#UNITEDWETHRIVE
Campaign Social Media Guide
**Key Links (Tag us!)**

Facebook, Instagram, Twitter, LinkedIn: @uwwashtenaw Website: [www.uwgive.org](http://www.uwgive.org)

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**Hashtag**

#UnitedWeThrive

#UWWC

#uwwashtenaw

#LiveUnited

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**Campaign Kickoff Post**

**General** - (Company name)'s United Way Campaign kicks off today! When we #LiveUnited great things happen in our community.

**Mission** - (Company name)'s supports @uwwashtenaw because we want to help create a THRIVING community for EVERYONE. That is why today we kickoff our United Way Campaign! #UnitedWeThrive

**Focus Areas** - Today at (Company Name), we kick off our United Way Campaign! We are proud to support @uwwashtenaw and the work they do in support of Health, Education and Financial Stability in our community. #UnitedWeThrive

**Introducing GAVE** - (Company name)'s United Way Campaign kicks off today! Each year, we partnering with the @uwwashtenaw by giving, advocating, volunteering or exploring equity in our community. Learn how to get involved @ uwgive.org. #UnitedWeThrive

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**Mid Campaign**

**Health** - @uwwashtenaw responded to the COVID-19 pandemic by investing money into OUR community. In addition, United Way worked with the State to bring home an additional $413,000 to Washtenaw County. WOW! #UnitedWeThrive

**Education** - @uwwashtenaw partners with agencies like (insert agency from list below) to support OUR community’s students. Visit uwgive.org for more info. #UnitedWeThrive

- Agencies: Big Brothers Big Sisters of Washtenaw County, Child Care Network, Girls Group, Mentor2Youth, Stand With Trans, Washtenaw Literacy, Washtenaw Area Council for Children, etc.

**Financial Stability** - This tax season @uwwashtenaw provided free tax assistance to over 600 community members! That means around $1.59 million was returned to Washtenaw County people and the local economy!! Visit [uwgive.org](http://uwgive.org) for more info. #UnitedWeThrive

**UWWC Vision** - @uwwashtenaw has a vision of an equitable community where opportunity is not limited and every member reaches their full potential. We are proud to support this vision! Visit [uwgive.org](http://uwgive.org) to learn more. #UnitedWeThrive
Campaign Goal - We have such generous employees! Our goal for our @Uwwashtenaw Campaign is to raise $XXXX —and we are half way there! #UnitedWeThrive

Campaign Goal - We’re off to a great start in our @Uwwashtenaw Campaign! Our goal is to raise $XXXX to help EVERYONE in our community THRIVE. Learn more about why we support United Way at uwgive.org. #UnitedWeThrive

GAVE Reminder – @uwwashtenaw and (company name) want you to know that EVERYONE can get involved with the United Way by giving, advocating, volunteering, or exploring equity. Learn more at uwgive.org. #UnitedWeThrive

Special Event Posts

UWWC Swag Call-Out - Check out (company name)’s employees sporting their LIVE UNITED shirts. For us, we believe we all should LIVE UNITED to have the greatest impact our community. #UnitedWeThrive

Team Photo + Partnership - What a great photo (upload an image of your Campaign event) of our employees! We’re all teaming up with @Uwwashtenaw to create success stories for our own neighbors, customers, co-workers, friends, and families. To read stories worth telling visit: uwgive.org. #UnitedWeThrive

Fundraiser specific - Today our (event name) raised $XXX to go towards our United Way Campaign! #UnitedWeThrive

Campaign Close Posts

Fundraising Goal - We have such generous employees! Our goal for our @Uwwashtenaw Campaign was to raise $XXXX —and we did it! #UnitedWeThrive

General Thank You - Thank you to our team at (Company name) for supporting our United Way Campaign! Also, thank you @uwwashtenaw for your work in creating an equitable community for everyone! #UnitedWeThrive

Thank You + Call to Action - Today (company name) ends our United Way Campaign. Thank you for your support! If you would like to support @uwwashtenaw visit uwgive.org/donate. #UnitedWeThrive

Call to GAVE - Today marks the end of (company name)’s @uwwashtenaw Campaign. A huge thanks to the (company name) community! By giving, advocating, volunteering, and exploring equity, we can create a community where everyone can thrive! #UnitedWeThrive
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 media channels
• Posting on their personal page(s) about their employer’s partnership with United Way
• Include tips on how to tag United Way and your company within their posts

Note: It is best practice for companies to let individuals tag themselves in photos vs. tagging without permission