



Helping people.



Greater St. Louis

UNITED WAY CAMPAIGN



Social Media Toolkit

Your social media cheat sheet for your best #UnitedWayCampaign2019



Maximize your campaign's impact on the community by sharing your story on social media and encouraging your employees to do the same.

Just think, brand messages reached **561% further** when shared by employees on social media and earned eight times more engagement.

With our social media tips, you can:



Reach company stakeholders and share your company's community impact



Engage employees with United Way campaign messaging to increase participation



Highlight your United Way campaign to drive interest internally and externally

Take your United Way campaign to the next level, today!

A person is holding a camera, with their hands and the camera lens visible. A large red banner with a white outline is positioned across the upper middle of the image. The banner has a ribbon-like shape with pointed ends on the left and right. The text on the banner is in white, bold, uppercase letters.

PART ONE: TAILOR YOUR MESSAGE

Let's get personal. Understand your United Way campaign audience and the types of messages that resonate across different social channels.



ENCOURAGE AND ENGAGE EMPLOYEES

Use these tips to increase current event participation and giving, and create a sense of unified responsibility among employees. Leverage current participants' enthusiasm to attract new donors and share your company's story.



Facebook and Instagram:

Internal Facebook pages encourage departments, teams and employees to collaborate and share stories. This is also a great platform to engage remote employees.

- ✓ Post fun photos from campaign rallies and events that highlight your employees
- ✓ Stream live videos from events and volunteer opportunities (Facebook is [one of the favorite platforms](#) to watch videos on!)
- ✓ Share an employee highlight or a [#WhyIGive](#) story
- ✓ Highlight your Leadership Giver events and encourage employees to ask how they can get involved
- ✓ Post upcoming events, volunteer opportunities and incentives
- ✓ Poll your employees – ask them what incentives and events would mean the most to them

Twitter:

- ✓ Talk about the impact of volunteer opportunities
- ✓ Ask for employees to give you a quote about why they love United Way (ask them to share it across their Twitter network)
- ✓ Share a quick clip from an event and tag the employee, agency or volunteer organization featured

LinkedIn:

Create a LinkedIn group if you don't have an intranet! Share information about events, United Way success stories, and employee highlights.

- ✓ Encourage a current donor or volunteer to write a LinkedIn blog post about their experience with United Way





YOUR COMPANY'S COMMITMENT TO COMMUNITY

Your company is helping to solve critical community issues by supporting the United Way campaign. Get company stakeholders involved and highlight the community organizations you support.



Facebook and Instagram:

Consider: Link your company's Instagram to Facebook, allowing you to cross-promote your content with half the work!

- ✓ Post the aftermath of successful events and volunteer opportunities through videos and photos (**Tip:** give a shout out to the local nonprofits and individuals that made it happen)
- ✓ Highlight your company's leaders and their involvement (**Idea:** consider getting a quote about why they love to support United Way)
- ✓ Talk about why the United Way campaign is part of your commitment to community

Twitter:

- ✓ Repurpose pictures across Twitter and share the success in 140 characters or less
- ✓ Keep on quoting: get your CEO, other company leaders and engaged employees to share their favorite part of the campaign

LinkedIn:

- ✓ Repurpose blog posts (**Think about:** your company's volunteer efforts, leadership highlights, employee involvement pieces)
- ✓ Share a story about the community organizations your company supports





TIMELINE TO SOCIAL SUCCESS

Posting on your social channels is a great way to build momentum for your campaign and boost your social media presence.



Stay accountable with these times, checklists and pre-populated posts! Feel free to use these or make them your own. Use these across Facebook, LinkedIn, Instagram and/or Twitter.

Announce the start of campaign:

Kick off your campaign and share the excitement across all social channels.

- ❑ We're kicking off our annual @UnitedWaySTL campaign today! Our [company name] is proud to partner with community gamechangers to help create a better #STL region for all! #WeHelpSTL

Highlight your event fun:

Post pictures from rallies, volunteer projects, agency tours and speakers, or any other fun events you have! Use these events to get other employees excited about joining in.

- ❑ Our awesome team made the @UnitedWaySTL campaign volunteer project a huge success! We put together [x amount] of smile kits, which give a child with the chronic disease, tooth decay, a better life. #ImproveHealthSTL #WeHelpSTL #WhyIGiveSTL

Leadership talks and events:

Use Leadership Giving events or speeches given by your company leadership as an opportunity to increase engagement with campaign leaders.

