

# UNITED WAY 2021 SOCIAL POSTS CALENDAR

As a company running a United Way campaign, you are part of a community that brings together our region's problem solvers to work on the most pressing local issues.

Here are some examples of how to let your company's customers, employees, and network know what you are doing with United Way!

Follow us along on social media to see what we are up to all throughout campaign. Don't forget to tag us for a chance to be featured!

## HOW TO TAG US

**Facebook:** Use the @ symbol before typing United Way of Greater St. Louis or UnitedWaySTL

**Twitter/Instagram:** Use @UnitedWaySTL

**LinkedIn:** Use the @ symbol before typing United Way of Greater St. Louis

| TWO-WEEK UNITED WAY CAMPAIGN   |         |  |   |   |
|--|---------|--|---|---|
| WEEK ONE   |         |  |   |   |
| MONDAY   | TUESDAY | WEDNESDAY                                  | THURSDAY  | FRIDAY  |
| <a href="#">Share your company's involvement in the United Way campaign.</a> |         | <a href="#">Share United Way's impact.</a> | <a href="#">Post photos and highlights from your company's campaign events.</a> | <a href="#">Reshare a United Way blog or social post.</a>           |
| WEEK TWO   |         |  |   |   |
| MONDAY   | TUESDAY | WEDNESDAY                                  | THURSDAY  | FRIDAY  |
| <a href="#">Share what your gift means to United Way.</a>                    |         |  | <a href="#">Thank your employees.</a>   | <a href="#">Share your impact through your United Way campaign.</a> |

**Timeline:** These posts follow a typical two-week United Way campaign. Feel free to make the post your own by tweaking language to match your company's voice and any campaign events.

## OTHER ENGAGEMENT OPPORTUNITY

September 7: Celebrate United Way's campaign kickoff. *(Pro tip: Share our campaign video or kickoff post with this messaging)*

United Way of Greater St. Louis' annual community campaign has officially kicked off! Every year, our community rallies together to support one another. At [company name], we are amazed how generous our St. Louis region is, and we are proud to be making an impact through @unitedwaystl.

#HelpingHere #WeAreAllUnited #United4STL



## POST 1: Share your company's involvement in the United Way campaign.

At [company name], we believe in the power of community. We know that when we help our local neighbors, we are helping our region to be stronger.

We are kicking off our @UnitedWaySTL campaign, ready to continue #HelpingHere. Last year, when all of us were facing the challenge of #COVID19, #UnitedWay supported our neighbors in need. Through United Way, we can strengthen our community and help local people not just survive, but thrive. Learn more about ways our support is #HelpingHere: <https://helpingpeople.org/helping-here/>

#WeAreAllUnited #United4STL

## POST 2: Share United Way's impact. *(Pro tip: Choose one of our impact areas to highlight that aligns with your company's philanthropic mission.)*

### PROVIDE FOOD

Our United Way of Greater St. Louis' campaign is in full swing! @unitedwaystl is #HelpingHere in our #StLouis region by helping 1 in 3 people in our city. Our [company name's] support helps #UnitedWay and its network of local nonprofit partners connect our community with the appropriate resources.

In 2020, more than 28 million meals were distributed in the Greater St. Louis area by United Way supported nonprofits. At [company name], we are proud to be a part of this community that is #HelpingHere. #CorporateSocialResponsibility #United4STL

### FOSTER LEARNING

Our United Way of Greater St. Louis' campaign is in full swing! @unitedwaystl is #HelpingHere in our #StLouis region by helping 1 in 3 people in our city. Our [company name's] support helps #UnitedWay and its network of local nonprofit partners connect our community with the appropriate resources.

In 2020, 1,670 children and youth maintained or improved their academic performance through United Way supported nonprofits. At [company name], we are proud to be a part of this community that is #HelpingHere. #CorporateSocialResponsibility #United4STL

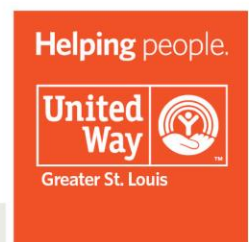
### IMPROVE HEALTH

Our United Way of Greater St. Louis' campaign is in full swing! @unitedwaystl is #HelpingHere in our #StLouis region by helping 1 in 3 people in our city. Our [company name's] support helps #UnitedWay and its network of local nonprofit partners connect our community with the appropriate resources.

In 2020, 23,182 people experienced fewer mental, emotional, behavioral symptoms with help from United Way supported nonprofits. At [company name], we are proud to be a part of this community that is #HelpingHere. #CorporateSocialResponsibility #United4STL

### BASIC NEEDS

Our United Way of Greater St. Louis' campaign is in full swing! @unitedwaystl is #HelpingHere in our #StLouis region by helping 1 in 3 people in our city. Our [company



[name's] support helps #UnitedWay and its network of local nonprofit partners connect our community with the appropriate resources.

In 2020, 81,838 people had their immediate basic needs met by United Way supported nonprofits. At [company name], we are proud to be a part of this community that is #HelpingHere. #CorporateSocialResponsibility #United4STL

**POST 3: Post pictures and your highlights from your company's campaign events.**

We had a great time celebrating our United Way campaign and raising money to help those in the Greater St. Louis region live their best possible lives. It was such a joy to see our co-workers come together for a local cause at [insert campaign event].

[Insert event highlight. For example, did you exceed a participation goal?]

#HelpingHere. #WeAreAllUnited #United4STL

**POST 4: Reshare a United Way blog or social post with your network. (Pro tip: Use the below link or choose another post that you want to highlight!)**

We work hard to [insert company mission]. And like us, United Way works hard every day to help those in our #StLouis region. United Way helps local people through five key impact areas – foster learning, provide food and shelter, improve health, strengthen communities, and establish financial security.

With support from local partners, organizations and company's like [company name], our support is #HelpingHere. Read this article from them to see exactly how: <https://helpingpeople.org/how-youre-helping-here-in-the-st-louis-region/>

Follow @unitedwaystl to see the impact we are making TOGETHER! #WeAreAllUnited #United4STL

**POST 5: Share what your gift means to United Way.**

As a supporter of United Way of Greater St. Louis, [company name] has an opportunity to make a big impact in thousands of lives. Through our #UnitedWay campaign, we are making a difference in the lives of 1 in 3 people in the St. Louis region and helping United Way invest \$1 million into our local communities each week. #HelpingHere #WeAreAllUnited #United4STL

**POST 6: Thank your employees. (Pro tip: Share more photos from campaign events.)**

A huge thank you to our co-workers at [company name] who came together to support those in our Greater St. Louis region through our #UnitedWay campaign. We had fun with [campaign event] and [campaign event]. Check out these great pictures! #HelpingHere #WeAreAllUnited #United4STL

**POST 7: Share your impact through your United Way campaign.**

As our United Way campaign wraps up, we are excited to announce that we raised [campaign total/total hours volunteered] to help our St. Louis region. This is where we live, work and play, and at [company name], it's important to us to give back when we can. #HelpingHere #WeAreAllUnited #United4STL #ThankYouThursday

