



United Way Galveston
County Mainland



UNITED WAY CAMPAIGN



Social Media Toolkit

Your social media cheat sheet for your best #UWGCMCampaign



Maximize your campaign's impact on the community by sharing your story on social media and encouraging your employees to do the same.

Just think, brand messages reached **561% further** when shared by employees on social media and earned eight times more engagement.

With our social media tips, you can:

-  Reach company stakeholders and share your company's community impact
-  Engage employees with United Way campaign messaging to increase participation
-  Highlight your United Way campaign to drive interest internally and externally

Take your United Way campaign to the next level, today!



ENCOURAGE AND ENGAGE EMPLOYEES

Use these tips to increase current event participation and giving, and create a sense of unified responsibility among employees. Leverage current participants' enthusiasm to attract new donors and share your company's story.



Facebook and Instagram:

Internal Facebook pages encourage departments, teams and employees to collaborate and share stories. This is also a great platform to engage remote employees.

- ✓ Post fun photos from campaign rallies and events that highlight your employees
- ✓ Stream live videos from events and volunteer opportunities (Facebook is [one of the favorite platforms](#) to watch videos on!)
- ✓ Share an employee highlight or a [#WhyIGive](#) story
- ✓ Highlight your Leadership Giver events and encourage employees to ask how they can get involved
- ✓ Post upcoming events, volunteer opportunities and incentives
- ✓ Poll your employees – ask them what incentives and events would mean the most to them

Twitter:

- ✓ Talk about the impact of volunteer opportunities
- ✓ Ask for employees to give you a quote about why they love United Way (ask them to share it across their Twitter network)
- ✓ Share a quick clip from an event and tag the employee, agency or volunteer organization featured

LinkedIn:

Create a LinkedIn group if you don't have an intranet! Share information about events, United Way success stories, and employee highlights.

- ✓ Encourage a current donor or volunteer to write a LinkedIn blog post about their experience with United Way





YOUR COMPANY'S COMMITMENT TO COMMUNITY

Your company is helping to solve critical community issues by supporting the United Way campaign. Get company stakeholders involved and highlight the community organizations you support.



Facebook and Instagram:

Consider: Link your company's Instagram to Facebook, allowing you to cross-promote your content with half the work!

- ✓ Post the aftermath of successful events and volunteer opportunities through videos and photos (**Tip:** give a shout out to the local nonprofits and individuals that made it happen)
- ✓ Highlight your company's leaders and their involvement (**Idea:** consider getting a quote about why they love to support United Way)
- ✓ Talk about why the United Way campaign is part of your commitment to community

Twitter:

- ✓ Repurpose pictures across Twitter and share the success in 140 characters or less
- ✓ Keep on quoting: get your CEO, other company leaders and engaged employees to share their favorite part of the campaign

LinkedIn:

- ✓ Repurpose blog posts (**Think about:** your company's volunteer efforts, leadership highlights, employee involvement pieces)
- ✓ Share a story about the community organizations your company supports





TIMELINE TO SOCIAL SUCCESS

Posting on your social channels is a great way to build momentum for your campaign and boost your social media presence.



Stay accountable with these times, checklists and pre-populated posts! Feel free to use these or make them your own. Use these across Facebook, LinkedIn, Instagram and/or Twitter.

Announce the start of campaign:

Kick off your campaign and share the excitement across all social channels.

- ❑ We're kicking off our annual United Way campaign today! Our [company name] is proud to partner with community game changers to help create a better region for all!

Highlight your event fun:

Post pictures from rallies, volunteer projects, agency tours and speakers, or any other fun events you have! Use these events to get other employees excited about joining in.

- ❑ Our awesome team made the @UnitedWay campaign volunteer project a huge success!

Leadership talks and events:

Use Leadership Giving events or speeches given by your company leadership as an opportunity to increase engagement with campaign leaders.

- ✓ Tweet a quote from your CEO or another company leader about their reason for #WhyIGive
- ✓ Live story part of a speech from a company leader or a Leadership Giver
- ✓ At a Leadership Giving event, ask if you could post a picture of them and a brief caption about why they love being a Leadership Giver

Campaign Wrap-Up:

Celebrate your United Way campaign success and the impact your company made. The campaign total and thank-you shoutouts to employees are a great way to close the campaign.

- ❑ We have BIG news to share! Our team raised \$[insert campaign total] for our @UnitedWay campaign this year. We are so grateful to be community hand-raisers and make our region a better place to live, work and play! #WeHelp

Share @UnitedWay Posts:

- ✓ Follow up on social (**Tip:** find our handles at the end of this deck)
- ✓ Spread the mission to make our community stronger by reposting our social posts across your own company's network!



SHOW YOUR APPRECIATION



Thank-you Tips:

Acknowledge the impact each and every gift makes for our community and make your **employees feel thanked for their meaningful contribution.**

Here are ways to thank them on social media:

- ✓ Create a graphic that highlights the number of campaign donors and volunteers. Share this across social media channels and thank them for supporting the United Way campaign.
- ✓ Did a couple of your team members go above and beyond? Give them a shoutout.
- ✓ Take a quick video of your company leaders saying thank you to employees!
- ✓ Spotlight a donor's contribution. Pick a Leadership Giver to highlight and quote them on **#WhyIGive** to encourage others. **Tip: Make sure they're OK with being featured!**
- ✓ Ask your campaign representative for tips on how to show the impact of your campaign in our community! Thank your employees for their contributions to making our region stronger.

Pro tip: Prompt, personal and powerful messaging is important to help donors understand the meaning of their gift.



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."



-Maya Angelou (poet)

CONNECT WITH UNITED WAY

-  Facebook: /UWGCM
-  Twitter: @UWGCM
-  Instagram: @UWGCM
-  LinkedIn: United Way Galveston County Mainland



**For more campaign materials,
visit our website at
www.uwgcm.org**