

Incorporating Social Media into 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 much your organization pledged?
 - 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

- Always include pictures.
- Share a video of campaign related events:
 - For the best results, videos 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.
 - Use hashtags: #makeBetterDayshappen, #joinUnitedWay, #givetoday.
- Tag United Way, so we can share your posts and include QR codes to our Social Media accounts on print materials:

Facebook: United Way of Greater St. Joseph



Twitter: @unitedwaystjoe



Instagram: unitedwaystjoe



LinkedIn: United Way of Greater St. Joseph



Post Example:

- We care about our community and the people in it! 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? #makeBetterDayshappen #joinUnitedWay

