

Investment Without Displacement Social Media Toolkit

In this toolkit, you'll find:

1. Information about the event, live webcast, and SPARCC
2. Social media tools, including sample Facebook, Twitter, and Instagram posts and some sample images
3. Twitter handles of SPARCC partners, funders and event speakers

EVENT INFO

Investment Without Displacement: Solutions for Equitable, Healthy, Vibrant Communities

Representatives from SPARCC's six sites – Atlanta, Chicago, Denver, Los Angeles, Memphis and the San Francisco Bay Area, along with national experts and community leaders, will participate in a day-long convening on displacement – its causes, its consequences, and its solutions.

When: Tuesday, December 4 | 8:00am - 6:30pm

Where: LA Grand Hotel, 333 South Figueroa Street, Los Angeles, CA 90071

Links

Live Webcast: <http://www.sparcchub.org/displacement/>

Event Page: <https://www.regonline.com/builder/site/?EventId=2530197>

About SPARCC

SPARCC is a national initiative to amplify locally driven efforts to ensure that major new infrastructure investments lead to equitable and healthy opportunities for everyone. SPARCC is investing in the ideas, energy and momentum of local networks to positively shape our cities and regions for generations. SPARCC is an initiative of Enterprise Community Partners, the Federal Reserve Bank of San Francisco, the Low Income Investment Fund, and the Natural Resources Defense Council, with funding support from the Ford Foundation, The JPB Foundation, The Kresge Foundation, the Robert Wood Johnson Foundation, and The California Endowment.

SOCIAL MEDIA TOOLS

Tag your posts with #WeAllThrive to join the digital conversation and follow @SPARCChub

Sample Facebook Post



Join the Strong, Prosperous, And Resilient Communities Challenge (SPARCC) on December 4th at 8 a.m. PST for a [live webcast](#) conversation on anti-displacement. Tune in and join the conversation on Twitter @SPARCChub #WeAllThrive

Sample Tweets

TIP: Add an image and tag it with handles below to boost engagement.

BEFORE EVENT:

- Join us on 12/4 at 9 am PST for a live webcast sponsored by @SPARCChub as we discuss the important issue of displacement and how to solve it: <https://bit.ly/2R6iZbL> #WeAllThrive
- How can community investment be successful without displacement? Tune in to the @SPARCChub webcast of a national convening to find out how: <https://bit.ly/2R6iZbL> #WeAllThrive

- Don't miss our incredible line up of speakers at @SPARCChub's Investment Without Displacement event. We will be streaming it live here: <https://bit.ly/2R6iZbL> #WeAllThrive
- Very excited to see @Prof_MPastor, @profjohnapowell, @OdettaMAcLeishW, and many others at @SPARCChub's Investment Without Displacement event. Check out the livestream here: <https://bit.ly/2R6iZbL> #WeAllThrive
- Just a few days until @SPARCChub's Investment Without Displacement event. Tune into the webcast here: <https://bit.ly/2R6iZbL> #WeAllThrive



DURING EVENT:

- Ready for an inspiring day at @SPARCChub's Investment Without Displacement event: <https://bit.ly/2R6iZbL> #WeAllThrive
- @OdettaMAcLeishW, Thomas Yee (LA THRIVES/@liifund), and @laurajraymond are delivering the opening plenary at @SPARCChub's Investment Without Displacement event - Join us live: <https://bit.ly/2DTKUZO> #WeAllThrive
- What brought us to this moment in the displacement crisis, and how can we move forward? @Prof_MPastor and @profjohnapowell discuss: <https://bit.ly/2R6iZbL> #WeAllThrive
- @AlanaSemuels of @TheAtlantic is leading a panel discussion on bridging the disconnect between capital investment and community: <https://bit.ly/2DTKUZO> #WeAllThrive
- Great discussion on the disconnect between capital investment and community with Lori Chatman (@EnterpriseNow), Paul Young (@MEM_HCD), Juan Carlos Linares (@LUCHA_Chicago) and Sissy Trinh (@seacala) <https://bit.ly/2R6iZbL> #WeAllThrive

