Maryland

EMERGENCY RENTAL ASSISTANCE PROGRAM

SOCIAL MEDIA TOOLKIT

Maryland
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

SOCIAL MEDIA TOOLKIT

Emergency Rental Assistance Program Overview

Rental assistance is now available to tenants through the state of Maryland or local county government if COVID-19 has affected their ability to pay rent. Please help by sharing the message through your social media channels. Below are sample social media posts. Associated graphics and other assets are available in the zipped folders included in this package.

Sample Social Media Posts:

Are you a Maryland renter at risk of being evicted due to COVID-19 related issues? The Maryland Emergency Rental Assistance Program is ready to help. Visit rentrelief.maryland.gov	¿Usted es inquilino, vive en Maryland y está en riesgo de desalojo por problemas relacionados con el COVID-19? El Programa de Emergencia de Ayuda para Rentas está aquí para ayudarlo. Visite rentrelief.maryland.gov
You may be eligible for assistance from the state or your local government to help pay current or past due rent because of lost wages or illness due to the pandemic. Visit rentrelief.maryland.gov	Si perdió su trabajo o disminuyeron sus ingresos por la pandemia, usted también podría ser elegible para recibir ayuda del estado o de su gobierno local con el pago de su renta. Visite rentrelief.maryland.gov
Do you need help paying rent because of the COVID-19 pandemic? Visit rentrelief.maryland.gov or call 877-546-5595.	¿Necesita ayuda para pagar la renta por los efectos de la pandemia del COVID-19? Visite rentrelief.maryland.gov o llame al 877-546-5595.
Attention renters & landlords, emergency rental assistance is available from the state of Maryland for COVID-19 related issues. Visit rentrelief.maryland.gov or call 877-546-5595.	¡Atención inquilinos y propietarios! El estado de Maryland ofrece asistencia para el pago de rentas en casos de pérdida de ingresos relacionados con el COVID-19. Visite rentrelief.maryland.gov o llame al 877-546-5595
To get more information, you can call the helpline at 877-546-5595 Monday through Friday from 8 am to 7 pm and Saturday from 9 am to 4 pm. Help is available in Spanish. Remember to have your zip code number, city and county on hand.	Para obtener más información, puede llamar a nuestra línea directa al número 877-546-5595 de lunes a viernes de 8 am a 4pm. ¡Hay ayuda disponible en español! Deberá brindar su código postal, ciudad y condado de residencia.
Eligibility requirements may vary depending on the city and county of residence. We recommend that you visit rentrelief.maryland.gov and check under the counties' section.	Los criterios de elegibilidad para calificar a la ayuda de renta pueden variar según la ciudad y el condado de residencia. Le recomendamos que visite rentrelief.maryland.gov y compruebe los requisitos en la sección de cada condado.

Please be sure to follow us on Facebook, Twitter, and Youtube and **tag us in your posts**. Original graphic files and other assets are available in the zipped folders included with this toolkit**:**

Facebook Campaign Ads: Square 500x500 (for posting on all social media channels)

Figure 1- English

Figure 2- Spanish

Additional Social Media Creative: 1200 x 628 (for posting on all social media channels)

FILENAME: ERAP_calendar-1200x628.jpg

FILENAME: ERAP_dad-daughter-1200x628.jpg

FILENAME: ERAP_family-1200x628.jpg

FILENAME: ERAP_calculator-1200x628.jpg

FILENAME: ERAP_past-due-1200x628.jpg

FILENAME: ERAP_past-due_esp-1200x628.jpg

Video/TV Spots:

Available to download or share via the Maryland Department of Housing and Community Development YouTube Channel. Click on the links below for either English or Spanish language versions.

English -
https://www.youtube.com/watch?v=6Fomy15JX-E
Spanish -
https://www.youtube.com/watch?v=rIsm7K5sqdg