

FIVE COMMUNICATION STRATEGIES

For Advocates Working to End Homelessness



1 Foreground Lived Experts

- Homeless populations must be at the forefront of any communication strategy pertaining to homelessness. **They are the lived experts. Their voices must be heard and promoted.**
- The participation of unhoused persons **must be voluntary**. Their consent to participate must also be confirmed on an ongoing basis

2 Layer Your Message

- You can spread your message to a wider audience by adopting a layering approach!
- "Layering" simply requires the production of a variety of pieces from the same content. These outputs can be spread across multiple platforms.
 - A report can be summarized via an infographic or blog post. This shorter content can then be shared on social media websites with a link to the full report.
 - A webinar can be broken down, with shorter clips being posted on Youtube.



3 Know Your Audience

- **Use plain language.** Content should be communicated in a way that is clear, accessible, and succinct.
- **Tailor your content.** Ask yourself, who are you trying to reach and what do they need to know?
- **Repeat all key messages.** Know what you want to communicate and repeat, repeat, repeat!

4 Promote Collaboration

- Uniting the variety of key players who have a role in ending homelessness is a critical challenge for advocates
 - Finding a common goal will help to eliminate silos.
 - Work to build trust through transparency and consistent communication.
 - Identify strategic allies who can assist in amplifying your message.



5 Motivate Action

- **Identify and promote shared values.** This will support collaboration across diverse groups.
- **Be explicit about the problem.** Connect to individual stories of persons with lived experiences (with their consent) to demonstrate the issues that need to be addressed.
- **Provide Solutions.** Offer practical responses that can be implemented.
- **Assign Next Steps.** Give the audience actionable steps that they can undertake.