

NEW MEXICO EMERGENCY RENTAL ASSISTANCE



SOCIAL MEDIA TOOLKIT



IN PARTNERSHIP WITH:



WHAT IS THE EMERGENCY RENTAL ASSISTANCE PROGRAM?

The Covid-19 pandemic caused financial hardship for many New Mexico residents. As a result of the fear and hopelessness in our community, the New Mexico Black Leadership Council has created a program called UpLift to help our community overcome this difficult time by providing help, resources, and information. Through our program, individuals can easily find information about local and state financial assistance.



THE PURPOSE

We aim to highlight **Emergency Rental Assistance resources** for New Mexico residents.

The overwhelming recovery process for those financially affected by Covid-19 has contributed to homelessness and mental health issues for many. To assist those in need to transition from financial hardships, we wish to act as a conduit for transferring all relevant information.

WHAT'S IN THIS KIT?

- How to use this kit
- Social Assets
- Post Examples

HOW TO USE THIS TOOLKIT

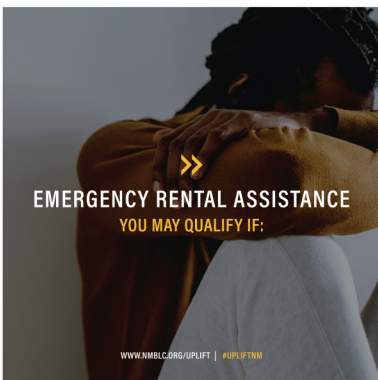
This campaign has been designed to be used on social media platforms like Facebook and Instagram. This kit provides you access to the graphic assets and videos that will be used throughout the campaign. Review the information below for post examples and posting schedules.

SOCIAL MEDIA ASSETS

SINGLE POST(S)

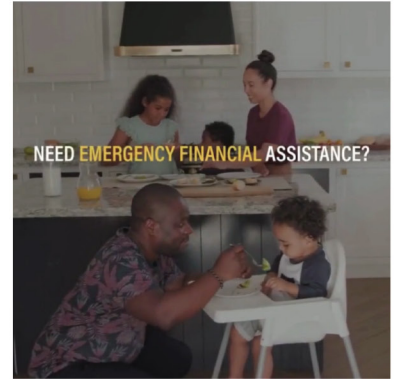
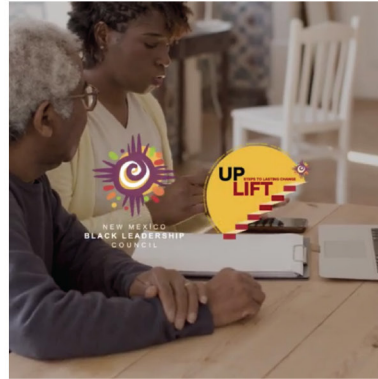
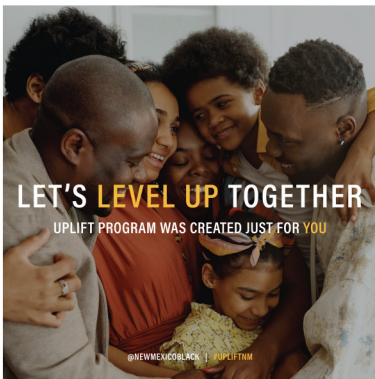


