

HI THERE



Welcome to our June **Begins with Home** campaign briefing! Let us know in the chat:

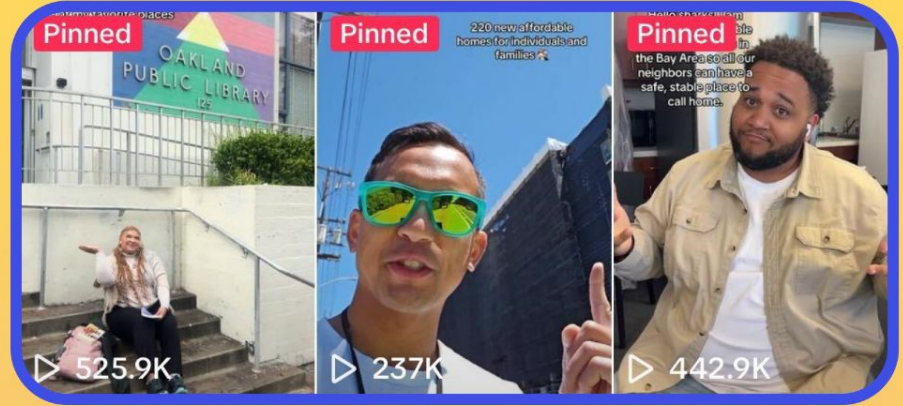
1. Who you are
2. Where you're zooming in from
3. A (non-work) local event or activity you've got on your calendar this summer

We'll get started shortly!



BEGINS WITH HOME CAMPAIGN BRIEFING:

From TikTok to Ads -
Here's how we're
reaching housing
supporters (and
you can too!)



◆ DATE

Friday, June 21, 2024

◆ TIME

12:00 - 1:00 PM PST

begins
with
home

shift 
the bay



GROUNDING

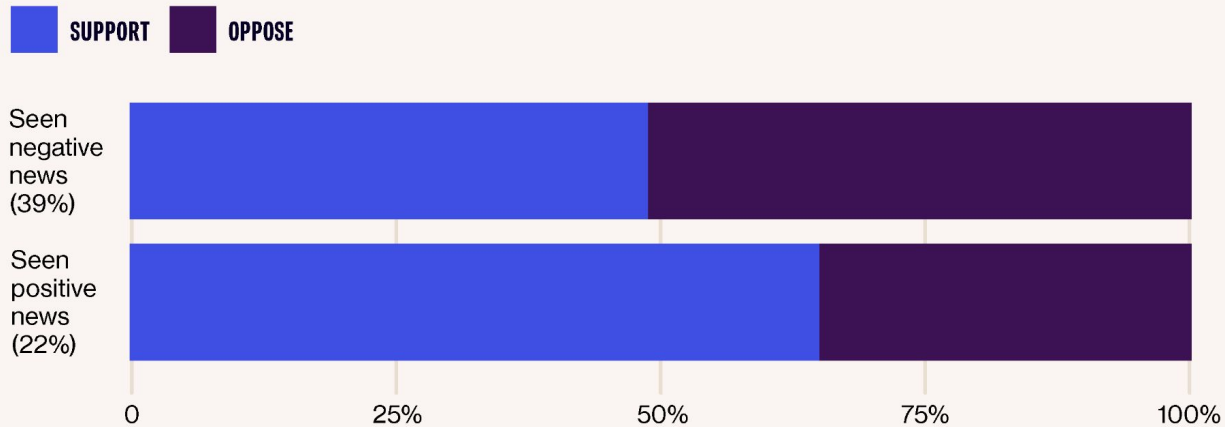


Show hundreds of thousands of people in the Bay Area that when it comes to building a **future of housing justice**, hope is possible and they have the power to make change happen by working together.

STORIES CHANGE MINDS



SEEING POSITIVE NEWS AND INCREASED SUPPORT FOR A HOUSING BOND



If we can help more people feel more hopeful, they are more likely to support meaningful, structural change.

STRATEGIC PATHWAYS



Platform stories about Bay Area housing that spark feelings of courageous hope



Activate the passive majority for housing justice by evoking collective action.



