Waterloo Region – Registry Week for 20,000 Homes

Social Media Calendar #20kHomes

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| **Date** | **Tweet** | **Metrics** |
| Nov. 25 | 20,000 Homes Campaign: Communities across Canada housing vulnerable ppl who are homeless. @RegionWaterloo is 1st pilot community! #20kHomes | * 9 retweets * 4 favourites |
| Nov. 26 | The Cdn #20kHomes Campaign was inspired by the U.S. #100kHomes Campaign. <http://bit.ly/11SLO1l> Video: <http://bit.ly/1xSkFaT> | * 2 retweets * 1 favourite * 3 Bitly clicks |
| Nov. 27 | Almost 3,500 people experienced homelessness in Waterloo Region last year. Get more local data here: <http://bit.ly/1vt82Do> #20kHomes  Poverty impacts homelessness in Waterloo Region. Read common myths about poverty: <http://bit.ly/1Ao74dx> #20kHomes | * 16 retweets * 1 favourite * 25 Bitly clicks * 17 retweets * 4 favourites * 9 Bitly clicks |
| Nov. 28 | Managing homelessness by providing emergency services is much more expensive than providing housing #20kHomes Graphic  C:\Users\rbethany\Pictures\portal images\Cost of homelessness.png  Infographic reference: Stephen Gaetz, Jesse Donaldson, Tim Richter, & Tanya Gulliver (2013): The State of Homelessness in Canada 2013. Canadian Homelessness Research Network Press.  Re | * 27 retweets * 6 favourites |
| Nov. 29 | [.@RegionWaterloo](mailto:.@RegionWaterloo) developed OOTC closure response plan to support ppl experiencing homelessness: <http://bit.ly/1xXb5TO> #20kHomes | * 3 retweets * 1 favourite * 17 Bitly clicks |
| Nov. 30 | Today: last volunteer training session before teams survey ppl experiencing homelessness. <http://bit.ly/1C5FHXr> #20kHomes | * 6 retweets * 4 favourites * 32 Bitly clicks |
| Dec. 1 | Survey teams were out bright and early this morning surveying ppl who are homeless – part of @RegionWaterloo community registry. #20kHomes | * 5 retweets |
| Dec. 2 | Community Debrief tomorrow will share results of community registry. Local stats on homeless population. #20kHomes <http://bit.ly/1vLOxDP> | * 2 retweets * 1 favourite * 10 Bitly clicks |
| Dec. 3 | Join us @ 150 Frederick St., 10am TODAY for community registry debrief. Interesting data on @RegionWaterloo homeless population #20kHomes.  Great turnout for @RegionWaterloo #20kHomes community debrief! Ken Seiling brings greetings.  Canadian Alliance to End Homelessness on Wloo Region: "You're the pioneers of the [#20kHomes](https://twitter.com/hashtag/20kHomes?src=hash) campaign." 30 more communities have signed on.  Miss the @RegionWaterloo #20kHomes community debrief? See the presentation here: <http://tinyurl.com/WRRegistryWeekDebrief>  .@RegionWaterloo sets goal to house 40 of our most vulnerable homeless over winter 2014/15. #WRawesome #20kHomes | * 1 retweets * 2 retweets * 1 favourite * 2retweets * 2 retweets * 1 favourite * 11 retweets * 2 favourite |
| Dec. 4 | Thanks to all our volunteers for a great #20kHomes campaign. See the results here: <http://tinyurl.com/WRRegistryWeekDebrief> #20kHomes  Volunteer opportunities to help end homelessness in Waterloo Region: <http://bit.ly/1z8tThJ> #20kHomes | * 1 retweet * 8 retweets * 2 favourites * 33 Bitly clicks |
| Dec. 9 | #20kHomes campaign was an eye-opening experience for our volunteers. Watch a short video on @RegionWaterloo Registry Week: <http://bit.ly/1yyBgNB> | * 6 Bitly clicks * 80 Youtube views |

Read on for more…

# #20kHomes tweet samples