CAROSSEL (MULITPLE IMAGES) POST

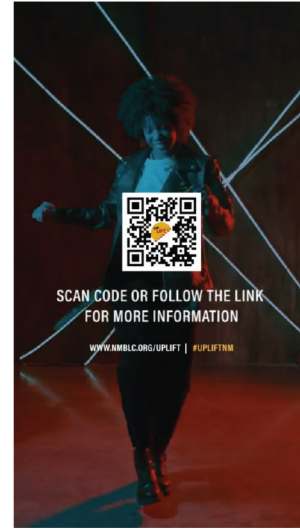
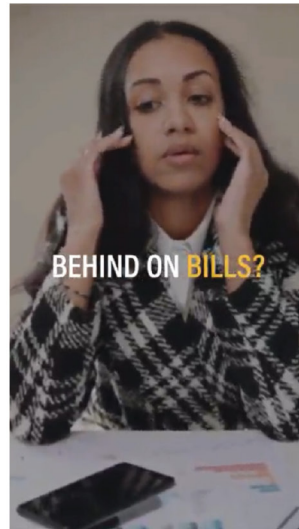
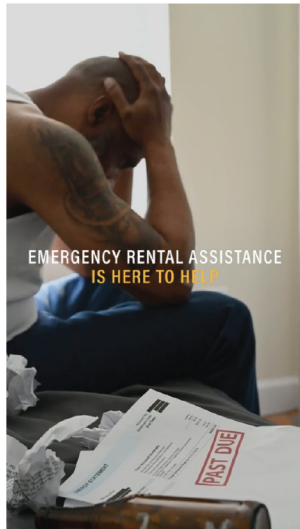


SOCIAL MEDIA ASSETS

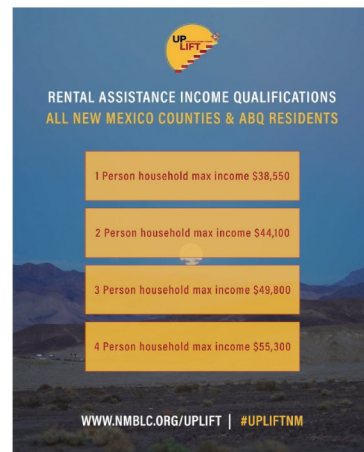
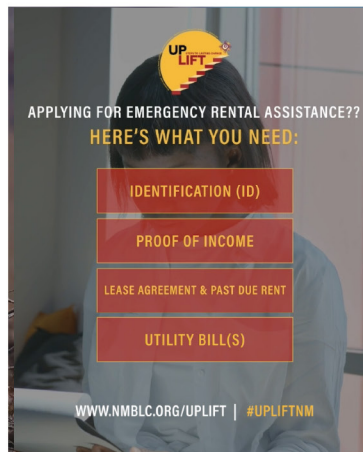
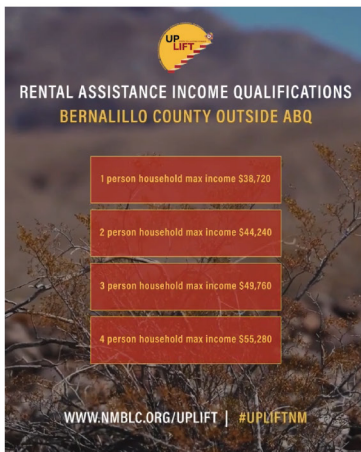
1:1 VIDEO POST(S)



REELS / TIK-TOK / SHORTS



4:5 VIDEO POST(S)



GO TO ASSETS FOLDER



TIPS & RESOURCES

TIP 1: YOU MUST USE THE #UPLIFTNM IN YOUR POST DESCRIPTION

By using the hashtag **#UpLiftNM** we can collect and monitor each post and engagement activity for everything published for the campaign. Make sure you include it in all of your posts.

TIP 2: VIDEOS ARE SHARED, NOT POSTED

Videos for the **#UpLiftNM** campaign will be first posted and boosted from the **New Mexico Black Leadership Council** page. Make sure you share the post from the page in order to increase engagement with the video. You'll receive email correspondence with an update on when the videos will be published.

TIP 3: SHARE, TAG, AND COLLABORATE

Lots of programs have similar services and some share the same resources. Feel free to tag other organizations and share content from the campaign onto your Facebook page in order to increase engagement.

CANVA - FREE ONLINE DESIGN SOFTWARE

Website: <https://www.canva.com/>

Training: <https://designschool.canva.com/tutorials/>

FACEBOOK PUBLISHING TOOLS

Help Center: <https://www.facebook.com/help/1533298140275888>