Build momentum by uplifting wins and amplifying grassroots support.



Capture the imagination of audiences by tapping into arts, local culture, and the feeling of being at home in the Bay.



Make the connection between housing justice and related social justice movements.

WHO'S HERE?



BAY AREA HOUSING JUSTICE ADVOCATES

This network spans county lines, industries, and issue areas to bring together advocates for equitable housing solutions.

Your role?

- Work with us tell a big story of hope, solutions & action for housing justice
- Align, amplify, engage, and collaborate with Begins with Home
- Let us know what you see working



BRIEFING AGENDA



- 12:00** Grounding
- 12:05** AHM & Ads
Report Outs
- 12:20** Social Media
Video Deep Dive
- 12:40** Discussion
- 12:55** Closing



**POV:
IT'S AFFORDABLE
HOUSING MONTH**

WELCOME TO THE SURROUND SOUND

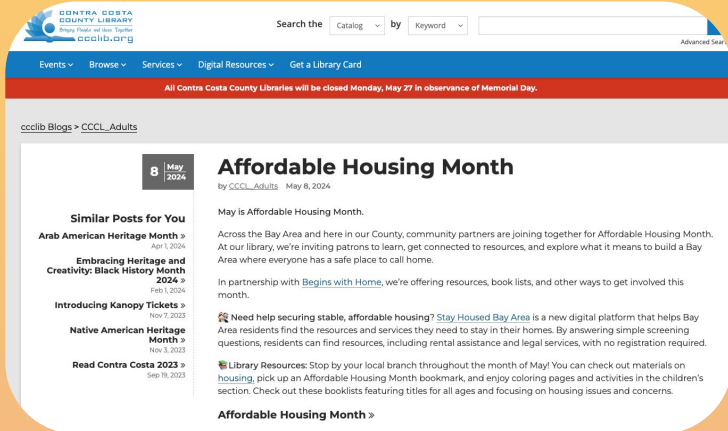


The Bay is .



VISIT YOUR LOCAL LIBRARY AND CELEBRATE AFFORDABLE HOUSING MONTH WITH US

Claim your free bookmark while supplies last!



NAACP Santa Rosa-Sonoma
May 12 at 6:00 PM

This #AffordableHousingMonth, it's time in the Bay Area has a safe place to call home. Decades of bad policy and inaction have made it difficult to find a place to call home. But if we take bold action together, we can change the rules that hold us back. <https://www.beginswithhome.org/affordablehousingmonth>

GOODER DOOR
HELLO BLOOM
AFFORDABLE HOUSING

Betsy Hammer Carr

4h

Silicon Valley Rising · Follow

3d

It's time to open the door to a Bay Area where all 8 million of us have a stable place to call home, gather with our families, and build the lives we dream about.

When we join together — no matter what we look like, how much we earn, or where we sleep at night — we can write a new future for the Bay Area. Our future begins with us, and a thriving Bay Area begins with home.

Join us this #AffordableHousingMonth: <https://www.beginswithhome.org/ourfuture/>

OUR FUTURE begins with home

AFFORDABLE HOUSING MONTH

United Way Bay Area
@UWBayArea

This message is needed today more than ever. Happy #AffordableHousingMonth @UWBayArea

Cindy Chavez
May 3 at 4:10 PM

SV@HOME's Affordable Housing Month 2024 Housewarming!



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THIS AFFORDABLE HOUSING MONTH HELP GROW THE MOVEMENT FOR AFFORDABLE HOUSING

- 1 Take an Affordable Housing Month poster (or a few, don't be shy!)
 - 2 Put up the poster at your Affordable Housing Month events, in your office, or other public places.
 - 3 Extra credit: Snap a photo of your poster and post on social (tag @beginswithhome).
- Bonus extra credit: use our toolkit to share the Affordable Housing Month video, website, and graphics.

