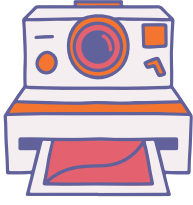


Missouri Balance of State

POINT IN TIME COUNT

Social Media guide for the PIT Count 2025. Use this as a resource to inform and advertise for this event!

1. Pictures



Use the Instagram 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.

2. Inform with hashtags



Help generate statewide awareness and consistency by utilizing one or a combination of the following hashtags:

#mopit2025

#moboscount2025

3. Note the Journey



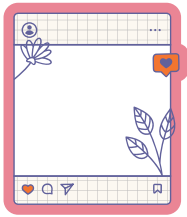
Designate a team member to tweet the journey of the PIT Count. Share stories of successful engagement, what county you are in and the most interesting things you stumble across in each city or county.

4. Consider Privacy



Do not post images, personal information, living location or other identifying information of participants. The privacy and respect of those being surveyed is top priority.

5. Captions



Use these captions (or variations) for your social media posts:

Help [our agency] conduct the 2025 Point In Time Count by contacting [contact information]!

[Our Agency] is conducting the 2025 PIT Count in [insert county] January 22, 2025. #mopit25 #moboscount25

Today is the annual Point In Time Count Homeless Census in Missouri to locate homeless individuals and families who are sleeping in places not designed for permanent residence. Agencies around the state are working hard to provide a snapshot of homelessness on a single night in winter to report to HUD. #mopit2025 #moboscount2025

Contact: