

## Partnership for the Bay's Future Communications Supports

The Partnership for the Bay's Future's grant programs work to advance policy changes that protect residents and improve affordability, a goal that requires robust community and political engagement. The Partnership provides various communications supports to help achieve the passage of equitable housing policy across the Bay Area, which are detailed below.

1. **Develop ideas/strategies.** The Partnership for the Bay's Future Senior Communications Officer (SCO) can meet with teams to review and provide feedback on communications strategies.
2. **Copyediting.** The SCO can provide copyediting support for any content, including blogs, opinion pieces, and original materials.
3. **Publishing original content/cross-posting/sharing content on PBF platforms.** Content relevant to policy initiatives can be shared on the PBF Twitter, Facebook and website.
4. **Social media support.** The SCO can assist in developing and running ads through organization and PBF channels.
5. **Shift the Bay resources.** <https://shiftthebay.org/> is a great resource for developing messaging. The Partnership can help familiarize grantees with Shift the Bay content and connect grantees to experts at Shift the Bay to develop targeted messaging for policy initiatives.
6. **Technical assistance funding for a Communications Consultant.** If deeper involvement is required to help develop content, strategy and social media blasts, grantees can utilize the pool of technical assistance funds to hire a communications consultant or request additional support from the Partnership for the Bay's Future to bring on a consultant.

Questions? Reach out to Jordan Shapiro ([jshapiro@sff.org](mailto:jshapiro@sff.org)).