

SOCIAL MEDIA EXAMPLES

X / TWITTER (ALSO USABLE ON BLUESKY)



Shelter
@Shelter



Hundreds gathered beneath the London Eye to form a giant human eye with a door at its centre.

From the ground and from above, the message was clear: open your eyes, open doors.

[#OpenEyesOpenDoors](#)

4:16 PM · Sep 6, 2025



Shelter
@Shelter



"For over 7 months my kids have been sleeping on one mattresses in a hostel."

No child should grow up like this.
They just want a door that stays open.

[#OpenEyesOpenDoors](#)

8:08 AM · Sep 7, 2025



Shelter
@Shelter



169,050 children in England are living in temporary accommodation.

It's time to open our eyes to hidden homelessness and open doors to safe homes.

[#OpenEyesOpenDoors](#)

[link to blog]

6:08 PM · Sep 9, 2025

FACEBOOK



Shelter is at London Eye.

Yesterday at 4:45am · 🌐

Open Eyes, Open Doors: Making hidden homelessness visible.

This weekend, activists gathered beneath the London Eye to form a giant human eye with a door at its centre. The stunt highlighted the shocking truth: 169,050 children are now trapped in temporary accommodation, a 12% rise in just one year.

We need urgent investment in social housing and reform of housing benefit to end this crisis.

Open your eyes.

Open the doors.

Donate or join our campaign today: [link]



👍❤️😞 100k

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**OPEN EYES
OPEN DOORS**



SLIDE 1

**169,050 CHILDREN
ARE HOMELESS
IN TEMPORARY
ACCOMMODATION**



SLIDE 2



**WE TURNED
THE LONDON EYE
INTO
A CALL FOR **ACTION****



SLIDE 3



£10 A month could help us answer six urgent calls each year

£29 Could fund one call to our emergency helpline

£60 Pays for one hour of legal representation for a client

£157 May pay for legal advice so a family can keep their home

#OpenEyesOpenDoors

SLIDE 4