

# United Way Campaign Social Media Guide

## Follow Us on Social Media



## Using Social Media in Your Campaign



Post and tweet photos and videos of you campaign activities, including committee meetings and wrap-ups, on your organization and personal accounts. Be creative! And don't forget to tag **@uwberks** and use our hashtags.



Post and tweet personal stories of how United Way has touched lives in your organization, whether someone has received UW services, volunteered or witnessed United Way in action. Comment on posts and tweets related to United Way's work.



Share, share, share! Shares and retweets showcase your organization's efforts and spread the United Way message.

#UWBerks

#LiveUnited

#UWBerksCampaign

#UWBerksDOC  
(Day of Caring)

## Suggested Posts:

### Facebook/Instagram:

We're proud to support United Way! Our contributions will support Berks Countians through grants, community initiatives and more than 80 programs and services at #UWBerks Agency Partners. #UWBerksCampaign

(Company Name) team member (first name and photo) was helped by (UW Agency Partner), a #UWBerks Agency Partner. (Share story) We're proud to support United Way because we know our contributions are helping our coworkers, friends and neighbors. #UWBerksCampaign

Thank you to all of our team members for helping us kick off our 2021 #UWBerksCampaign today. Your donations will make a difference in the lives of over 150,000 Berks Countians.

Our United Way Campaign raised \$X for more than 80 programs and services benefitting our community. Thanks to all of our coworkers who support our efforts and help make our community a better place.

### Twitter:

We support @uwberks because we know our donations benefit our entire community.

@uwberks helps our coworkers, friends and families. Join us in supporting their work.

We're raising money for @uwberks and our community. Join us! (incl. photos)

We raised \$X for @uwberks Thank you to all who donated to make our community a better place.

Our team members are improving our community today through #UWBerksDOC

We're proud of our #UWBerksDOC efforts. Thank you to all of our volunteers!