Maryland

EMERGENCY RENTAL ASSISTANCE PROGRAM

SOCIAL MEDIA TOOL KIT

Maryland
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

SOCIAL MEDIA TOOL KIT

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 if being evicted due to COVID-19 related issues? The Maryland Emergency Rental Assistance Program is ready to help. Visit 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

- Do you need help paying rent because of the COVID-19 pandemic?
  Visit rentrelief.maryland.gov or call 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.

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 post on all social media channels)

Figure 1- English

Figure 2- Spanish

Additional Social Media Creative: 1200 x 628 (for post 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