- ✓ Tweet a quote from your CEO or another company leader about their reason for #WhyIGiveSTL
- ✓ Live story part of a speech from a company leader or a Leadership Giver
- ✓ At a Leadership Giving event, ask if you could post a picture of them and a brief caption about why they love being a Leadership Giver

Campaign Wrap-Up:

Celebrate your United Way campaign success and the impact your company made. The campaign total and thank-you shoutouts to employees are a great way to close the campaign.

- ❑ We have BIG news to share! Our team raised \$[insert campaign total] for our @UnitedWaySTL campaign this year. We are so grateful to be community hand-raisers and make our region a better place to live, work and play! #WeHelpSTL #UWGSLCampaign2019

Share @UnitedWaySTL Posts:

- ✓ Follow up on social (**Tip:** find our handles at the end of this deck)
- ✓ Spread the mission to make our community stronger by reposting our social posts across your own company's network!



PART TWO: SEE SOCIAL IN ACTION

Companies of all sizes can use social media to make an impact on their campaigns. To give you an idea of how, we gathered examples from United Way campaign experts.

SHARE YOUR EVENTS

Recap your events like rallies, agency tours, speaking engagements and volunteer opportunities. Here are some examples to spark ideas for your campaign.



STL Area Foodbank @STLFoodbank · 18 Oct 2018

Meet your 2018 "Bring the Heat OR Bring the Sweet" Champions. Melanie (left) had the best chili and Julia had the best dessert, as voted on by our employees at our internal @UnitedWaySTL rally. Congrats! The Foodbank is proud to be a United Way member agency.



Instagram

STL Area Foodbank celebrated its "Bring the Heat OR Bring the Sweet" event and shared a picture of their 2018 champions! **Bonus points because they tagged @UnitedWaySTL** in their post.

Here are a few things to check off when creating an awesome Instagram post:

- ☐ Post style: Bold and creative images
- ☐ Length of post: 138 – 150 characters
- ☐ CTA example: Add link to next event's sign-up
- ☐ Add relevant tags: places, people or pages
- ☐ Add relevant hashtags: 5-9 maximum **#WeHelpSTL**
- ☐ Respond to mentions, tags and comments to engage employees

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Twitter

Peabody shared its volunteer opportunity on Twitter! Peabody highlighted the employees who donated their time and the picture showed the impact they made. **Bonus points** for tagging @UnitedWaySTL AND the agency @nurses4newborns.

Here are a few things to check off when creating an awesome Twitter post:

- ☐ Post style: casual and conversational
- ☐ Length of post: 100 characters
- ☐ Retweet employee posts about the campaign
- ☐ Include an image to increase performance
- ☐ Add relevant tags: places, people or pages
- ☐ Add relevant hashtags: #UnitedWayCampaign2019
- ☐ Respond to mentions, replies and tweets



CELEBRATE YOUR SUCCESS

Share a picture of your employees and company leaders celebrating big moments and successes throughout the campaign.

Facebook



BJC HealthCare celebrated its success by sharing the final donation to its United Way-Jewish Federation Campaign. Bonus points for using relevant hashtags and tagging us!

Here are a few things to check off when creating an awesome Facebook post:

- ☐ Post style: Interesting and engaging content
- ☐ Length of post: 80 characters or less to increase performance by **66%**
- ☐ Add relevant tags: places, people or pages
- ☐ Add relevant hashtags: **#WeHelpSTL**
- ☐ Include images showing company campaign culture
- ☐ Include a CTA
- ☐ Respond to comments



SHOW YOUR APPRECIATION



Thank-you Tips:

Acknowledge the impact each and every gift makes for our community and make your **employees feel thanked for their meaningful contribution.**

Here are ways to thank them on social media:

- ✓ Create a graphic that highlights the number of campaign donors and volunteers. Share this across social media channels and thank them for supporting the United Way campaign.
- ✓ Did a couple of your team members go above and beyond? Give them a shoutout.
- ✓ Take a quick video of your company leaders saying thank you to employees!
- ✓ Spotlight a donor's contribution. Pick a Leadership Giver to highlight and quote them on **#WhyIGiveSTL** to encourage others. **Tip: Make sure they're OK with being featured!**
- ✓ Ask your campaign representative for tips on how to show the impact of your campaign in our community! Thank your employees for their contributions to making our region stronger.





Pro tip: Prompt, personal and powerful messaging is important to help donors understand the meaning of their gift.

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"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

-Maya Angelou (poet)

CONNECT WITH UNITED WAY

-  Facebook: /UnitedWaySTL
-  Twitter: @UnitedWaySTL
-  Instagram: @UnitedWaySTL
-  LinkedIn: United Way of Greater St. Louis



Your ECC Guide

To learn more about how using social during the United Way campaign fits into your overall strategy, check out the ECC Guide.