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***Tale of Two Austins*  
Outreach Guide - Affordability**

**Executive Summary:**

* *LIKE* OVCT on [Facebook](http://www.facebook.com/OneVoiceCentralTexas) and *FOLLOW* us on [Twitter](https://twitter.com/OneVoiceCtrlTX)
* If you have Twitter or Facebook, USE the sample messages below and *TAG* our accounts
* TAG One Voice and your own agency in any postings on social media
* When you see a Tale of Two Austins post or email from One Voice, please SHARE it
* DIRECT audience to One Voice Tale of Two Austins page: [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/)
* COPY any media inquiries for your team to [info@onevoicecentraltx.org](mailto:info@onevoicecentraltx.org) to ensure all correct messaging is captured

**ENGAGE with One Voice Social Media!**

* Facebook
  + <https://www.facebook.com/OneVoiceCentralTexas>
  + Tag [@One Voice Central Texas](https://www.facebook.com/OneVoiceCentralTexas)
  + Use the hashtag #2Austins
  + Post photo when posting to enhance post awareness
* Twitter
  + <https://twitter.com/OneVoiceCtrlTX>
  + Tag [@OneVoiceCtrlTX](https://twitter.com/OneVoiceCtrlTX)
  + Use the hashtag #2Austins

**Sample Tweets**:

* TARGET DATE: MONDAY 3/21 ½ of senior renters have gone without a basic need to pay for housing [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@OneVoiceCtrlTX](https://twitter.com/OneVoiceCtrlTX) #2Austins
* TARGET DATE: MONDAY 3/28: The # of homeless AISD students has increased by 30% in the last 2 years [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@OneVoiceCtrlTX](https://twitter.com/OneVoiceCtrlTX) #2Austins
* TARGET DATE: MONDAY 4/4: 31% of Austin renters have gone without healthcare to afford housing [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@OneVoiceCtrlTX](https://twitter.com/OneVoiceCtrlTX) #2Austins
* TARGET DATE: MONDAY, 4/11: 5 zip codes in Austin have no grocery store: [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@OneVoiceCtrlTX](https://twitter.com/OneVoiceCtrlTX) #2Austins
* Any relevant, compelling statistic that you have on the two Austins + “were addressing this by…” [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@OneVoiceCtrlTX](https://twitter.com/OneVoiceCtrlTX) #2Austins

**Sample Facebook Posts (upload or share photo or image of each statistic)**:

* TARGET DATE: MONDAY 3/21: #1 best housing market to invest in this year? Think again: ½ of senior renters in Austin have gone without a basic need to pay for housing. Tale of 2 Austins: [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@One Voice Central Texas](https://www.facebook.com/OneVoiceCentralTexas) #2Austins
* TARGET DATE: MONDAY 3/28: #4 most thriving city in the U.S.? Think again: The # of homeless AISD students has increased by 30% in the last 2 years. Tale of 2 Austins [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@One Voice Central Texas](https://www.facebook.com/OneVoiceCentralTexas) #2Austins
* TARGET DATE: MONDAY 4/4: #10 healthiest metro area in America? Think again: 31% of Austin renters have gone without medication, healthcare, or dental care to afford housing. Tale of 2 Austins: [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@One Voice Central Texas](https://www.facebook.com/OneVoiceCentralTexas) #2Austins
* TARGET DATE: MONDAY, 4/11: Top foodie destination, boasting over 6,000 restaurants? Think again: 5 zip codes in Austin have no grocery store. Tale of 2 Austins: [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@One Voice Central Texas](https://www.facebook.com/OneVoiceCentralTexas) #2Austins
* Any relevant, compelling statistic that you have on affordability + “were addressing this by…” Tale of 2 Austins [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) [@One Voice Central Texas](https://www.facebook.com/OneVoiceCentralTexas) #2Austins

**Instagram Posts:**

* Share an image that supports one of our (or your) statistics about the Tale of Two Austins and link to our website [Bit.ly/2ATXs](http://onevoicecentraltx.org/tale-of-two-austins/) with #2Austins