**Spokane Association of REALTORS®**

Housing Crisis Campaign – Campaign Messaging

December

**Document Overview**

This document provides the recommended messaging for Builders.

**General Housing Statistics**

The last section of the document is a list of statistics and facts about the housing crisis. These statistics can be posted on social media, in email marketing and/or on your own website.

**Content Specifications**

Each social media platform uses different character counts and based on research, Agency McKenna has provided details

**Content Character Count**

**Facebook:** 230 – 240 characters with spaces + link to landing page
**LinkedIn:** 200-240 characters with spaces + link to landing (only shows first 3 lines of copy before a “…see more” button)
**Twitter:** 200 characters with spaces + link to landing page (280 max)

Character Count: ### of characters with spaces beneath the messaging.

*Scroll to the Next Page for Social Media Content.*

**MESSAGING FOR BUILDERS / DEVELOPERS**

1. Builders and developers, Spokane County is 31,920 housing units short. There is not enough housing. Let’s get the word out to make change happen. #SpokaneTogetherStronger Learn more at: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger)

Character count: 230

1. Builders and developers, Spokane County faces the lowest levels of housing inventory in history. We need more housing units. Let’s move policy makers to support more affordable housing development. Learn more: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 275

1. Builders and developers, housing starts and ends with you. What challenges do you face because of Spokane County’s housing crisis? Share your story with Spokane Association of REALTORS® [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 252

**MESSAGING FOR GENERAL HOUSING STATISTICS**

Check out these statistics. Spokane County’s Housing shortage is crushing our communities which could be affecting your home, your business or your livelihood. Use these with the campaign graphics on your social media.

1. **Did you know?** Spokane County is 31,920 housing units short. Let’s move policy makers to support more affordable housing development. Learn more about the housing crisis: [www.spokanerealtor.com/together-stronger](https://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger