

2023 - 2024

# COMMUNICATIONS STRATEGY



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**Balanced  
Supply  
of Housing**

Academic / Community Partnership

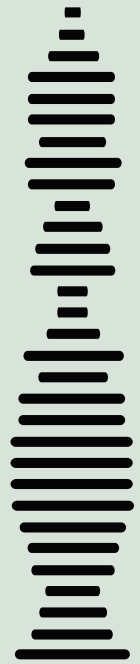
# BALANCED SUPPLY OF HOUSING COMMUNICATIONS STRATEGY

## BSH NODE VOICE:

The Balanced Supply of Housing (BSH) Node is a network of academic and community-based housing researchers. The goal of the BSH is 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 bylaws that ensure non-market and affordable housing solutions.) Between 2019 and 2023 the BSH Node funded 28 community-based and comparative research projects with a focus on the Census Metropolitan Areas (CMAs) of Vancouver, Toronto and Montreal.

BSH Node researchers and community organizations are often sought for information on challenges and solutions to solving housing supply gaps. In 2022, by developing a communications strategy we were able to equip BSH members with the tools to share their findings and amplify the voice of the BSH node. In 2023, we have refined our communication strategy, guided by the successes and lessons of 2022-2023, to further facilitate the mobilization of BSH research.

This document outlines eight areas to focus on in the coming year:  
1. advocacy, 2. community engagement, 3. social media, 4. events, 5. newsletter, 6. webpage, 7. workshops, & 8. academic outputs



# AREAS OF FOCUS

## 01. ADVOCACY

Inspired by the success of the 2022 Municipal Elections posters specific to Vancouver and Toronto, the BSH node will work with co-investigators and community partners to create information sheets for the CMAs of Vancouver, Toronto and Montreal. These information sheets will highlight the unique housing contexts and needs of each city, provide resources, and propose solutions.

## DELIVERABLES

- 3 unique posters

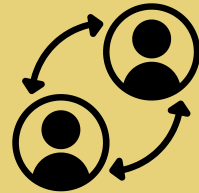


## 02. COMMUNITY ENGAGEMENT

The community engagement initiatives forwarded since 2022 emphasized both the need for such efforts and the effectiveness of such efforts. The BSH will continue to promote cross-collaboration between co-investigators, community partners, students, and community organizations by organizing both virtual and in-person events that bring together diverse players.

## DELIVERABLES

- Workshops
- Webinars, Podcasts, Blogs



## 03. SOCIAL MEDIA

As of September 2022, the BSH node has been building its social media presence and will be working to increase engagement in 2024. To increase our audience, we will make 2 Twitter posts per week, and 1 LinkedIn post per week, that follow our brand design. We will also stay in tune with relevant news and events, and the work of partners/co-investigators, to forward cross-engagement.

## DELIVERABLES

- Curated social media campaigns
- 1000+ followers
- Pre-designed templates



# AREAS OF FOCUS

## 04. KT/KM EVENTS

As part of our knowledge translation and knowledge mobilization strategy, the BSH node will host another 6-part "Research in Progress" webinar series. As part of our KT/KM initiative, we will also look for opportunities to collaborate on webinars, podcasts, and blogposts. We'll also be working to develop a community of practice among our academic and community-based researchers involved in research on evictions and displacement.

## DELIVERABLES

- 6-part webinar series
- Increased event promotion
- Media collaborations
- Evictions and displacement community of practice



## 05. NEWSLETTERS

As of June 2023, the BSH node has 580 newsletter subscribers, an increase of 150 since August 2022. With the increase of our network, and with an improved social media presence, by August 2024, our goal is to have 800 newsletter subscribers. We will release 2-sets of quarterly newsletters, to two separate mail lists: French and English. Our newsletters will make space for collaborations.

## DELIVERABLES

- Increased subscribers
- French and English versions



## 06. WEBSITE

The BSH node website has gone through a major upgrade between the 2022-2023 period, with a domain shift to Drupal 9. Significant changes were made to increase the accessibility of the content and improve website navigation. More work will be done to enhance the organization of the website contents, including consistency in formatting, language, and design.

## DELIVERABLES

- Banners for each main page
- Track website engagement
- Cheat sheets for future editing



# AREAS OF FOCUS

## 07. WORKSHOPS

Following the success of the 2023 Spring Workshop in Montreal, Quebec, the BSH node will be hosting another workshop in Toronto, Ontario. The 2024 Spring Workshop will extend the invitation to 60–80 people and will involve a diverse range of players within the housing sector. This workshop will include an organized "symposium" component to encourage knowledge mobilization.

## DELIVERABLES

- 2024 Spring Workshop



## 08. ACADEMIC OUTPUTS

The BSH Node has an engaged network of Canada-wide co-investigators, researchers, and students, who actively share BSH Node-funded work. Moving forward, we will work to stay up-to-date with BSH-funding-related publications, conference presentations, media releases, etc. A resource list outlining and detailing all BSH-funding-related outputs will be organized and updated.

## DELIVERABLES

- Conference presentation list
- Journal publication list
- Media list



## CONCLUSION

The successful execution of the 2022–2023 BSH Communications Strategy contributed to the knowledge translation and knowledge mobilization of BSH research. The 2023–2024 BSH Communications Strategy takes inspiration from the successes and lessons learned and offers an approach that is more holistic and refined. This communications strategy endeavours to promote collaboration and engagement both internally within the BSH node and externally with new partners and organizations. Ultimately, the goal of this strategy is to make sure that BSH research and findings reach the right audiences to enact change.

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