



## Homeshare SHOUT Week - 16-20<sup>th</sup> March 2020

### What is Homeshare SHOUT?

Homeshare SHOUT week is an international online campaign to:

- Raise the profile and awareness of Homeshare locally and globally
- Bring together our networks and friends
- Get the attention of key influencers and stakeholders globally

### Can we get involved?

**YES!** Anyone around the world can get involved. The more people that share news, the more we get heard! You can be a Homeshare programme, Homeshare Network, a homesharer, a householder, or just love the idea of Homeshare!

### What can I do?

Here are a few things that everyone can do to prepare and get involved in Homeshare SHOUT week.

1. Share the dates with your networks in advance. See email copy/post below
2. Follow us! [@HomeshareIntl](#) and <https://www.facebook.com/HomeshareIntl/>
3. Use hashtag #HomeshareSHOUT
4. Follow other Homeshare programmes and key influencers locally and around the world.
5. Prepare content and schedule some posts in advance to save you time during the week itself. Look at what similar organisations are posting for inspiration. You can use free software such as [hootsuite](#) to do this and manage multiple social media channels at once.
6. Use our biggest asset – our Homesharers! If you are homesharing, share your story with friends and family networks. It can be really informal – a selfie and caption is enough. Spread the word and connect with other homesharers.
7. During Homeshare SHOUT week, keep an eye on social media and like, retweet, share content and thank those that are sharing. Posts stay 'live' for longer the more engagement they have so keep it going with likes and comments.
8. Do a live feed or video and post it. It can just be a selfie of your team in the office or a short video of what you are doing. Videos and images get much more response than text alone and people will love to see the real faces of Homeshare!



**Example tweet/post – Include an image (Hootsuite has a library of stock images or pick something personal to your organisation.)**

Homeshare SHOUT week is 16-20 March. Put the date in your diary, follow us and help us SHOUT about Homesharing around the world! #homeshareSHOUT @HomeshareIntl

**Email copy** – use this to alert your contact to Homeshare SHOUT week in advance

**Subject: Homeshare SHOUT Week 16-20 March 2020**

Homeshare SHOUT is an international online campaign from [Homeshare International](#) to raise awareness of Homesharing around the world.

We want to see Homeshare trending across the globe and as a [friend/supporter/influencer \(delete as appropriate\)](#) we need your help!

**Here are a few things you could do to support the campaign...**

- Follow us – [put your social media links here](#)
- Look out for our posts and share/retweet them if you like what we're saying
- If you like our content, share it with your contacts to widen our network and reach
- Use our hashtags #homeshareSHOUT
- Tag us and @HomeshareIntl in any relevant content you are sharing

### **About Homeshare International**

Homeshare International brings together a worldwide network of Homeshare professionals. There are now programmes in 17 countries from Canada to Korea, Austria to Australia. These programmes typically match older householders with young homesharers. Homesharing builds relationships, often between two generations, recognising that people who take part have needs and something to give.



**Example Posts from 2019** These were made in [Canva](https://www.canva.com/) which is free software to create social media specific posts using images and text.



'My mother has been lonely for 35 years. but no longer since she is homesharing'

[www.homeshareuk.org](http://www.homeshareuk.org)



En este año que hemos vivido juntas, le he ido enseñando cosas de Madrid, hemos hecho excursiones y yo he recuperado cosas que hacia en Madrid hace años. Ha sido una experiencia maravillosa.

MARÍA ROSA, MADRID