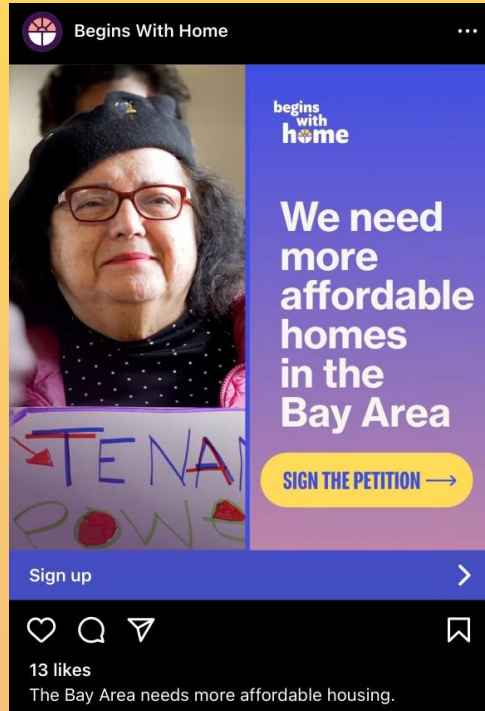


OUR FUTURE
begins with home.

beginswithhome.org







ADD YOUR NAME: SUPPORT AFFORDABLE HOUSING IN THE BAY AREA

And get a free sticker, too!



RESULTS



★ **300K views** of AHM launch video via social

★ **5 AHM TikTok videos** have **1.25M+ views**

★ **Launched 2 AH resident videos** with **350k+ views**

★ **Distributed 400+ pennants** at Oakland Roots game

★ **Distributed 10K bookmarks** and **4K coloring pages** through **53 library branches**

★ **Previewed AHM video** during trailers at New Parkway Theater throughout month

★ **Digital toolkit** was used **120 times** by **30 orgs**

★ **Distributed 300 posters** and **2500+ stickers** through AHM conveners at events



LESSONS FROM PAID ADVERTISING

PAID ADVERTISING STRATEGIC APPROACH



How We Started: Mobilization

Prioritized reaching Bay Area residents receptive to our message and engage them with content that inspires a sense of hope and momentum for affordable housing.

With our mobilization campaigns, we also began testing different approaches to our copy, imagery, and calls to action, as we worked to better understand what most effectively motivates this audience.





AUDIENCES

Focusing on around 500,000 registered voters across the Bay Area.

