



## Missouri Balance of State Point-In-Time Count Social Media Guide

**1 – Pictures:** Use the Twitter or Facebook sized PIT Count Campaign image on your agency social media account to spread awareness about the event. Just download, save, and upload to your social media account's profile. Images can be found on the [Mo BoS CoC website](#) or by emailing [moboscoc@outlook.com](mailto:moboscoc@outlook.com). Select the link for whichever social media channel you are using and download the corresponding file.

**2 – Inform with hashtags:** Help generate statewide awareness and consistency by utilizing one or a combination of the following hashtags:

#WeAllCountRuralMo  
#AllMoCounts2020

**3 – Tell us where PIT Count takes you:** Designate a team member, service provider or volunteer to tweet along as they participate to document the journey of PIT Count. Share stories of successful engagement, what county (ies) you're in, and the most interesting things you stumble across in each city or county.

**4 – Consider Privacy:** Do not post with images, personal information, living location, or other identifying information of participants. The privacy and respect of those being surveyed are our top priority.

**For your use copy and paste to social media and update the highlighted information with your information.**

Help **INSERT AGENCY NAME** conduct the 2020 Point-In-Time Count by contacting **INSERT CONTACT INFORMATION**.

**INSERT AGENCY NAME** is conducting the 2020 PIT Count in **INSERT COUNTY** January 29, 2020.  
#MakeAPointCountRuralMo.

Today is the annual Point-In-Time Count Homeless Census in Missouri to locate homeless individuals and families who are sleeping in places not ordinarily or designated for permanent residence. Agencies around the state are working hard to provide a snapshot of homelessness on a single night in January to report to HUD. #AllMoCounts2020