

SOCIAL MEDIA GUIDE FOR YOUR UNITED WAY CAMPAIGN

A POWERFUL PLATFORM

Social media is a powerful platform to showcase your company's commitment to United Way of Wilson County and to making Wilson County better for everyone.

United Way of Wilson County uses social media to tell our story and engage current and new supporters. Our goal is to encourage our community to give, advocate, and volunteer in the fight for the health, education, and financial stability of all Wilsonians!

ENHANCE YOUR 2020 CAMPAIGN THROUGH SOCIAL MEDIA

- Recruit employees to volunteer and donate by showing the type of projects your company participates in and the fun you have working together toward a common goal.
- Share the impact a donation to United Way can have by posting success stories, statistics, photos, and other content about our work.
- Thank employees for their generosity and commitment to the campaign.
- Share your company's impact in the community.

As you plan your campaign, touch base with your company's social media manager(s) about your campaign activities and the key moments to capture. We also encourage you to send a photo and caption to your United Way of Wilson County point of contact to potentially share on our social media, Communication@unitedwayofwilson.org

TIPS AND IDEAS FOR POSTING

- **Get visual!** Upload a high-quality photo or video featuring a key moment during your company's campaign, such as someone telling a story about why they give or the CEO dancing at a themed gathering.
- **Use #LiveUnited** to share updates from campaign rallies and events. Consistently use #LiveUnited to distinguish your workplace campaign content from other posts and to drive awareness of how you engage with the community.
- **Utilize United Way-produced videos, testimonials, stories, and blog content** to share via social media and on your employee intranet.
- **Tag United Way of Wilson County** in social media posts.
- **Share posts** that connect to United Way's key work in education, income, and health.
- **Go LIVE** on social media to provide teasers for upcoming activities and offer a behind-the-scenes look at the action during campaign season.
- **Use Instagram Stories** to share multiple photos and videos in a slideshow format.
- **Add a call to action** if there's a good opportunity to engage the community in your efforts.

FOLLOW US!



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www.UnitedWayofWilson.org