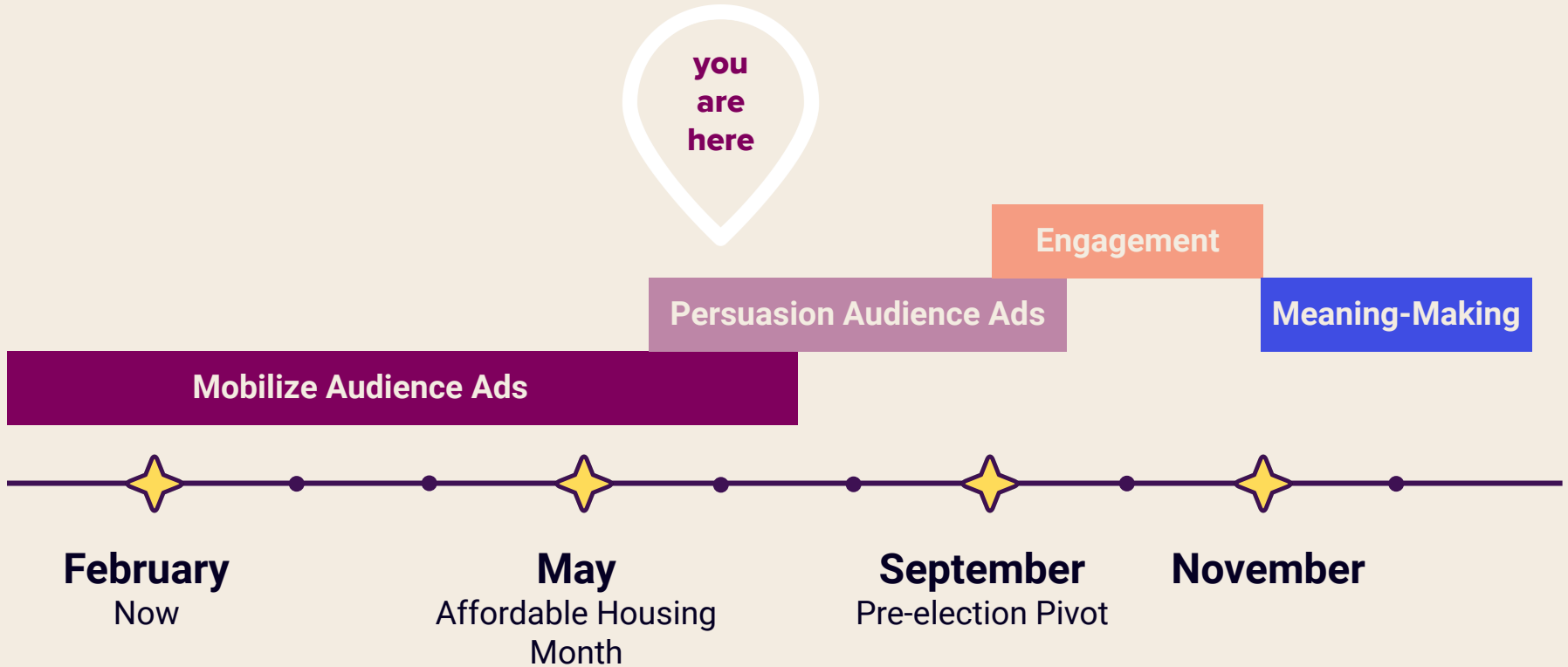
MOBILIZE AUDIENCE

- Strong support for housing as a human right
- Strong support for low-income households
- Soft support on taking action

PERSUADABLE AUDIENCE

- Soft support for housing as a human right
- Soft support building in their neighborhood
- Soft support for supporting tax increases
- Soft support for renter protections

BEGINS WITH HOME CALENDAR



LANDING PAGE TEST RESULTS



| | Affordable Housing Petition | Housing is a Human Right Petition | Housing Justice Petition | Change is Possible Petition | Community Responsibility Petition | Antioch Message Form | Sentiment Survey | Education Quiz |
|----------|-----------------------------|-----------------------------------|--------------------------|-----------------------------|-----------------------------------|----------------------|----------------------|----------------------|
| Sign Ups | 29 | 25 | 23 | 23 | 10 | 4 | 14 | 5 |
| Link | Link | Link | Link | Link | Link | Link | Link | Link |

SIGN THE PETITION: I SUPPORT BUILDING AFFORDABLE HOUSING IN MY NEIGHBORHOOD

Add your name if you support building affordable housing in your neighborhood.

Best Performing Landing Page

SIGN THE PETITION: HOUSING IS A HUMAN RIGHT

Add your name to affirm that having a decent place to live is a basic human right that we all deserve.

Second-Best Performing Landing Page

TOP PERFORMING TEXT & IMAGES



TEXT

- There just aren't enough homes for everyone working in the Bay Area, and that won't change unless we join together.
- The Bay Area needs more affordable housing. Are you in?

IMAGES

Begins with Home
Published by Tiffany Cho · 4d · 🌐

There just aren't enough homes for everyone working in the Bay Area, and that won't change unless we join together.

begins with home

We need more affordable homes in the Bay Area

SIGN THE PETITION →

BEGINSWITHHOME.ORG
Sign The Petition
Signing this petition shows the Bay that we are a part of a growi...

Sign up

Begins With Home
Published by Tiffany Cho · May 3 at 1:12 PM · 🌐

Sign The Petition: I Support Building Affordable Housing In My Neighborhood

begins with home

We need more affordable homes in the Bay Area

SIGN THE PETITION →

BEGINSWITHHOME.ORG
Make Your Voice Heard
Signing this petition shows the Bay that we are a part of a growi...

