

## United Way Workplace Campaign

### Social Media Sample Post

Your company has an inspiring story to tell, but how do you do that while consistently connecting to United Way and their key pillars?

Generating content that fits into three timely topics:

- Pre-Event/Project – Volunteering opportunities and United Way mission/pillar/local content (related to company)
- Event/Project – Affiliated charity spotlights, live event posts
- Post-Event/Project – Event recaps, company fundraising achievements & volunteer/local media testimonials (shared content)

### Employees Play an Important Role

Encourage employees to share their experiences via personal social platforms to expand your company's network and to tag themselves in your content to increase engagement.

### Pre-event/Project Example Content

- Learning to read is the most important for students in elementary school. We're honored to partner with @UnitedWayCentralKY to help change the future for students in our area. #UWCK
- Education is the cornerstone for success in work and life. See how @UnitedWayCentralKY improves education in our community: [Suggested link to [United Way Education Impact](#) page]
- We hope you'll join us in supporting @UnitedWayCentralKY – together we can make a better future to all. #UWCK

### Event/Program Example Content

- We're thrilled to announce we've raised over [dollar amount] so far in our @UnitedWayCentralKY campaign! Huge thank you to all of our generous employees for their support as together we fight for the education, financial stability and health of every person in our community. #UnitedWeWin
- We're hosting a family cookout to help raise over [dollar amount] for @UnitedWayCentralKY's annual campaign! Join us this Saturday at [enter location, time, etc.].
- We've raised over [dollar amount] during our annual @UnitedWayCentralKY campaign so far! Have you pledged yet? Visit [www.unitedwayck.org](http://www.unitedwayck.org) to give today! #UnitedWeWin

## Post-Event/Program Example Content

- *Insert quote from employee – “Why I Give” feature*  
Thank you to all who helped change the future for students in our area by contributing to our @UnitedWayCentralKY campaign. Your support will help set children up for success from cradle to career! #UnitedWeWin
- *Insert quote from employee – “Why I Give” feature*  
Thank you to all who helped to change the future for students in our area by contributing to our @ UnitedWayCentralKY campaign. Your support will help break the cycle of poverty for families across our community. #UnitedWeWin

## Follow UWCK Online

- **Facebook:** @UnitedWayCentralKY
- **Instagram:** @UWCKY
- **YouTube:** /user/UnitedWayCentralKY

## Hashtags to use on all social platforms:

- #UnitedWeWin
- #UWCK
- #LiveUnited

## Key Links & Resources

- [UWCK Website](#)
- [UWCK Impact Reports](#)
- [Campaign Central](#)
- [UWCK Volunteer Site](#)
- [2-1-1 Database](#)