



Social Media Toolkit

Dear Partners,

In January, thousands of volunteers across the five boroughs participate in the annual Homeless Outreach Population Estimate (HOPE). That night, the volunteers canvass streets and other public spaces to identify individuals living unsheltered.

HOPE is required by the U.S. Department of Housing and Urban Development (HUD) and is a requisite for receiving funding under the McKinney-Vento Homeless Assistance Act. With approximately 1,500 survey areas covered, HOPE remains one of the most comprehensive survey efforts nationwide and helps effectively project service needs and allocate resources for individuals who are experiencing chronic street homelessness.

HOPE 2026 is Tuesday, January 27, and we need your help promoting it in the weeks ahead. Let's make sure we can notify as many New Yorkers as possible about this vital initiative!

Help Us Spread the Word on Social Media

Engage with Us

One of the most important ways you can help amplify our messages is to engage with us on social media. Below you will find some sample tweets, images, and news stories you can post on your channels.

Sample Regular Posts:

For those living on the streets, being seen is the first step to being helped. Do your part and join us 1/27 for our #HOPE2026 survey of NYers sleeping on the streets. Learn more and sign up:

<http://nyc.gov/hope>

Helping NYers experiencing street homelessness starts with a question: "Do you have a place to sleep tonight?" Join our #HOPE2026 survey of NYers sleeping on the streets. Learn more and sign up: <http://nyc.gov/hope>

Borough-specific Posts:

Hey [#borough], #HOPE2026 is coming up and we need your help! The annual HOPE survey of New Yorkers sleeping on the streets is Tuesday, 1/27. Go to <http://nyc.gov/hope> to learn more and volunteer.

Sample Facebook/Instagram Post:

For those living on the streets, being seen is the first step to being helped. That's where you come in. Do your part on and join us 1/27 for our #HOPE2026 survey of NYers sleeping on the streets. Participants must be 18+ or 16+ with a guardian's consent. Learn more and sign up: <http://nyc.gov/hope>



HOPE Promo Video:

There is also a short promo video on volunteering for HOPE available here:

<https://youtu.be/eShXFA22-ho?si=ylmfs1Q7JL8-wYOG>

HOPE 2026 Video Post:

We need your help for #HOPE2026. The annual HOPE survey of New Yorkers sleeping on the streets is Tuesday, 1/27. Go to <http://nyc.gov/hope> to learn more.

<https://youtu.be/eShXFA22-ho?si=ylmfs1Q7JL8-wYOG>

Creating Your Own Posts



Feel free to create your own posts based on what you capture from the event. However, we ask that you help amplify our key messages about Hope 2026 in your posts.

The following suggestions explain some of the best ways to engage:

- ***Like, follow and share*** us on Facebook, Twitter, and Instagram @NYCDHS
- ***Use the hashtag:*** #HOPE2026
- ***Encourage folks to visit*** [***nyc.gov/hope***](http://nyc.gov/hope) ***to sign up.***

Below are some talking points you can incorporate into your posts:

- In just a few weeks, the NYC Department of Social Services (DSS) will be conducting its annual survey of New Yorkers experiencing street homelessness – and we need your help. We depend on partners like you in the fight against homelessness, poverty, and income inequality to ensure we can get help to all New Yorkers that need it.
- Please ask anyone in your network who is willing to join on the evening of Tuesday, January 27, 2026, for our Homeless Outreach Population Estimate (HOPE) survey. Your help in conducting this survey is essential to strengthening our ability to deliver effective and efficient services to this group of particularly vulnerable New Yorkers.
- Here's how it works – from approximately 10:00 PM to 4:00 AM the night of the 27th, volunteers will fan out across the five boroughs to canvass neighborhoods to observe the number of people experiencing street homelessness. Just one night of your time will help us collect information that is critical to our efforts to move New Yorkers from the streets and into safe, stable environments.
- We encourage you and your team to sign up and join us. In addition, reach out to your friends, family, coworkers, and networks to encourage them to help make us a difference at nyc.gov/hope.

Thank you for your support. If you have any questions, please do not hesitate to email us at lucianoj@dss.nyc.gov.