Sign up



THE TALE OF TWO PLATFORMS

META

- Custom audience matching — directly target our voter universes
- More expensive

TIKTOK

- Limited targeting capabilities
- Much more cost-effective

| Platform | Cost Per Impression | Cost Per Video View | Cost Per Follower |
|----------|---------------------|---------------------|-------------------|
| Meta | \$12.54 | \$0.40 | \$15.77 |
| TikTok | \$6.70 | \$0.01 | \$3.98 |

WHAT COMES NEXT: PERSUASION



Reaching softer supporters



Prioritize reach & frequency for sentiment shift



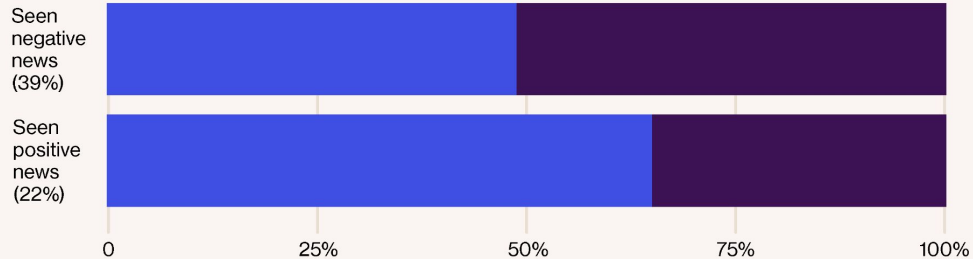
Tap into additional channels



Mobilization efforts ongoing

SEEING POSITIVE NEWS AND INCREASED SUPPORT FOR A HOUSING BOND

SUPPORT **OPPOSE**





SOCIAL MEDIA VIDEO DEEP DIVE

THE OPPORTUNITY: WHY VIDEO FOR SOCIAL?



○ **60%**

Share of average daily social network time spent watching social video in 2024

○ **95%**

Percent of a message retained from watching a video – as opposed to just **10% read in text**



THE ALGORITHM: WHO IS SHE?

When it comes to social media video, the algorithm wants...

- ✦ Consistency
- ✦ Recognizability
- ✦ Engagement
- ✦ Flattery



THE APPROACH: OUR TRUSTED MESSENGERS



Kiana Simmons
Lead Organizer,
HLC San Mateo



Damion Scott
Lead Organizer,
EBHO



Jeff Briz
Communications
Director, Hamilton
Families



THE NARRATIVE: OUR STORYTELLING THEMES



Structural problems need structural change: lived experience and history show the status quo hurts all of us



Make solutions visible: concrete benefits and successful programs and policies



People using their collective power: everyday folks getting involved, empowerment, unity



