**Spokane Association of REALTORS®**

Housing Crisis Campaign – Campaign Messaging

December

**Document Overview**

This document provides the recommended messaging for Local Businesses.

**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 LOCAL BUSINESSES**

1. Spokane County data shows only 1 in 7 housing units is considered affordable. Rising home prices affects local businesses and their earnings. The Spokane County housing crisis affects all of us. Learn more: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 270

1. Spokane County businesses – the housing crisis is crushing our communities. The longer the county waits to solve this problem, the more people go elsewhere. We need to get the word out and move policy makers to create sensible solutions for our communities. Together, we are stronger. [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 350

1. Spokane County businesses – what challenges are you facing due to the housing crisis that is affecting local residents? Your input will help the Spokane Association of REALTORS® make change happen. Let us know: [www.spokanerealtor.com/together-stronger](http://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger

Character count: 276

**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?** There has been $6 billion in lost wages. The Spokane County housing crisis is affecting the community socially, economically and environmentally. Change is needed now. Learn more about the Spokane Housing Crisis at: [www.spokanerealtor.com/together-stronger](https://www.spokanerealtor.com/together-stronger) #SpokaneTogetherStronger