



# United Way Campaign Social Media Guide

Have you ever heard the expression, if you didn't post about it, it didn't happen? Your company's social media accounts serve as a controlled network of communication to your employees, partners and customers – why not share the good work you are doing right here in Broward County! Facebook, Twitter, Instagram, Snapchat and LinkedIn are the perfect platforms to get your followers excited that you're a proud supporter of United Way and you are making long-lasting positive changes right here in our community.

## 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 an overall good resource for you to promote your campaign
  - Facebook - @UnitedWayBC
  - Twitter - @UnitedWayBC
  - Instagram - @UnitedWayofBroward
  - LinkedIn - United Way of Broward County
- Create a social media plan for your workplace campaign, highlighting your campaign kickoff, events, volunteer projects and why you 'LIVE UNITED'
- Tag us in your posts and use the United Way of Broward County hashtag #LIVEUNITEDBroward to promote the work you are doing in our community
- Create posts by pulling stats and facts from your campaign material

## Sample Posts

- **(Company Name)** is proud to support @UnitedWayBC by raising funds to fight for the health, education and financial stability of every person in our community #LIVEUNITEDBroward
  - *Upload an image of your campaign event*
- We are off to a great start in our United Way campaign for @UnitedWayBC, you can learn more about the impact we are making in the community by visiting [UnitedWayBroward.org](http://UnitedWayBroward.org) #LIVEUNITEDBroward