

SOCIAL MEDIA GUIDE FOR YOUR UNITED WAY CAMPAIGN



United Way
of Central Iowa

A POWERFUL PLATFORM

Social media is a powerful platform to showcase your company's commitment to United Way of Central Iowa and to making central Iowa better for everyone.

United Way of Central Iowa uses social media to tell our story and engage current and new supporters. Our goal is to encourage our community to give, advocate, and volunteer to help us improve the health, education, and financial stability of all central Iowans.

ENHANCE YOUR 2018 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 toward a common goal.
- Share the impact a donation to United Way can have by posting success stories, statistics, photos, and other content about our work—all provided in the online toolkit at www.unitedwaydm.org/campaign-tool-kit
- 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 activities and the key moments to capture. We also encourage you to send a photo and caption to your United Way of Central Iowa point of contact to potentially share on our social media.

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

TIPS AND IDEAS FOR POSTING

- **Get visual!** Upload a high-quality photo or video featuring a key moment during your company's campaign, such as someone telling a story about why they give or the CEO dancing at a themed gathering.
- **Use #LiveUnitedDSM** to share updates from campaign rallies and events. Consistently use #LiveUnitedDSM to distinguish your workplace campaign content from other posts and to drive awareness of how you engage with the community.
- **Utilize United Way-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.unitedwaydm.org/campaign-tool-kit
- **Tag @UnitedWayCI** in social media posts.
- **Share posts** that connect to United Way's key work in education, income, and health.
- **Go LIVE** on social media to provide teasers for upcoming activities and offer a behind-the-scenes look at the action during campaign season.
- **Use Instagram Stories** to share multiple photos and videos in a slideshow format.
- **Add a call to action** if there's a good opportunity to engage the community in your efforts, even if it's encouraging people to learn more by reading a blog or visiting LiveUnitedDSM.org.

FOLLOW US!



/UnitedWayofCentrallowa



@UnitedWayCI



@UnitedWayCI



United Way of Central Iowa

SAMPLE SOCIAL MEDIA POSTS

NOTE: These are sample posts you can edit to meet your company's needs.

- ▶ We have raised [DOLLAR AMOUNT] in our 2018 @UnitedWayCI campaign! Thank you to all our team members who give back to our community. Together we #LiveUnitedDSM!
- ▶ We HEART DSM and that's why we work with @UnitedWayCI to make it better for everyone. This week, we kick off our 2018 campaign! #LiveUnitedDSM
- ▶ This week, we support @UnitedWayCI with our 2018 campaign. It takes all of us giving what we can to solve the challenges our community faces. Together we #LiveUnitedDSM.
- ▶ We proudly support @UnitedWayCI in the fight for the health, education, and financial stability of all central lowans.
<https://youtu.be/IrTNBs48bxQ> #LiveUnitedDSM
- ▶ The caring power of our community makes success stories like these possible: www.unitedwaydm.org/stories. We're proud to partner with @UnitedWayCI! #LiveUnitedDSM
- ▶ We are the HAND-RAISERS. The GAME-CHANGERS. The roll-up-our-sleeves and start-doing IMPACT-MAKERS. Together we fight with @UnitedWayCI to make central Iowa better for all. #LiveUnitedDSM.
- ▶ We fight so every student will graduate and succeed (OR INSERT OTHER CAUSE YOU CARE ABOUT). What do you fight for? #LiveUnitedDSM.
- ▶ By working together, we can solve our community's biggest problems. We can create change on a larger scale. That's why we #LiveUnitedDSM this week with our 2018 campaign.
- ▶ What's your strength? Find out how you can best be a part of making central Iowa better: unitedtoact.org/centraliowa/quiz/ #LiveUnitedDSM
- ▶ Want to know what United Way of Central Iowa does? Find out all the ways we're working together to make an impact for our community through @UnitedWayCI www.LiveUnitedDSM.org.

EDUCATION

- ▶ Education leads to success in work and life. That's why we support @UnitedWayCI in giving students the tools and support they need to graduate.
www.unitedwaydm.org/education
- ▶ One in four third-graders in central Iowa cannot read, making them more likely to drop out of high school. We support @UnitedWayCI with READ to SUCCEED
www.read2succeed.org #LiveUnitedDSM
- ▶ With @UnitedWayCI, we can help students like Bonito find a career path, starting with programs like @Pi515 that introduced him to coding.
www.unitedwaydm.org/stories/bonito

FINANCIAL STABILITY

- ▶ We #LiveUnitedDSM so all central lowans can pay the bills and support their families. It starts by helping adults gain skills and education for good jobs.
www.unitedwaydm.org/income.
- ▶ Did you know that @UnitedWayCI is working to build a stronger workforce for central Iowa? Learn more at www.united2work.org #LiveUnitedDSM
- ▶ Our support of @UnitedWayCI changes lives: Tara needed to earn enough to support her family. She joined @UnitedWayCI Bridges to Success, and with her diploma, is now training to be a nurse.
www.unitedwaydm.org/stories/graduate-finds-her-path

HEALTH

- ▶ Health is more than eating well and exercising. More than one-third of central lowans experience daily stress. We #LiveUnitedDSM to improve our community's well-being.
www.unitedwaydm.org/health
- ▶ Only half of central lowans eat produce and exercise at recommended levels. We stand with @UnitedWayCI to help kids learn healthy habits through @5210dsm www.5210dsm.org
- ▶ Building social connections improves health, especially for high school student Jessenia who learned self-esteem and to manage stress through a @UnitedWayCI program.
www.unitedwaydm.org/stories/jessenia