- JPB Foundation's @dbourland is leading the "Inspiration – Instigation" session on community-led solutions for the climate, health, and racial equity crises with a panel of amazing speakers: <https://bit.ly/2DTKUZO> #WeAllThrive
- Excellent points on climate, health and racial equity from speakers @viendetta and Melissa Jones (BARHII): <https://bit.ly/2R6iZbL> #WeAllThrive
- Taking a break for lunch at @SPARCChub's Investment Without Displacement event before afternoon workshops. There's still plenty of time to join the webcast here: <https://bit.ly/2DTKUZO> #WeAllThrive
- Fueled up and ready for workshops on anti-displacement strategies at @SPARCChub's Investment Without Displacement event: <https://bit.ly/2R6iZbL> #WeAllThrive
- Concluding an amazing day with closing plenaries featuring @isela_gracian: <https://bit.ly/2DTKUZO> #WeAllThrive
- The incredibly talented @quetzaleastla caps off the day with a performance #WeAllThrive <https://bit.ly/2R6iZbL>

AFTER EVENT:

- Thank you so much to @OdettaMAcLeishW, @Prof_MPastor, @profjohnapowell and everyone else for a powerful and enlightening day at the @SPARCChub Investment Without Displacement event: <https://bit.ly/2R6iZbL> #WeAllThrive
- Thanks to all the experts and community leaders who came together to discuss the causes, consequences, and solutions of displacement at the @SPARCChub Investment Without Displacement event: <https://bit.ly/2DTKUZO> #WeAllThrive
- Leaving today armed with ideas to implement and a network of peers we can call on when furthering our work: <https://bit.ly/2R6iZbL> #WeAllThrive

Sample Instagram Captions

- Join us on 12/4 at 8 am PST for a live webcast (link in bio) of our amazing speakers as we discuss the issues of displacement and ways to solve it #WeAllThrive
- How can investment be successful without displacement? Tune in to our live webcast (link in bio) to learn how the two can coexist. #WeAllThrive
- @(speaker handle) discusses (summarize speakers points) during the (insert workshop) #WeAllThrive

TWITTER HANDLES

SPARCC

The official Twitter handle for SPARCC

[@SPARCChub](https://twitter.com/SPARCChub)

SPARCC Partners

Enterprise Community Partners
Natural Resources Defense Council
Federal Reserve Bank of San Francisco
Low Income Investment Fund

[@EnterpriseNow](https://twitter.com/EnterpriseNow)

[@NRDC](https://twitter.com/NRDC) [@NRDCSolutions](https://twitter.com/NRDCSolutions)

[@sffed](https://twitter.com/sffed)

[@liifund](https://twitter.com/liifund)

SPARCC Funders

Ford Foundation
The JPB Foundation
The Kresge Foundation
Robert Wood Johnson Foundation
The California Endowment

[@FordFoundation](https://twitter.com/FordFoundation)

[@dbourland](https://twitter.com/dbourland)

[@kregefdn](https://twitter.com/kregefdn)

[@RWJF](https://twitter.com/RWJF)

[@CalEndow](https://twitter.com/CalEndow)

Speakers

Odetta MacLeish-White
john a. powell
Mayor Garcetti
Manuel Pastor
Paul Young
Alana Semuels
Juan Carlos Linares
Lori Chatman
Sissy Trinh
Dana Bourland
Vien Truong
Melissa Jones
Isela Gracian

[@OdettaMAcLeishW](https://twitter.com/OdettaMAcLeishW)

[@profjohnpowell](https://twitter.com/profjohnpowell)

[@MayorOfLA](https://twitter.com/MayorOfLA)

[@Prof_MPastor](https://twitter.com/Prof_MPastor)

[@AlanaSemuels](https://twitter.com/AlanaSemuels)

[@EnterpriseNow](https://twitter.com/EnterpriseNow)

[@dbourland](https://twitter.com/dbourland)

[@viendetta](https://twitter.com/viendetta)

[@isela_gracian](https://twitter.com/isela_gracian)

SPARCC Site Collaboratives

Atlanta | The Transformation Alliance
Chicago | Elevated Chicago
Denver | Mile High Connects
Los Angeles | LA Thrives, ACT-LA, CA Community Foundation
Memphis | Neighborhood Collaborative for Resilience
San Francisco Bay Area | Bay Area for All

[@ATL_TFA](https://twitter.com/ATL_TFA)

[@Elevated_Chi](https://twitter.com/Elevated_Chi)

[@MHConnects](https://twitter.com/MHConnects)

[@All4Transit](https://twitter.com/All4Transit), [@calfund](https://twitter.com/calfund)

Sample Images – all images can be downloaded [here](#).



