



## Tenant Tax Summit - Social media kit

Thank you for your support thus far in helping us to raise awareness of and funds for the Judicial Review of Section 24.

However, following the successful Tenant Tax Summit in London, the real work is just beginning and we need YOU!

Following on from the presentation given by Vanessa Warwick and Nick Tadd of [PropertyTribes.com](http://PropertyTribes.com) about using social media to increase the reach and awareness of the campaign, we have put together this social media kit for you to help communicate our important message to the wider landlord community.

It is believed that 97% of the U.K.'s two million landlords have three properties or less and are likely not engaged on landlord issues on a daily basis. These are the landlords we need to make aware of Section 24 and bring their vast numbers into our campaign.

The four key platforms recommended to be used are:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

Forums and communities such as [moneysavingexpert.com](http://moneysavingexpert.com), [fool.co.uk](http://fool.co.uk), etc.

We need you to create content, share content, and amplify content to reach as many landlords as possible.

To make this as easy as possible, we have created a raft of ready-made status updates for you to share across the web - especially Facebook and Twitter.

### Ready-made social posts

New Tenant Tax means half a million tenants could be homeless says data from @nationallandlord #landlordsfightback <http://bit.ly/1qotysj>

Will the new Tenant Tax deter investment in buy-to-let sector? 86% of landlords think so <http://bit.ly/1SMrKAo> #axetenanttax

Number of London landlords looking to sell has quadrupled since Summer Budget @TheMoveChannel #landlordsfightback <http://bit.ly/1N87Rr2>

Rents will rise, supply will fall and tenants could be made homeless. Help abolish the Tenant Tax <http://bit.ly/1S6DL3T> #axetenanttax

Landlords! Stand together to fight the Tenant Tax - Section 24. Help @tenanttax take the Government to court. <http://bit.ly/1S6DL3T>

Thousands of landlords will be taxed on loss-making properties. Help @tenanttax take the Government to court. <http://bit.ly/1S6DL3T>

Landlords with 40pc equity and a 3pc fixed mortgage would be making an average annual loss of £325 by 2020 <http://bit.ly/1oSj98e>

According to @SpareRoomUK stats, nearly half of tenants will face higher rents as a result of new buy-to-let tax <http://bit.ly/1SzzcOY>

Are you a landlord? Join the Tenant Tax Facebook group and share with your friends to educate all about Section 24 <http://ow.ly/D4Nk3013U8I>

Landlords unite! Support the Judicial Review of Section 24 to abolish tenant tax <http://ow.ly/xlyn3013UEr> #property @TenantTax

Landlords! Find out more about the @RLA\_News campaign against Section 24 a.k.a. the tenant tax <http://ow.ly/a6ci3013V4H> #landlordsfightback

Landlords! Do not be complacent! Section 24 is a threat to your business. Help @tenanttax take Government to court. <http://bit.ly/1S6DL3T>

### **Like and share**

Please like and share the Tenant Tax Facebook page

<https://www.facebook.com/clause24/>

### **Other actions**

Please make use of the resources provided by the Residential Landlords Association:

Visit and share the RLA Section 24 campaign page:

<http://www.rla.org.uk/landlord/lobbying/tax/index.shtml?ref=current-activity>

Your voice can make a difference, which is why we need you to speak to your MP about how you will be affected by the changes. Act now:

Meet your MP: <http://www.rla.org.uk/landlord/lobbying/tax/meet-your-mp.shtml>

Write to your MP: <http://www.rla.org.uk/landlord/lobbying/contact-your-mp/index.shtml?campaign=taxrelief>

If you are a member of the National Landlords Association (NLA), advice can also be found here: <http://www.nlalobby.co.uk/>

On behalf of all the organisations involved in the campaign, thank you for your continued support and for helping create a buzz and awareness via social media.