

## LandAid SleepOut Comms Guide

This year, we have all learnt just how important and powerful social media can be. The world has gone digital – so when it comes to promoting a cause, it is important you know how to navigate the world of social media.

### **Here are a few tips make your voice be heard on social media:**

#### **1. Simplify your message**

This doesn't mean you have to be brief, but it does mean you should be very clear on what you want your followers to understand. Edit your message down to the essential information. What do you want your audience to take away from this?

You don't need to use fancy phrases, clever wording or embellishments. Use short words and sentences to get your point across, and make more of an impact.

#### **2. Use appropriate channels**

Where and how you present your message is as important as what you say. Use platforms where you have a larger following, or where there is a space for the property industry such as Twitter, LinkedIn or Instagram.

#### **3. Use hashtags and keywords**

Words such as #property, #sleepout, #landaidssleepout. People are always searching for what interests them, and when these particular words or phrases pop into view, they will take notice!

#### **4. Tag people**

Don't forget to also tag the appropriate people in your message – such as LandAid. Chances are we will repost anything we're tagged in!

### **Example tweets:**

I've registered to take part in the #LandAidSleepOut!

I'll be braving one night outside on Thursday 11 March to help prevent young people from facing the same prospect, every night.

Donate to my fundraising page today: <https://bit.ly/3ae9jlt> @LandAid  
#EndYouthHomelessness

I'm spending one night outside to help #EndYouthHomelessness.

This won't replicate sleeping rough, but is an insight to the harsh realities faced by a growing number of young people.

Donate to my fundraising page today: <https://bit.ly/3ae9jlt> @LandAid #LandAidSleepOut

I've signed up to the #LandAidSleepOut!

I'll be braving one night outside on Thursday 11 March to help prevent young people from facing the same prospect, every night.

You can take part too and help #EndYouthHomelessness.

Sign up today: <https://join.landaid.org/event/sleepout/home> @LandAid

Click to tweet [here](#).