



# UNITED WAY OF THE BIG BEND SOCIAL MEDIA GUIDE

**LIVE UNITED**



United Way of the Big Bend

# A POWERFUL PLATFORM

Social media is a powerful platform to showcase your company's commitment to United of the Big Bend and in making our community better for all people.

United Way of the Big Bend uses social media to tell our story and engage current new supporters. Our goal is to encourage our community to give, advocated, and volunteer to help us meet the community's needs.

## ENHANCE YOUR WORKPLACE

### CAMPAIGN THROUGH SOCIAL MEDIA

- Recruit employees to volunteer and donate by showing the type of projects your company participates in and the fun you have working together towards a common goal.
- Thank employees for their generosity and commitment to the campaign.
- Share your company's achievements with the community.

As you plan your campaign, touch base with your company's social media manager(s) about your campaign activates and the key moments to capture. Also think about 1-2 posts you can share with United Way of the Big Bend to potentially feature on our social media during your campaign. Share those posts with your point of contact at United Way.

Sign up to become a social media ambassador for United Way at [www.uwbb.org](http://www.uwbb.org). You'll receive a few emails a year with news from our work and ready-to-post content for social media.

## FOLLOW US!



/unitedwayofthebigbend



@uwbigbend



@unitedwayofthebigbend



/UWCreative

## TIPS AND IDEAS FOR POSTING

- Get Visual! Upload a high quality photo or video featuring key moments during your company's campaign, such as someone telling a story about why they give or the CEO dancing at a themed gathering.
- Use #LiveUnited to share updates from campaign rallies and events. Consistently use #LiveUnited to distinguish your workplace campaign content from other posts and to drive awareness of how you engage with community.
- Utilize United Way of the Big Bend produced videos, testimonials, stories, and blog content to share via social media and on your employee intranet. Find content that's ready to use at [www.uwbb.org](http://www.uwbb.org).
- Tag United Way of the Big Bend in social media posts.
- Share posts that connect to United Way's key work in education, income, and health. Go LIVE on Facebook at campaign events.
- Live streams are a great way for those not physically at an event to participate. Live video can provide teasers for upcoming activates and a unique glimpse of behind-the-scenes actions during campaign season.
- Use Instagram Stories to share multiple photos and videos in slideshow format. With Instagram Stories, you don't have to worry about over-posting. Instead, you can share as much as you want throughout the day, keeping followers up-to-date about what your company is doing during campaign season.

# SAMPLE SOCIAL MEDIA POSTS

Note: These are sample posts you can edit to meet your company's needs. Use @unitedwayofthebigbend, tag United Way of the Big Bend or #unitedwayofthebigbend depending on which platform you post on.

- We are thrilled to announce that we've raised over (dollar amount) in our @unitedwayofthebigbend campaign! A huge thank you to our employees for giving.
- Don't forget: We have 1 week left at our @unitedwayofthebigbend campaign. Have you made your pledge? Visit [uwbb.org](http://uwbb.org) to learn how you can #LiveUnited.
- This week we support @unitedwayofthebigbend making our community better. It takes all of us committing to support the entire Big Bend region. That's why we #LiveUnited.
- We proudly support @unitedwayofthebigbend in the fight for health, education, and financial stability of all of Big Bend residents.
- The caring powers of communities like ours make success stories possible. We're proud and thankful for our partnership with @unitedwayofthebigbend #LiveUnited [www.uwbb.org](http://www.uwbb.org)
- Susan came to a crossroads. A single mother of two, she was unemployed and struggling financially. That's when @unitedwayofthebigbend stepped in. [www.uwbb.org](http://www.uwbb.org)

## EDUCATION

- Education leads to success in work and life. That is why we support @unitedwayofthebigbend in giving our students the tools and resources they need to graduate: [www.uwbb.org/education](http://www.uwbb.org/education)
- We stand with @unitedwayofthebigbend to help all students read proficiently by third grade – the number one predictor of graduation. [www.uwbb.org/education](http://www.uwbb.org/education)
- Five-year-old Eric went from throwing temper tantrums to being a curious engaged listener during his weekly Reading Pals sessions. That's why (COMPANY NAME) supports @unitedwayofthebigbend [www.uwbb.org/education](http://www.uwbb.org/education)

## FINANCIAL STABILITY

- We #LiveUnited so that all Big Bend residents can achieve financial stability and have a better life.
- With education, training, financial knowledge and tax preparation, @unitedwayofthebigbend empowers everyone to reach financial stability. [www.uwbb.org/income](http://www.uwbb.org/income)
- Aaron dropped out of high school to care for his newborn. Now he has his diploma and wants to open a business. (COMPANY NAME) supports United Way and Aaron's dream. [www.uwbb.org](http://www.uwbb.org)

## HEALTH

- Healthy communities need healthy people. With @unitedwayofthebigbend, we can fight for everyone to have equal opportunities to make healthy choices. [www.uwbb.org/health](http://www.uwbb.org/health) #LiveUnited
- At age 17, Olivia gave birth to her daughter, who became critically ill. A home visitor through a United Way funded program coached Olivia to be the supportive parent her daughter needed. [www.uwbb.org](http://www.uwbb.org)