

We bring people and resources together to solve problems too big for any of us to solve on our own.



Using Social Media to Increase Engagement in Your 2018 Workplace Campaign

Social media is a great way to engage your employees in your workplace campaign and promote your internal philanthropic efforts to your external audience. Your campaign is also a good time to build awareness of your company's corporate social responsibility efforts as a whole – the benefit to employees, the benefit to customers/stakeholders and the benefit to the community.

Be a Social Media Champion

Please be sure to tag us in your posts and link to www.unitedwayshr.org where you can! We'll do our best to cross promote your efforts on our channels too, so monitor our pages as well and give us a like or share.



United Way of South Hampton Roads



unitedwayofshr



@unitedwayshr

Sample Posts

Facebook

- We're off to a great start in our @United Way of South Hampton Roads workplace campaign! Our goal is to raise \$XX,XXX to help change the odds for children, veterans and families in our community. Learn more about why we support United Way at www.unitedwayshr.org.
- We have such generous employees! Our goal for our @United Way of South Hampton Roads campaign is to raise \$XX,XXX, and we're already halfway there!
- We did it! Thanks to our generous employees, we reached our goal of raising \$XX,XXX to help @United Way of South Hampton Roads change the odds for children, veterans and families in our community.
- Did you know that 14.2% of children in our community don't know where their next meal is coming from?! We're working with @United Way of South Hampton Roads to help change the odds for these kids and their families. Join us! Learn more at www.unitedwayshr.org.
- Did you know that there are 11,500 veterans in our community living in crisis? We're working with @United Way of South Hampton Roads to help change the odds for these men and women who have served our country. Join us! Learn more at www.unitedwayshr.org.
- Help change the odds for children, veterans and families in our community. Join our company in supporting @United Way of South Hampton Roads and the important work they do by donating at www.unitedwayshr.org.
- Everyone needs a helping hand at some point. (Name of Business) is extending a hand to those in need in our community by donating our time and money to @United Way of South Hampton Roads. Find out more about the cause at www.unitedwayshr.org.
- This is what LIVING UNITED looks like! <<PICTURE OF STAFF>>

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Instagram

- Post pictures of:
 - What you think poverty in the community looks like
 - Your staff working together on a project that will help the community
 - Your campaign events
 - Your staff volunteering in the community
 - Your staff in Live United t-shirts
 - A staff member handing in their pledge form

Twitter

- Today kicks off our campaign with @UnitedWaySHR and we're aiming to raise \$XX,XXX to help children, veterans and families in our community. #ChangingTheOdds
- By supporting @UnitedWaySHR, we're #ChangingTheOdds for children, veterans and families in our community. #LIVEUNITED #UnitedWaySHR
- We can accomplish great things when we #LIVEUNITED! # UnitedWaySHR #ChangingTheOdds
- Our partnership with @UnitedWaySHR helps us make a difference in the lives of our people in our community! #LIVEUNITED
- We just love our generous employees! Our goal for our @UnitedWaySHR campaign is to raise \$XX,XXX, and we're already halfway there! #LIVEUNITED #ChangingTheOdds
- We did it! Thanks to our generous employees, we raised \$XX,XXX to help @UnitedWaySHR change the odds for children, veterans and families in our community. #LIVEUNITED #ChangingTheOdds
- 14.2% of children in our community don't know where their next meal is coming from! We're working with @UnitedWaySHR to help change the odds for these kids and their families. Learn more at www.unitedwayshr.org. #LIVEUNITED #ChangingTheOdds
- 11,500 veterans in our community are living in crisis! We're working with @UnitedWaySHR to help change the odds for these men and women who have served our country. Learn more at www.unitedwayshr.org. #LIVEUNITED #ChangingTheOdds
- Help change the odds for children, veterans and families in our community. Join our company in supporting @UnitedWaySHR by donating at www.unitedwayshr.org. #LIVEUNITED #ChangingTheOdds

And don't forget to use relevant hashtags on your posts. Here are a few we suggest:
#ChangingTheOdds #LIVEUNITED #UnitedWaySHR

Get Creative

For those interested in taking your social media efforts a step further, here are some fun new ideas to consider:

- Use Facebook Live during campaign events, particularly if you have multiple offices or locations.
- Have a staff member take over your Instagram account for the day and share photos of places they see a hurting community in need of our help.
- Participate in our #WednesdayWhy challenge! Every Wednesday of your campaign period, share a photo or a video of one employee sharing their "why" for giving to United Way. We recommend that your first week be the CEO or another senior-level executive.