Missed Opportunities in Youth Pathways Through Homelessness Social Media Toolkit

OVERVIEW AND KEY MESSAGES:

On Wednesday, June 5 at 6 AM, Chapin Hall at the University of Chicago will release the sixth in a series of research briefs on understanding and addressing youth homelessness. The research findings come ahead of the reauthorization of the Runaway and Homeless Youth Act by Congress, and suggest where larger changes are needed to improve the prevention of and response to youth homelessness federally.

The study, Missed Opportunities in Youth Pathways Through Homelessness, emerged from groundbreaking research by Chapin Hall that identified high levels of youth homelessness nationwide. The report, based on interviews with 215 youth ages 13-25 across the country, identifies the diverse range of causes that lead more than 4.1 million youth to experience homelessness each year. Over forty percent of the youth surveyed had been in the foster care system, and nearly a quarter were homeless with their families at some time. And 35 percent of youth surveyed experienced the death of at least one parent before becoming homeless.

RELEVANT ACCOUNTS & HASHTAGS:

Chapin Hall Social Platforms:
- Twitter: @Chapin_Hall
- Facebook: https://www.facebook.com/ChapinHall.UC/

Hashtags:
- #missedopportunities
- #EndYouthHomelessness
- #YouthHomelessness

SAMPLE MESSAGING: TWITTER

Below are suggested tweets that can be published after the research is announced.

General Guidelines

Where possible, tag @Chapin_Hall, retweet partner organizations to maximize interactions, and use the hashtags #EndYouthHomelessness and #missedopportunities.

The URL for the brief will be https://bit.ly/2I7nZv2.

The URL for the marked-up legislation will be https://bit.ly/30XjUAu.
URLs for infographics will be:
Figure 1 – Multilevel critical conditions: https://bit.ly/2Khj3Ei
Figure 2 – Geographic mobility: https://bit.ly/2FRUhse
Figure 3 – Types of sleeping arrangements: https://bit.ly/2UpjqT7
Figure 4 – Total number of different sleeping arrangements: https://bit.ly/2Uurv92
Figure 5 – One young person’s pathway through homelessness: https://bit.ly/2MkvUc2
Figure 5a – Young person’s sleeping arrangements: https://bit.ly/2OEAhMx
Figure 6 – Baylee’s pathway through homelessness: https://bit.ly/2FRySj0
Figure 6a – Baylee’s sleeping arrangements: https://bit.ly/2HUtM7T

Suggested Tweets

General Tweets:
Today, @Chapin_Hall revealed an unprecedented look at the factors leading to youth homelessness based on interviews with 215 youth across the country #missedopportunities https://bit.ly/2I7nZv2

New @Chapin_Hall brief reveals that over one-third of homeless youth surveyed had experienced the death of a parent #missedopportunities https://bit.ly/2I7nZv2

Many homeless young people were in foster care before experiencing housing instability and nearly a quarter were homeless with their families at some time, according to interviews with 215 homeless youth #missedopportunities https://bit.ly/2I7nZv2

Ahead of the reauthorization of the Runaway and Homeless Youth Act by Congress, new @Chapin_Hall findings suggest greater changes are needed to improve prevention of and response to #YouthHomelessness https://bit.ly/2I7nZv2

Multilevel Critical Conditions Tweets:
New @Chapin_Hall study shows systems and communities, peers, families, and young people themselves all play a critical role in lifting youth out of homelessness #EndYouthHomelessness https://bit.ly/2CREJCT

Geographic Mobility Tweets:
@Chapin_Hall’s Interviews with 215 homeless youth reveal that many are forced to move frequently from street to street and neighborhood to neighborhood #missedopportunities https://bit.ly/2FRUhse

Although homeless youth often have to move frequently, reporting precarious and temporary sleeping arrangements, most remain close to home #missedopportunities https://bit.ly/2FRUhse

Types of Sleeping Arrangements Tweets:
Did you know that youth experiencing homelessness are often forced to move from place to place, bouncing from friends’ couches to shelters to the streets? #missedopportunities https://bit.ly/2UpjqT7

The majority of homeless youth that @Chapin_Hall interviewed report that they have lived on a friends’ couch at some point in their experience https://bit.ly/2UpjqT7

Total Sleeping Arrangements Tweets:
Many youth experiencing homelessness must move between 3 or more sleeping arrangements at once – they often don’t know where they’ll be sleeping each night #missedopportunities https://bit.ly/2Uurv92

Can you imagine waking up not knowing where you’ll lay your head that night? Instability and uncertainty is a reality for the majority of homeless young people that @Chapin_Hall interviewed in its eye-opening brief #missedopportunities https://bit.ly/2Uurv92

**Young Person’s Pathway Through Homelessness**

Each youths’ pathway through homelessness is unique. This young man left home at a young age, and has been unstably housed since #missedopportunities https://bit.ly/2FNfm5I

Each young person’s pathway through homelessness is marked by instability and uncertainty. Without support and intervention, it’s easy for them to fall through the cracks #missedopportunities https://bit.ly/2FNfm5I

**Baylee’s Pathway Through Homelessness**

Like nearly a quarter of the 215 young people that @Chapin_Hall surveyed, Baylee experienced homelessness with her family from a young age #missedopportunities https://bit.ly/2FRySj0

Like 35 percent of the 215 young people that @Chapin_Hall surveyed, Baylee experienced the loss of a parent at a young age #missedopportunities https://bit.ly/2FRySj0

**SAMPLE MESSAGING: FACEBOOK**

Today, Chapin Hall revealed an unprecedented look at the causes and conditions of youth homelessness based on interviews with 215 young people across the country #missedopportunities https://bit.ly/2I7nZv2

New research from Chapin Hall reveals that over one-third of homeless youth surveyed had experienced the death of a parent #missedopportunities https://bit.ly/2I7nZv2

Many homeless young people were in foster care before experiencing housing instability and nearly a quarter were homeless with their families at some time, according to findings from interviews with 215 homeless youth across the country conducted by Chapin Hall #missedopportunities https://bit.ly/2JW5HLB

Ahead of the reauthorization of the Runaway and Homeless Youth Act by Congress, new Chapin Hall findings suggest greater changes are needed to improve prevention of and response to #YouthHomelessness https://bit.ly/2I7nZv2