Feelings of home: connect housing to universal values and core issues

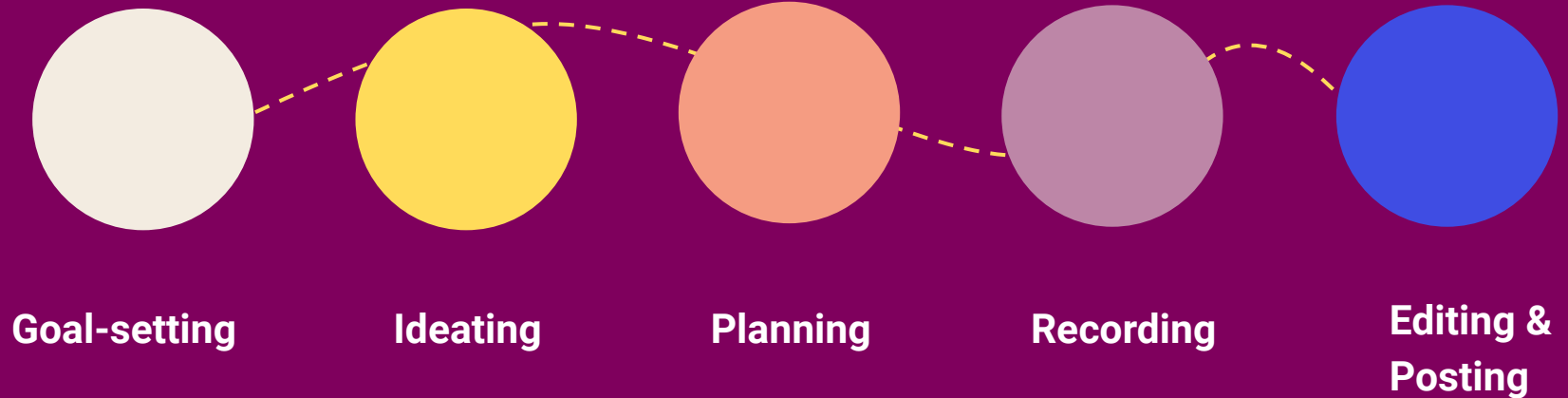


The impossible is possible: show another path is possible and how we take it



Solidarity & unexpected messengers: landlords, business owners, faith leaders, youth, seniors

THE PROCESS: **MAKING CONTENT**



THE PROCESS: TRANSLATING & CREATING



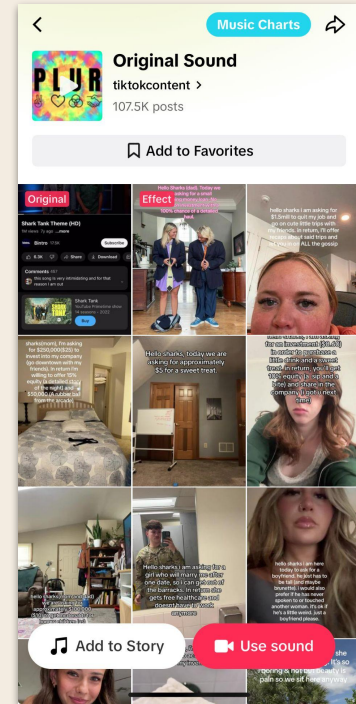
CONTENT TYPE 1 TRENDS

Using sound and video formats that are popular on social media platforms



TOPLINES

- Pros: simplicity, algorithm points, fun
- Cons: timeliness, tracking, niche
- Remember: trends are an option, but not the only one





THE PROCESS: TRANSLATING & CREATING



CONTENT TYPE 2

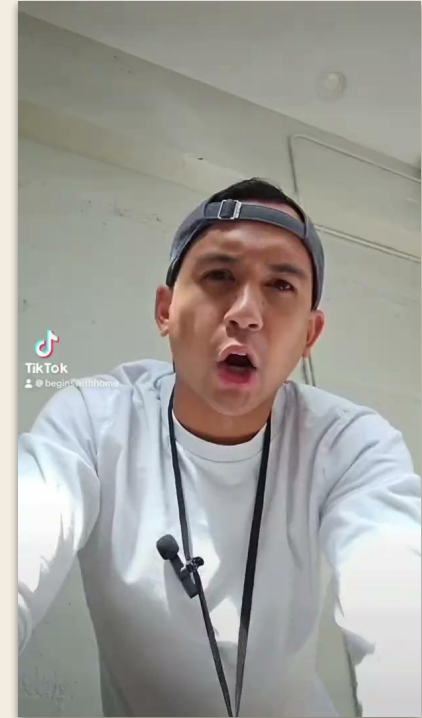
EXPLAINERS

Going deep on a specific topic to communicate the big idea and key details



TOPLINES

- Do: use a hook, get to the point, keep it moving, provide a takeaway or CTA
- Don't: keep us waiting (we won't), give details without digestion, use insider language



THE PROCESS: TRANSLATING & CREATING



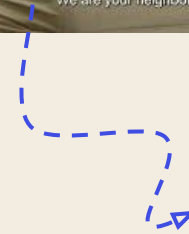
CONTENT TYPE 3

PRODUCED VIDEO CONVERSION FOR SOCIAL MEDIA



TOPLINES

- Speed it up and strip it back
- Be authentic and relatable
- When in doubt, go face-to-camera
- Use your platform's editing tools



