

# Regional Housing Technical Assistance Social Toolkit



Technical Assistance  
for Local Planning  
**HOUSING**



# About this kit

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MTC-ABAG staff created this kit to help you communicate with your residents online about your Housing Element Update.

## What's inside

- Curated photo library
- Photo dimension guidance
- Written social posts
- Additional resources

Think of this kit as a guide: You could use images and posts directly, or you could tweak the writing and substitute photos of your own city.



# Photography

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The image library includes a variety of housing photos taken throughout the region.

These photos can only be used for organic social media posts regarding your Housing Element Update.

If you would like to use the images for some other purpose, including a paid campaign, you must pay a licensing fee. Please contact MTC-ABAG staff ([social@bayareametro.gov](mailto:social@bayareametro.gov)) for more information.

Access the [photo library here](#).

- Files are named to indicate the description, photographer, and crop  
[Description]\_[Photog Initials] – [Crop]
- Photographers are Karl Nielsen (KN) and Noah Berger (NB)
- Rectangle crop is a 16:9 aspect ratio
- Square crop is a 1:1 aspect ratio
- Example file: Vietnam Vet\_KN – Square was taken by Karl Nielsen and has a 1:1 aspect ratio
- Tag photographers on Instagram  
Karl Nielsen: @karlnielsenphotography  
Noah Berger: @noah3929

Photo dimensions & platforms

- Rectangle (16:9) – Use on Facebook, Twitter, or Nextdoor. Can be used on Instagram, but square is recommended.
- Square (1:1) - Use on Facebook or Instagram. **Do not use on Twitter or Nextdoor.**
- Need more dimensions? Check out this [Google Sheet](#) by Sprout Social.

# Social posts

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We identified six communication opportunities that you would have during your Housing Element Update process and provided social copy for each of them for Facebook, Nextdoor, Twitter and Instagram.

- Kick-off of Housing Element Update
- Public Meetings
- Public Comment Opportunity
- Survey Responses
- Housing Element Update goes to City Council
- Adoption of Housing Element Update

Access the [post library here](#).

- The posts are optimized for you to fill in specifics about your city
- Twitter has a character limit of 280
- If you are interested in running a paid social media campaign and need assistance, there are numerous firms on the Regional Planning Consulting Bench in the Engagement and Outreach service category available to assist you. To learn more about the Regional Planning Consulting Bench, visit ABAG's Regional Housing Technical Assistance [website](#). You can find the vendor contact list on this [Google Sheet](#).

## Meetings

- We recommend using both Facebook and Nextdoor's event capabilities.
- Keep the event name short and sweet so it isn't cut off on mobile
- Choose an image that will grab people's attention and relates to the event  
*Image dimensions 16:9*
- Example from [@MTCBATA's Facebook](#)

Thank you

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