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**

[Facebook](https://www.facebook.com/unitedwayhouston)

[LinkedIn](https://www.linkedin.com/company/unitedwayhouston)

[Instagram](https://www.instagram.com/unitedwayhouston)

[Twitter](https://www.twitter.com/hounitedway)

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

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 a 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.

**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 great 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.

We do our best to LIKE, COMMENT ON and SHARE posts about company campaigns, so once again, be sure to tag our accounts on all social media channels.
UNITED WAY CAMPAIGN SOCIAL MEDIA GUIDE

ENCOURAGE AND ENGAGE EMPLOYEES

FACEBOOK AND LINKEDIN GROUPS:
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

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. Tip: Make sure they're OK with being featured!
- 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.

https://bit.ly/3f5qOcM
<table>
<thead>
<tr>
<th>Activity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announce the Start of Campaign:</td>
<td>Kick off your campaign and share the excitement across all social channels.</td>
</tr>
<tr>
<td>Highlight Your Event Fun:</td>
<td>Post pictures and clips from rallies, volunteer projects, speakers or any other fun events to get other employees excited.</td>
</tr>
<tr>
<td>Use campaign events or speeches given by your company leadership as an opportunity to increase engagement with campaign leaders.</td>
<td>✓ 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.</td>
</tr>
<tr>
<td>Campaign Wrap-Up:</td>
<td>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.</td>
</tr>
</tbody>
</table>

- We're kicking off our annual @UnitedWayHouston campaign today! [Company name] is proud to partner with community game-changers to help create a better Houston for everyone!
- Our awesome 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!
- We have BIG news to share! Our team raised $[campaign total] for our @UnitedWayHouston campaign this year. We are so grateful to be community hand-raisers and make our community a better place to live, work and play!
UNITED WAY CAMPAIGN SOCIAL MEDIA GUIDE

**SOCIAL MEDIA EXAMPLES**

**TWITTER**

UnitedWayHouston  @HoustonWays  - 7/2/20

Thanks to @Cotterell for partnering with @UnitedWay to support our community with a donation of 73,728 toilet paper rolls! A special thanks to our partners at the @HoustonFoodBank for helping us get these much-needed supplies to those in need throughout our four county area.

United Way of Greater Houston  @UnitedWay  - 6/15

A huge shout out to National Olivet Vanco for running a Million+ Dollar Campaign this year and for being such a strong supporter of the community for the past twenty years! From the kickoff and rally for their employees to the Days of Caring when employees volunteered their time creating kitchen essential kits and welcome home blankets for families in need, NCV is a strong campaign this year in addition to being one of our Caring Champions. Thanks, NCV!

Kimberly-Clark Corp.

**FACEBOOK**

United Way of Greater Houston  @UnitedWay  - 6/13

As we navigate this unprecedented time, our United Way THRIVE team is quickly adapting to best help get individuals and families in our community on the path to financial stability given the current environment. They recently participated in a Statewide Coaching Huddle as part of the THRIVE Financial Coaching Network to help coaches in Houston and other areas of better team ties to Houston and @AmericanBankage clients virtually. Thank you for all your hard work, THRIVE!

**LINKEDIN**

United Way of Greater Houston  @UnitedWay  - 6/1

As we navigate this unprecedented time, our United Way THRIVE team is quickly adapting to best help get individuals and families in our community on the path to financial stability given the current environment. They recently participated in a Statewide Coaching Huddle as part of the THRIVE Financial Coaching Network to help coaches in Houston and other areas of better team ties to Houston and @AmericanBankage clients virtually. Thank you for all your hard work, THRIVE!

**INSTAGRAM**

United Way of Greater Houston  @UnitedWayHouston  - 6/14

As we navigate this unprecedented time, our United Way THRIVE team is quickly adapting to best help get individuals and families in our community on the path to financial stability given the current environment. They recently participated in a Statewide Coaching Huddle as part of the THRIVE Financial Coaching Network to help coaches in Houston and other areas of better team ties to Houston and @AmericanBankage clients virtually. Thank you for all your hard work, THRIVE!

**HASHTAGS**

#UNITEDWAYHOUSTON  #HOUSTON  #GIVEBACK  #VOLUNTEER

**IN ALL POSTS**

☐ ADD RELEVANT TAGS: PLACES, PEOPLE OR PAGES

☐ INCLUDE CTA- EX. ADD LINK TO NEXT EVENT SIGN UP

☐ POST STYLE: BOLD AND CREATIVE IMAGES

☐ ADD RELEVANT HASHTAGS: 10-15 MAXIMUM

☐ RESPOND TO MENTIONS & REPLIES & RETWEET TWEETS

☐ POST STYLE: CASUAL & CONVERSATIONAL

☐ POST STYLE: INTERESTING AND ENGAGING CONTENT

☐ POST STYLE: PROFESSIONAL AND ENGAGING CONTENT

☐ POST STYLE: INTERESTING AND ENGAGING CONTENT

☐ INCLUDE IMAGES SHOWING CAMPAIGN ACTIVITIES

☐ INCLUDE IMAGES SHOWING COMPANY CAMPAIGN CULTURE

☐ RESPOND TO COMMENTS

☐ RESPOND TO COMMENTS

☐ RESPOND TO COMMENTS

☐ ADD RELEVANT TAGS: PLACES, PEOPLE OR PAGES

☐ INCLUDE CTA- EX. ADD LINK TO NEXT EVENT SIGN UP