHousingFair by submitting a comment opposing this action. bit.ly/2TKKZpb
- .@HUDgov is accepting comments on its proposed rule that would eliminate anti-segregation protections. Now is the time to make your voice heard and join the campaign to #KeepHousingFair: bit.ly/2TKKZpb

- BREAKING: @HUDgov proposes rule that would eliminate #AFFH, a mandate for ensuring cities address systemic discrimination & segregation. Learn more at [FightForHousingJustice.org](https://fightforhousingjustice.org) #KeepHousingFair
- ALERT: @HUDgov has launched another attack on fair housing, announcing a proposed rule that would allow communities to receive @HUDgov funding while perpetuating housing discrimination & segregation. Learn more about how you can #KeepHousingFair at [FightForHousingJustice.org](https://fightforhousingjustice.org)
- Help protect our neighborhoods from discrimination! Everyone should have a place to call home that connects them to the resources and opportunities they need to thrive. #KeepHousingFair
- .@HUDgov's new proposed rule would eliminate #AFFH entirely. It doesn't give jurisdictions & Public Housing Authorities the tools they need to identify and eliminate housing discrimination. It would perpetuate discrimination & segregation.
- *(Threaded Tweet 1 of 3)*.@HUDgov has proposed a new rule that would allow it to dodge its responsibility to ensure jurisdictions and public housing authorities are furthering fair housing.
 - *(Threaded Tweet 2 of 3)* It is trying to gut the #AFFH mandate, which requires jurisdictions & Public Housing Authorities (PHAs) that receive federal funds to analyze patterns of segregation & discriminatory housing practices for members of protected classes and then take steps to eliminate them.
 - *(Threaded Tweet 3 of 3)* We cannot stand idly by while Trump's administration works to roll back decades-old housing protections. Join us in the fight to #KeepHousingFair by sending your concerns to @HUDgov TODAY bit.ly/2TKKZpb

Time is running out (posts for after February 16)

- Less than 30 days left tell @HUDGov to #KeepHousingFair! Submit a comment to oppose its efforts to gut the #AFFH rule and tell @SecretaryCarson you will not stand for housing discrimination: bit.ly/2TKKZpb
- It's not too late to fight for your housing rights and protect our ability to combat decades of segregationist and discriminatory policies. March 16 is the deadline to submit your comment to @HUDGov and help us #KeepHousingFair. Leave your comment here: bit.ly/2TKKZpb
- March 16 is fast approaching! Time is running out to submit public comments to @HUDgov opposing its attack on the #AFFH rule. Don't miss out on your opportunity to #KeepHousingFair and comment TODAY bit.ly/2TKKZpb
- #ICYMI The Trump administration is attacking your civil rights protections — and there are less than 30 days to fight back. Protect the #AFFH rule and #KeepHousingFair by submitting your comment to @HUDGov here: bit.ly/2TKKZpb

SHAREABLE SOCIAL GRAPHICS

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