



## 2019-20 Campaign Social Media Toolkit

United Way of  
Southwestern Pennsylvania

You do great work for the community during your annual workplace campaign. Share how your organization is joining the fight with United Way so together, we can showcase the great spirit, creativity, and generosity of the people in our region.

Sharing your story as a United Way partner on social media will help your campaign by...

- Helping recruit employees as new volunteers and donors by showing the types of projects in which your company participates.
- Highlighting the great work you and your employees are doing to help the community.
- Giving you, the community and United Way the opportunity to thank employee volunteers and donors.

### Follow these simple steps to promote your organization's United Way campaign:

1. Follow United Way of Southwestern Pennsylvania on the social media channels you use:

- Facebook - [facebook.com/unitedwayswpa](https://facebook.com/unitedwayswpa)
- Twitter - [twitter.com/unitedwayswpa](https://twitter.com/unitedwayswpa)  
@unitedwayswpa
- Instagram - [instagram.com/unitedwayswpa](https://instagram.com/unitedwayswpa)  
@unitedwayswpa
- LinkedIn - [linkedin.com/company/united-way-of-southwestern-pennsylvania](https://linkedin.com/company/united-way-of-southwestern-pennsylvania)

2. Share your campaign

- Keep your social community updated on campaign events and progress.
- Make sure to tag United Way and use the hashtags **#[CompanyName]United2019**, **#JoinTheFight** and **#UnitedWeWin** in your posts.
  - **Pre-event** - If appropriate, let your social community know an event is coming and how they can get involved to support.
  - **During event** - Using your organization's social media channels, share photos, video clips, quotes or broadcast live via Facebook Live or Instagram Live from campaign activities to showcase your activities.
    - If your organization does not have a designated social media manager, consider assigning an employee volunteer to 'take over' your organization's social media accounts to showcase event activity.
  - **Post-event** - Recap activity with a photo album and share the impact made or donations raised. Encourage employees to tag themselves and share the album.

**Example post:** Covestro is joining the fight with United Way of Southwestern Pennsylvania! This weekend, our team is taking action by beautifying a community park so that local kids will have a safe and colorful place to play. #JoinTheFight at [uwsa.org](http://uwsa.org). #CovestroUnited2019 #UnitedWeWin

