



United Way of Broward County

Social Media Guide

Have you ever heard the expression, if you didn't post about it, it didn't happen? Your social media accounts serve as a controlled network of communication to your friends, family, colleagues, clients and more - so why not share the good work you are doing right here in Broward County!

How to Engage with United Way of Broward County on Social Media

- Like and Follow our Social Media Accounts – they will provide you with information about upcoming events, volunteer opportunities, the work we are doing in the community and so much more
 - Facebook - @UnitedWayBC
 - Twitter - @UnitedWayBC
 - Instagram - @UnitedWayofBroward
 - LinkedIn - United Way of Broward County
 - TikTok - @UnitedWayofBrowardCounty
 - YouTube - United Way Broward County
- Create posts by sharing your engagement
 - Whether in a meeting, at an event or out and around town in your LIVE UNITED swag we want to see you and hear about the work you are doing in the community
- Tag us in your posts and use United Way of Broward County's hashtag #LIVEUNITEDBroward

Tips and Tricks for Posts

- We encourage you to show your philanthropic support by using your voice and letting your personality shine while representing United Way
- Include a picture/video, this will gain the most engagement (*recommendation to hold your phone vertical for pictures/videos*)
- Sample Post: I'm proud to support @UnitedWayBC and their mission to fight for the Health, Education and Financial Prosperity of EVERY person in our community #LIVEUNITEDBroward

United, We've Got This!