



Balanced Supply of Housing Communications Strategy



The Balanced Supply of Housing (BSH) Node needs a strategic approach to ensure that its findings reach the appropriate audiences as it continues to grow. This document sets out some of the BSH Node's key goals between September 2022 and February 2023.

BSH Node Voice

Between 2019 and 2022 the BSH Node has funded 22 community-based and comparative research projects that focus on the Census Metropolitan Areas (CMAs) of Vancouver, Toronto and Montreal. The goal of these projects has been to provide solutions to the housing crisis that focus on 1. reshaping the financialization of housing (e.g., the need for non-market solutions and policies that protect against housing from being used as a commodity and keep housing affordable) and 2. innovating in responsive land use practices (e.g., zoning and bi-laws that ensure non-market and affordable housing solutions.)

BSH Node researchers and community organizations are often looked to for solutions to the housing crisis. By developing a communications strategy we want to ensure that our members have the tools they need to share their findings and amplify the voice of the Node. We also want our research to reach the right audiences. By targeting change makers, including government agencies, policymakers and community organizations the work of the Node can be used to enact solutions to the housing crisis.



Summary

This document outlines eight areas that the Knowledge Communications Coordinator (KCC) will focus on between August 2022 and July 2023: 1. advocacy, 2. community engagement, 3. social media, 4. events, 5. newsletter, 6. webpage, 7. podcast, 8. conference, and 9. publications





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01. Advocacy

Municipal elections will be held in October 2022, in Vancouver and Toronto. The BSH Node will be working with its researchers and community organizations to identify key policies that can help secure the right to housing. Drawing on, the shift's #right2housing framework and focusing on solutions to displacement (e.g. eviction moratoriums) and innovative land use practices (e.g., community land trust models) the KCC will create two posters summarizing the Node's position.



02. Community Engagement

The BSH Node's academic and non-profit community partners have a wide network that the Node will continue to work to connect with. This includes holding community-based events to gain insights into the issues that are impacting non-profit community partners and working to ensure that research findings are returned to non-profit community partners and shared in ways that promote innovation and change.



03. Social Media

The BSH Node will create a Twitter account @BalancedSupplyHousing and grow its following by creating **eight new content posts per month** that are relevant to the Node's research. This account will also work to promote tweets by BSH Node researchers and community members on the platform. Strengthening social media engagement will also help direct audiences to the BSH website and newsletter.



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04. Events

The BSH Node will host bi-monthly research in progress events that help share the work of BSH-funded projects. These events will target active BSH co-investigators and community organizations, as well as the wider housing research community. These events will also be shared through the Canadian Evidence Housing Collaborative (CHEC) and Expert Community on Housing (ECOH).



05. Newsletters

A quarterly newsletter will continue to be released that highlights Node research. As of August 2022, we have approximately 430 subscribers. Our aim is to increase this to 500 subscribers by February 2023. The newsletter will also include French translations to increase our audience coverage.



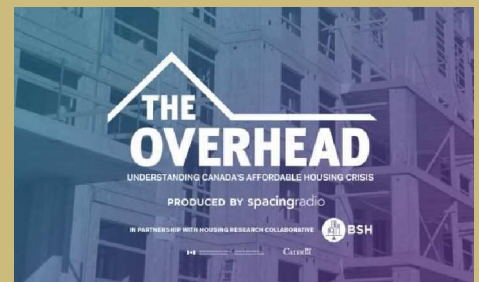
06. Website

The BSH Node's current website (housingresearch.ubc.ca) requires a major overhaul to improve user experiences. This process will include re-organizing information on the website so that it is easier to find and navigate. Our goal is to provide consistent formatting, language and content that contribute to a seamless user experience, while also ensuring that content can be easily added or removed.



07. Podcast

The BSH Node is working with Spacing Radio on a podcast that features the Node's researchers and non-profit community organizations. Episode four of this four-part series, the overhead, will be released in late August of 2022. The podcast has been very successful and the first three episodes have each been listened to over one thousand times. The KCC will identify new opportunities for continuing the series with the goal of creating another four episodes with Spacing Radio between September 2022 and February 2023.





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08. Conferences

Conferences allow for BSH researchers and non-profit community organizations to reach an extended network and stay up-to-date. This includes participating in conferences organized by our community partners (e.g., Housing Central) and promoting them to Node members. A presentation package will be developed and shared with BSH Node-funded projects to ensure that funding is acknowledged appropriately.



09. Publications

The BSH Node has developed a peer review process for Node-funded research reports and policy series. All publications from Node-funded projects are expected to meet these standards. The KCC will be tasked with developing a publication package for Node-funded projects outlining the standards for peer review and acknowledging Node funding. The KCC will also create a one-page summary for all publications that will be available on the BSH Node website.



Conclusion

This ambitious strategy provides a roadmap to ensure that the BSH Node's research can continue to make an impact. By amplifying the research findings from the Node and ensuring consistent and strategic use of the communication tools outlined above we can maximize the impact of Node research. The KCC plays an important role throughout by leading this strategy and identifying new opportunities to reach our key audiences.

