

# LET'S GET SOCIAL

## CAMPAIGN SOCIAL MEDIA GUIDE

We want to connect with you on social media! Please remember to tag and mention us on your company and individual social media pages. You can even send us photos or comments from your campaign and we will share them on our social media pages. Highlighted opportunities to share include your campaign events, campaign successes and volunteering with United Way. If you have not done so already, be sure to follow our social media accounts!

### OUR SOCIAL MEDIA TAGS

 @HeartARUnitedWay

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### KEY WEBSITE LINKS

[www.heartaruw.org](http://www.heartaruw.org)

[www.heartaruw.org/our-impact](http://www.heartaruw.org/our-impact)

### CAMPAIGN HASHTAGS

#UnitedWeThrive

#HeartARUnitedWay

## EXAMPLE POST

### CAMPAIGN KICK OFF

Together, we can make change happen! With @HeartARUnitedWay we are kicking off our United We Thrive workplace campaign. Together we're tackling the greatest challenges in our community—basic needs, education, financial stability, and health.

(Insert Company) is proud to partner with @HeartARUnitedWay to build a stronger community. Today we're excited to kickoff our United We Thrive Workplace Campaign! Our goal is to raise \$\_\_\_\_\_!

### CAMPAIGN UPDATE

(Insert Company) employees support @HeartARUnitedWay because UNITED WE THRIVE. (Like no one else), United Way responds to the distinct needs of our community and together we have the power to make our communities stronger. Learn more about United Way at [www.heartaruw.org](http://www.heartaruw.org).

What a great photo (upload an image of your campaign event) of our employees ramping up to give back! We're all teaming up with @HeartARUnitedWay because UNITED WE THRIVE for our neighbors, customers, co-workers, friends, and families.

### THANK YOU

Supporting our local community is one of our core values at (Insert Company). We are proud to say our @HeartARUnitedWay United We Thrive Campaign was a great success. Thanks to our incredible employees we raised \$\_\_\_\_\_!

Thank you to our amazing employees for going above and beyond in supporting our @HeartARUnitedWay United We Thrive workplace Campaign.