

# 2020-2021

## Social Media Toolkit



**Are you sharing with the world how your company is leading the way in corporate and social responsibility?** People love to know how you are supporting the community and employees today are passionate about giving back. Your organization’s social media account(s) now serve as your megaphone to the world – the perfect platforms to get co-workers psyched that you are a proud partner of Heartland United Way’s work and that you’re taking a stance on important issues that impact the health, education, and financial stability of our neighbors.

### How to Engage with Heartland United Way on Social:

- **FACEBOOK:** @HeartlandUnitedWay (Tag us using the @ sign and typing in our handle. Be sure to LIKE & FOLLOW our page too!)
- **INSTAGRAM:** @HeartlandUW
- **TWITTER:** @HeartlandUW
- **YOUTUBE CHANNEL:** HeartlandUW

### Best Practices

- Create a social media plan for your United Way workplace campaign, before it starts. Make note of any special events you have planned, guest speakers, and volunteer projects you’d like to highlight. Scheduling posts in advance is a great way to make sure you don’t forget anything!
- We want to celebrate you and share the amazing things you are doing! Tag us in your posts and use Heartland United Way hashtags #HeartlandUW #ShowYourLocalLove to promote the work you are doing to strengthen the community. We will share with our network too!
- “Share” and “repost” any content directly from our United Way platforms. We are always sharing community resources that would be beneficial to your employees and network too! Anything we post is open to you to use.
- Have a virtual event or something cool coming up to benefit United Way? We would love to share it! This also allows all of our supporters to see a full line-up of what’s happening across the area.
- Need a logo or graphic for an event, post, or printed material? Email Cammie Benson at [cammie@heartlandunitedway.org](mailto:cammie@heartlandunitedway.org) and include information about your upcoming event. We can get you what you need and go the extra mile to make it perfect and on-brand!
- Photos and Videos
  - Please make sure to take photos and videos at your events. We love the opportunity share your content. Post to social media or email to Cammie Benson at [cammie@heartlandunitedway.org](mailto:cammie@heartlandunitedway.org)
  - Candid photos are highly recommended, we want to see you in action!



- We will use these photos and videos in a variety of ways. From featuring your company on our social media to highlighting you at our Annual Meeting, you never know where your employees will appear!

*Get Creative & Have FUN! We have included sample posts below, but we know your marketing team/social media folks are dynamic and can showcase cool pics, videos and content in a variety of awesome ways! We can't wait to see your amazing posts!*

Sample Social Media Posts (be sure to include a cool picture or video):

### Announcing Partnership

**FACEBOOK POST COPY** – (Company name) is proud to partner with @HeartlandUnitedWay to make a difference in our communities. We're designating a percentage of our paychecks to fund programs that meet basic needs in our community. Join us and #ShareYourLocalLove by visiting HeartlandUnitedWay.org.

**INSTAGRAM POST COPY** – (Company name) is proud to partner with @HeartlandUW to make a difference in our communities. We're designating a percentage of our paychecks to fund programs that meet basic needs in our community. Join us and #ShareYourLocalLove by visiting HeartlandUnitedWay.org.

**TWITTER POST COPY** – (Company name) is proud to partner with @HeartlandUnitedWay to make a difference in our communities. We're designating a percentage of our paychecks to fund programs that meet basic needs in our community. Join us and #ShareYourLocalLove by visiting HeartlandUnitedWay.org.

### Showcasing Your Company's Community Investment

**FACEBOOK POST COPY** (Company Name) believes that building and reinvesting in our community is important! That's why (Company Name) and our employees support @HeartlandUnitedWay by running a campaign. We work hard to invest in our communities and support our local friends, neighbors and organizations to keep us #CommunityStrong.

**INSTAGRAM POST COPY** – (Company Name) believes that building and reinvesting in our community is important! That's why (Company Name) and our employees support @HeartlandUW by running a campaign. We work hard to invest in our communities and support our local friends, neighbors and organizations to keep us #CommunityStrong.  
#ShareYourLocalLove #GivingBack

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@HeartlandUW by running a campaign. We work hard to invest in our communities and support our local friends, neighbors and organizations to keep us #CommunityStrong. #ShareYourLocalLove #GivingBack

### Showcasing an Event or Fundraiser

**FACEBOOK POST COPY** – Thanks to our generous (Company Name) employees who participated in our (Event Name/Fundraiser) today! Together, by (verb...selling ice cream, participating in a virtual contest, etc.) we raised (\$xxx or money) for community members in Hall, Hamilton, Howard and Merrick Counties who are in need! Our donation proudly supports @HeartlandUnitedWay! #ShareYourLocalLove

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### Announcing your Campaign Results

**FACEBOOK POST COPY** – We take corporate and social responsibility seriously! A special shout out to our employees at (Company)! United Together, we raised (\$xxx) to #GiveBack through our @HeartlandUnitedWay campaign! Thank you to our team who made this year's Workplace Giving Campaign a success. We are proud to be creating a better, stronger community for everyone.

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