THE PROCESS: TRANSLATING & CREATING



THE PROCESS: BOOSTING CONTENT



GIVE A LITTLE, GET A LOT



Our costs on Meta

Per follower: \$15.77

Per video view: \$0.40

Per impression: \$12.54

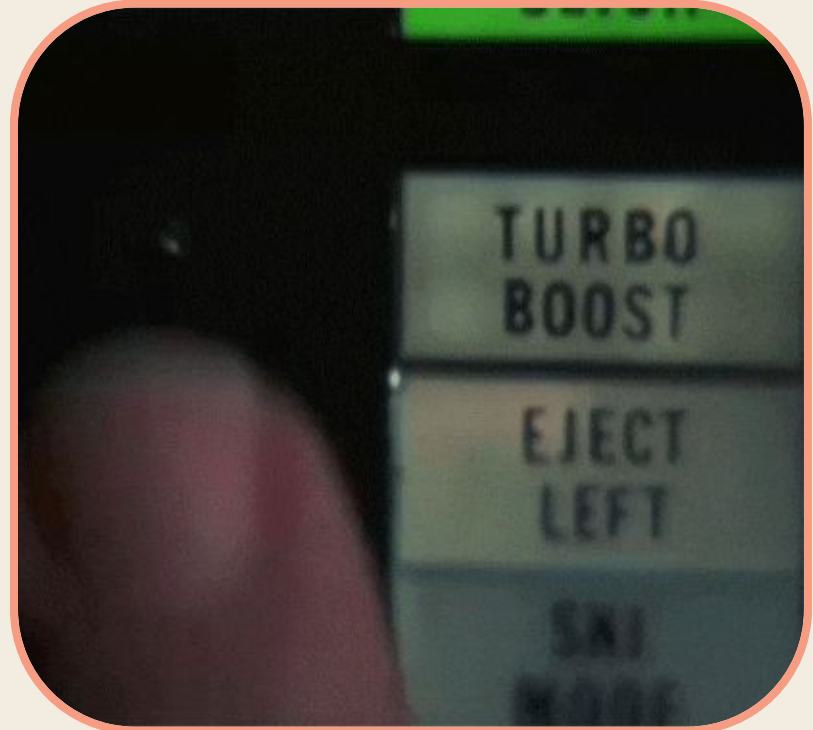


Our costs on TikTok

Per follower: \$3.98

Per video view: \$0.01

Per impression: \$6.70





THE BIG IDEA: YOU CAN DO THIS WITH US!



USE OUR LEARNINGS

We've experimented so you don't have to



APPLY THIS FRAMEWORK

From approach to process, here's your map social media video power



ADAPT TO YOUR CIRCUMSTANCES

We all have different capacities, so determine what of this can work for you



EXPLORE PARTNERSHIP

Figure out how to share the load and use each other's strengths



ENGAGE WITH YOUR NETWORK

Signal boosting each other's work benefits us each individually and as a collective



HAVE FUN

Authenticity and joy are always trending (and it keeps this work sustainable!)



DISCUSSION



Q&A WITH **AMBASSADOR JEFF**

AS ONE OF OUR CONTENT CREATORS...

1. Tell us about your prior social media video experience.
2. What is one challenge and one reward of content creating?
3. Share your takeaways, recommendations, & application at Hamilton Families?



Jeff Briz

Communications
Director, Hamilton
Families

LET'S TALK AHM, ADS & SOCIAL MEDIA VIDEO



ASK THE PANEL:

- Alina (Affordable Housing Month)
- Sam (Paid Advertising)
- Madison (Social Media Video Strategy)
- Jeff (Social Media Video Creation)



...OR share your own learnings and ideas!



WHAT'S NEXT?



**We want to hear from
you! Complete our
feedback form**



HELP US BUILD MOMENTUM

YOUR ACTION ITEMS

- [Get in touch](#) about your storymaking ideas and briefing requests
- Try out the Storytelling Cheat Sheet and [Playbook](#) in your own work
- Amplify stories and digital actions as they go live on [BeginsWithHome.org](https://beginswithhome.org)
- Follow us on [Instagram](#), [TikTok](#), [Twitter](#), and [Facebook](#)



THANK YOU

BeginswithHome.org

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