**Example Campaign Social Media Posts**

**Key Links**

* **Website:** [unitedwaynefl.org](https://d.docs.live.net/f74194412c051618/Documents/United%20Way/www.unitedwaynefl.org)
* **Facebook:** [facebook.com/unitedwaynefl](https://www.facebook.com/unitedwaynefl) **|** @unitedwaynefl
* **Instagram:** [instagram.com/unitedwaynefl](https://d.docs.live.net/f74194412c051618/Documents/United%20Way/instagram.com/unitedwaynefl) **|** @unitedwaynefl
* **Twitter:** [twitter.com/unitedwaynefl](https://d.docs.live.net/f74194412c051618/Documents/United%20Way/twitter.com/unitedwaynefl) **|** @unitedwaynefl
* **LinkedIn:** [linkedin.com/company/906018](https://d.docs.live.net/f74194412c051618/Documents/United%20Way/linkedin.com/company/906018) **|** @United Way of Northeast Florida
* **YouTube:** <https://www.youtube.com/channel/UC4JYo6G_OF2WjFxfiUmud4w> **|** United Way of Northeast Florida

**Hashtag**

* #LiveUnited

**Pre-event / Project Example Content**

**New Volunteer Opportunity**

* **Facebook**

We’re excited to announce our newest @Unitedwaynefl volunteering opportunity. This month, we’re partnering with [@affiliatedcharity] who work towards empowering young women as leaders in the classroom. Connect with [insert contact information] or visit [insert website] to learn how you can get involved! #LiveUnited

* **Instagram**

We’re excited to announce our newest @Unitedwaynefl volunteering opportunity. This month, we’re partnering with [@affliatedcharity] who work towards empowering young women as leaders in the classroom. Connect with [insert contact information] to learn how you can get involved! #LiveUnited

* **Twitter**

We’re excited to work with @Unitedwaynefl & [@affiliatedcharity] in May! Visit [website] to learn how you can get involved. #LiveUnited

**How Employees Can Be Involved**

* **Facebook**

Can’t attend the @Unitedwaynefl job seminar next week but want to help give back? We’re still looking for volunteers to review resumes before and after the seminar. Contact [XXX] to learn more! #LiveUnited

* **Instagram**

Can’t attend the @Unitedwaynefl job seminar next week but want to help give back? We’re still looking for volunteers to review resumes before and after the seminar. Contact [XXX] to learn more! #LiveUnited

* **Twitter**

Volunteers needed to review resumes before and after the @Unitedwaynefl job seminar. Contact [XXX] to learn more! #LiveUnited

**Event / Program Example Content**

**Ongoing Company Accomplishments**

* **Facebook**

We’re thrilled to announce we’ve raised over [dollar amount] so far in our @Unitedwaynefl campaign! Huge thank you to all of our supporters so far.

Don’t forget, we only have 1 week left, have you made your pledge yet? Visit [United Way Pledge Site] to make your pledge today! #LiveUnited

* **Instagram**

We’re thrilled to announce we’ve raised over [dollar amount] so far in our @Unitedwaynefl campaign! Huge thank you to all of our supporters.

Don’t forget, we only have 1 week left, have you made your pledge yet? Visit [United Way Pledge Site] to make your pledge today! #LiveUnited

* **Twitter**

We’ve raised over [dollar amount] in our @Unitedwaynefl campaign so far! Have you pledged yet? Visit [United Way Website] to pledge today! #LiveUnited

**Post-Event / Program Example Content**

**Event/Program Recap**

* **Facebook**

“Quote from employee volunteer”

We had a great time at [@affiliatedcharity], [action]! Huge thank you to all of our volunteers and @Unitedwaynefl for helping to organize.

* **Instagram**

“Quote from employee volunteer”

We had a great time at [@affiliatedcharity], [action]! Huge thank you to all of our volunteers and @Unitedwaynefl for helping to organize.

* **Twitter**

We had a great time at [@affiliatedcharity], [action]! Huge thank you to all of our volunteers and @Unitedwaynefl for helping to organize.

**How Employees Can be Involved**

Employees play an important role in spreading the word about your partnership with United Way and associated company successes. Employees have the power to fuel participation and give valuable feedback. Encouraging employees to share their experiences via personal social platforms is a great way to expand your company’s network.

**Encourage your employees to become active on social media by:**

* Tagging themselves in company photos via company social channels
* It is best practice for companies to let individuals tag themselves in photos vs. Tagging without permission.
* Posting to their personal page(s) about their employer’s partnership with United Way (fundraiser, event, volunteering experience, etc.)
* Include tips on how to tag United Way & your company within their posts
* Sharing content from your website that is related to United Way and affiliated charity
* Make sure your website content includes social share buttons to make this extremely easy for users.