**Spokane Association of REALTORS®**

Housing Crisis Campaign – Campaign Messaging

December

**Document Overview**

This document provides the recommended messaging for Policy Makers.

**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 POLICY MAKERS**

1. Policy Makers, for 20 years the Spokane County growth strategy has not worked. Zoning and planning changes are needed now. The lack of housing units is crushing our communities. Learn more: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 254

1. Policy Makers – We need action today! Spokane County and its residents can’t wait another day. We need more homes now. Together We Are Stronger. Learn more: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 222

1. Policy Makers – If Spokane County residents can’t buy homes in the area, they will go elsewhere. We need action before we end up driving Spokane out of Spokane. Learn how the housing crisis is affecting the county socially, economically and environmentally: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 323

**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 needs over 3,000 new homes per year, according to a new study. If we can’t grow out, we must grow in. We need more condos, townhomes, cottages and rentals. Policy Makers, we need you to make reasonable housing policies to solve our current housing crisis. Together we are stronger. [www.spokanerealtor.com/together-stronger](https://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger