

The national membership charity for frontline homelessness services.



Social media moment Tuesday 10 June – Breaking the Cycle

Post our **Breaking the Cycle** graphics on social media ahead of the Comprehensive Spending Review



[Download social media graphics](#)

As part of our Breaking the Cycle campaign for a fairer, more effective homelessness funding system, Homeless Link members are sharing [our campaign graphics](#) on social media on Tuesday 10 June.

Post between 11am and 12 noon if you can – [download this invite to add a reminder to your diary](#) – but any time during the day will be great.

The following day, Ministers will announce a package of spending plans which could reshape the way homelessness services are funded.

Your post will send politicians a message: homelessness services across the country can help break the cycle of rising homelessness – **but they need government to get serious on funding reform.**

3 steps to make your post

#1: Download our [Social Media Pack](#)

Our [Breaking the Cycle graphics](#) have been designed to work on all major social media platforms. They are also designed so you can add your own logo.

[Download social media graphics](#)

#2: Draft your post

A suggested template for your social media post is included below. Feel free to adapt and add to this.

But please include the #BreakingTheCycle hashtag and tag Homeless Link where possible so we can see and reshare.

Template social media post – longer

We're backing Homeless Link's #BreakingTheCycle campaign for a fairer funding system for homelessness services. Tomorrow is the Comprehensive Spending Review, when Government will set spending priorities for the next few years.

We hope they invest in services like ours. Because with the right support we know we can be part of Breaking the Cycle of rising homelessness. And by supporting more people into safe and secure long-term homes, we can deliver long-term savings for government too.

Find out more: <https://homeless.org.uk/what-we-do/campaigning-and-influencing/breaking-the-cycle/>

Template social media post – shorter

Tomorrow's Comprehensive Spending Review is the Chancellor's opportunity to back organisations like ours who are #BreakingTheCycle of rising homelessness.

More on what needs to change from Homeless Link: <https://homeless.org.uk/what-we-do/campaigning-and-influencing/breaking-the-cycle/>

#3: Tag your MPs

Make sure your MPs are thinking about homelessness in their constituency while they listen to the Chancellor's speech on 11 June. Tag their social media accounts in your post – this will encourage them to speak up about homelessness and can help build positive long-term relationships with your service.

[Your MPs' Parliamentary](#) profile usually includes links to their social media accounts.

Want to do more? Invite your MP to visit your service

Use our Breaking the Cycle template letter to invite them to visit your service and get to know how your work helps break the cycle of homelessness in your community. Check out our [Campaign Pack for more details](#).