**Spokane Association of REALTORS®**

Housing Crisis Campaign – Campaign Messaging

December

**Document Overview**

This document provides the recommended messaging for Consumers (Buyers and Sellers).

**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 CONSUMERS**

1. Rising prices of housing units in Spokane County have residents squeezed out of homeownership. This housing crisis affects all of us. It’s time to get the word out. Learn more: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 243

1. Spokane County – We’re facing a housing crisis. But who gets hurt? Half of our community rents. Escalating prices put owning a home further and further away. Find out more about the housing crisis: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 263

1. Attention Spokane County – the city is saying we need 6,600 housing units in the next 16 years. The housing crisis didn’t happen overnight, and we need to work together to solve this problem. Learn about the Spokane Association of REALTORS® efforts here: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 320

1. Why is it so difficult to buy a home in Spokane County? There is a 94% decrease in housing availability over the past 11 years. Learn about the Spokane Housing Crisis and how it may affect you: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 262

**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?** Prices in Spokane County have escalated 80% in 5 years. We need affordable housing. Now. Learn more about the Spokane Housing Crisis at: [www.spokanerealtor.com/together-stronger](https://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger