



SOCIAL MEDIA

Maximize your campaign's impact in the community by sharing your story on social media and encouraging your employees to do the same.

With our social media tips, you can:

- Reach company stakeholders and share your company's community impact
- Engage employees with United Way campaign messaging to increase participation
- Highlight your United Way campaign to drive interest internally and externally

Feel free to use this material as-is or customize to fit your brand. If you have any questions, please reach out to marketing@unitedwaypaynecounty.org.

TELL YOUR STORY

Here are some general social media best practices to keep in mind as you post about your United Way of Payne County campaign.

- You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
- Tie your United Way support with an important part of your business. Focus on why you chose to be a United Way partner and how it makes the community better. More and more consumers prefer to do business with socially responsible companies.
- Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
- Include images, photos, and videos when possible. Social media platforms prioritize posts containing images, providing more exposure.
- Consider posting at least weekly on your social media platforms. If someone comments on one of your posts, it is a good idea to respond and engage with them.

HASHTAGS

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtags at the end of your posts when talking about your campaign.

#UnitedWeThrive #LiveUnited

Facebook and Instagram

- Post about successful events and volunteer opportunities through videos and photos
- Tip: give a shout out to the local nonprofits and individuals that made it happen
- Highlight your company's leaders and their involvement
- Tip: consider getting a quote about why they love to support United Way
- Engage your audience with employee highlights or **#WhyIGive** stories

Twitter

- Repurpose pictures across Twitter and share the success in 280 characters or less
- Keep on quoting: get your CEO, other company leaders and engaged employees to share their favorite part of the campaign
- Talk about the impact of volunteer opportunities
- Share a quick clip from an event and tag the employee, agency or volunteer organization featured

SAMPLE POSTS

This week, we support **@UWPayneCounty** with our 2022 campaign. It takes all of us giving what we can to solve the challenges our community faces. When we care together, we THRIVE together! **#UnitedWeThrive #LiveUnited**

We all win when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access to services like food and shelter. That's why (Insert Company) partners with **@UWPayneCounty** to build a stronger community. **#UnitedWeThrive #LiveUnited**

Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support **@UWPayneCounty**. Learn more about United Way or donate at **www.unitedwaypaynecounty.org**. **#UnitedWeThrive #LiveUnited**

We have raised [DOLLAR AMOUNT] for our 2022 **@UWPayneCounty** campaign! Thank you to all our team members who give back to our community. When we care together, we THRIVE together! **#UnitedWeThrive #LiveUnited**

We proudly support **@UWPayneCounty** for the health, education, and financial stability of all people living in Payne County. **#UnitedWeThrive #LiveUnited**

PLEASE TAG AND FOLLOW US

 facebook.com/UWPayneCounty

 instagram.com/unitedwaypaynecounty

 twitter.com/UWPayneCounty

 [United Way of Payne County](https://www.youtube.com/UnitedWayofPayneCounty)