

Incorporating Social Media into your United Way Campaign

How can **SOCIAL MEDIA** make a difference in your United Way Campaign?

Social media is a great way to not only advocate for United Way, but to also to tell the world how your organization supports United Way.

Posting Ideas

- Brag on your organization and your employees! Tell others:
 - How did much your organization pledge?
 - What you did to raise enthusiasm and awareness?
 - How many people participated in the campaign?
- Share fun events you incorporate into your campaign
- Encourage employees to share your organization's posts.

Tips

- Include pictures, always
- Share a video of campaign related events
 - For the best results, videos to be shared on social media should be recorded in portrait mode
 - Keep the video short, no more than 2 minutes
 - Consider using Facebook Live, Facebook or Instagram Reels
- Tag United Way, so we can share:

Facebook: United Way of Greater St. Joseph



Twitter: @unitedwaystjoe



Instagram: unitedwaystjoe



LinkedIn: United Way of Greater St. Joseph



- Use hashtags:
 - #TheWAYBeginsWithYou
 - #CaringIsCool
 - #UnitedInCaring
- Use QR Codes:
 - Printing something? Use a QR code that will bring traffic to our Social Media platforms such as Facebook, Twitter & Instagram (QR codes available above or contact United Way for help!)
- **Have fun!**

(See the next page for an example)

Mission: To improve lives through the caring power of community.

Post Example:

- This community is important to us! ABC Products and our employees have pledged to give \$15,345 to United Way of Greater St. Joseph to help make our community stronger. What will you do? #CaringsCool #TheWAYBeginsWithYou

