

united way campaign social media guide

your campaign social media cheat sheet

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

let's be friends!



UNITED WAY OF GREATER HOUSTON
WWW.FACEBOOK.COM/UNITEDWAYHOUSTON



UNITED WAY OF GREATER HOUSTON
WWW.LINKEDIN.COM/COMPANY/UNITEDWAYHOUSTON



@UNITEDWAYHOUSTON
WWW.INSTAGRAM.COM/UNITEDWAYHOUSTON



@HOUUNITEDWAY
WWW.TWITTER.COM/HOUUNITEDWAY

get involved with our social media

At United Way campaign events or meetings, tell participants to follow our social media accounts.

Like and share our posts on social media so we can help more people learn about our community's needs and how we can all chip in to help make it better place.

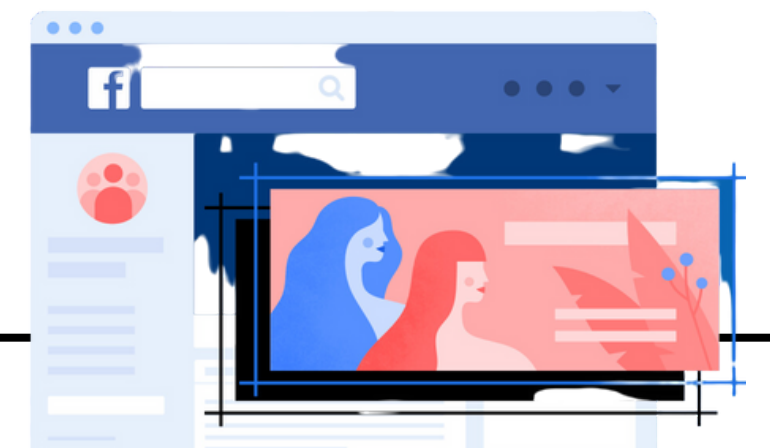
We often post about the work and impact of United Way on our social media. Sharing these posts helps spread the word and inform campaign participants about what their contributions are going towards.

If you have questions, e-mail
Trisha Thacker at
tthacker@unitedwayhouston.org

company social media

TAG US on social media when posting about United Way campaigns so we can help share all the good you're doing.

While we can't share all the amazing things every company does, we keep an eye out for great events, ideas, and other content that we can include in our posts. Make sure you share photos and videos with your United Way representative and tag United Way in your posts.



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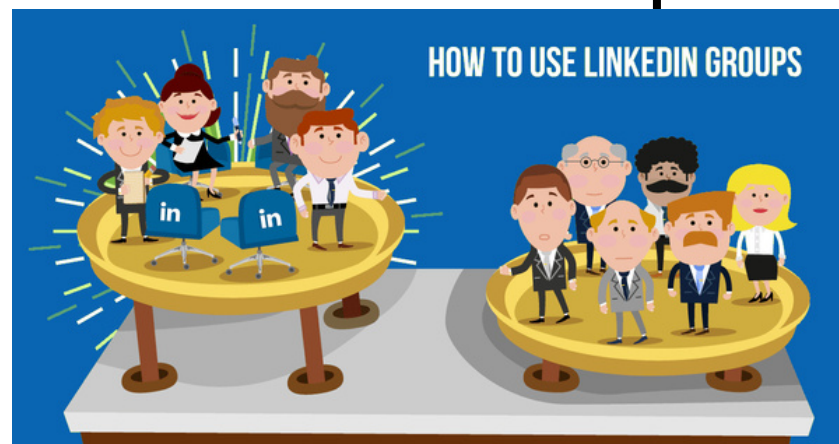
encourage & engage

Create a designated United Way Campaign Facebook group or LinkedIn group to encourage participation. This is a great way to engage remote employees.

- ✓ Post fun photos from campaign events that highlight employees
- ✓ Share videos from events and volunteer opportunities
- ✓ Share an employee quote, highlight, or a "Why I Give" story
- ✓ Post upcoming events, volunteer opportunities, and incentives



<https://bit.ly/336DZI1>



<https://bit.ly/3f5qOcM>

show your appreciation

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

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

✓ 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 to encourage others.

✓ 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.

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timeline for success

announce the start of campaign:

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

☐ We're kicking off our annual @UnitedWayHouston campaign today! [Company name] is proud to join the United Way movement and help our neighbors land on their feet - and stay there!

highlight your event fun:

Post pictures and clips from rallies, volunteer projects, speakers or any other fun events to get other employees excited.

☐ Our incredible team made the @UnitedWayHouston campaign volunteer project a huge success! We put together [number] of kits to help with [community need]. Don't forget to sign up for the next event!

leadership talks & events:

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

✓ Share a quote from your CEO or another company leader about their reason for giving.
✓ Share a clip of an event speech from a company leader or donor.
✓ At events, ask attendees if you can post a picture of them and a brief caption about why they give.

campaign wrap-up:

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

☐ We have BIG news to share! Our team raised \$[campaign total] for our @UnitedWayHouston campaign this year. We are so proud to partner with United Way to make our community a better place to live, work, and play!

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social media examples

In all posts include

- ☐ Add relevant tags: places, people or pages
- ☐ Include CTA- ex. add link to next event sign up

hashtags

#unitedwayhouston
#houston
#giveback
#volunteer

twitter



Kids from our United Way MATH Camps at @YMCAHouston huddled up for Have a Ball with Math! Sponsored by @conocophillips, this event with the @HoustonTexans let kids engage with math in sports-themed activities & even hear from #Texans players about how they use math! #touchdown



- ✓ Post style: casual & conversational
- ✓ Add relevant hashtags
- ✓ Respond to mentions & replies & Retweet tweets

facebook

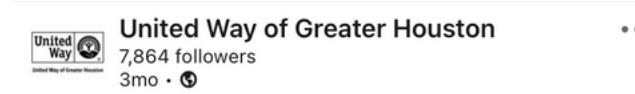


Project Blueprint Class XLI stepped out of the classroom and into the community for a day of volunteering at Northwest Assistance Ministries! Members of the class assembled meal kits to help combat food insecurity in our community and had the opportunity to see firsthand the critical work local nonprofits do as they prepare for future nonprofit board leadership through Project Blueprint.



- ✓ Post style: Interesting and engaging content
- ✓ Include images showing campaign activities
- ✓ Respond to comments

linkedin



Our donors do far more than give generously, they regularly get out from behind their desks to get hands-on and do some good in the community! From distributing food to members of our community struggling with food insecurity to ensuring that children have the supplies they need to succeed when school starts and gifts to bring them joy over the holidays, they are a force for good. We are so grateful to have such a phenomenal group of people supporting us and couldn't let National Volunteer Week go by without giving them a heartfelt thank you!



Dr. Angel Harris and 38 others 1 share

- ✓ Post style: professional and engaging content
- ✓ Include images showing company campaign culture
- ✓ Respond to comments

instagram



View insights Boost post



View likes
unitedwayhouston With nearly half of our neighbors struggling to get by, our community rallied to sign a letter of support for United Way of Greater Houston and its mission to create the opportunity for everyone to thrive. That letter is now over 1000 people strong, and we are so grateful to every person who signed for their support. Check out the letter in today's Houston Business Journal and Sunday's Houston Chronicle!

#unitedwayhouston #givingback #helpingothers #help #serveothers #houston #htx #community #service

- ✓ Post style: Bold and creative images
- ✓ Add relevant hashtags: 10-15 maximum
- ✓ Respond to comments