

## United Way Workplace Campaign Social Media Best Practices Guide

Sharing your story as a United Way partner on social media enhances your campaign by giving you the opportunity to publicly thank employee volunteers and donors, share projects your company participates in and show how your company helps United Way positively impact lives in our community.

### Tips for posts and photos

Social media posts should have a clear connection to your company's partnership with United Way. A best practice is to relate back to United Way's focus areas of education, health, financial stability and basic needs.

Posts that include photos always result in better engagement. When posting photos to any platform, make sure they aren't blurry, fingers aren't in the frame and there aren't any odd objects in the background. Photos that include people in action, smiling faces and posed group shots are all good examples of what to include in a post.

### Types of engaging content

Generate posts with content that fit into these timely topics:

1. How your company connects with and/or supports United Way
  - a. Highlight ways employees are giving back through United Way (fundraising, volunteering, etc.)
  - b. Share how your company's interests relate to [United Way's work](#) (education, health, financial stability, basic needs like housing and food security, racial equity)
2. Community events, corporate social responsibility opportunities, United Way partner projects
  - a. If it fits the opportunity, share photos of projects and volunteer events
  - b. Speak to your company's philanthropic efforts and the importance of giving back as it relates to United Way
  - c. Highlight your work with any [United Way partner agencies](#) (support of health clinics, food pantries, school programs, etc.)
3. Workplace campaign milestones
  - a. Share updates about the progress of your campaign (we kicked off!, we've almost reached our goal, we exceeded our goal, etc.)
  - b. Thank employee volunteers and donors for a successful campaign

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## Hashtags and handles

Consistently using the United Way hashtag **#LiveUnited** can help distinguish your content among other posts and continue to drive United Way brand awareness and content curation among the organization as a whole.

Tag and follow United Way's social handles so we can engage with your posts!

- **Twitter:** @myUWCC
- **Facebook:** @UWCentralCarolinas
- **Instagram:** @uwcentralcarolinas
- **LinkedIn:** @United Way of Central Carolinas
- **YouTube:** /user/uwcentralcarolinas

## Be mindful of your audience

Keep your audience in mind when creating posts to ensure content is relevant and interesting. Your target audience is made up of prospective volunteers and donors, current volunteers and company donors, company stakeholders and local organizations that can benefit from your company's campaign.

## The role of employees

Employees play an important role in spreading the word about your partnership with United Way and associated company successes. Encourage employees to share their experiences via personal social platforms to expand your company's network and to tag themselves in your content to increase engagement.

## Before you post, did you do these things?

- ✓ Include at least one quality photo
- ✓ Tag United Way using the appropriate social handle
- ✓ Include the hashtag #LiveUnited
- ✓ Include United Way key links where applicable:

- [United Way Website](#)
- [United Way Stories](#)
- [United Way Education Impact](#)
- [United Way Financial Stability Impact](#)
- [United Way Health Impact](#)
- [United Way Basic Needs Impact](#)
- [Get Involved with United Way](#)

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