EMPLOYEE CAMPAIGN COORDINATOR – SOCIAL MEDIA TOOLKIT 2022

As an Employee Campaign Coordinator, you are part of a community that unites our region’s problem solvers to work on the most pressing local issues. We encourage you to partner with your internal marketing/communications team to help highlight your company’s support in the community. Here are some examples of posts that can be shared on your company’s social channels throughout your United Way campaign.

HOW TO TAG US
Facebook: Use the @ symbol before typing United Way of Greater St. Louis or UnitedWaySTL
Twitter/Instagram: @UnitedWaySTL
LinkedIn: Use the @ symbol before typing United Way of Greater St. Louis

POST 1: Share your company’s involvement in the United Way campaign. (Pro tip: Share our 2022 campaign video or graphic with this message)
At [company name], we believe in the power of community. That's why we're partnering with @United Way of Greater St. Louis to work together and help local people live their best lives. We're proud to join their 100-year celebration with a renewed sense of purpose and hope for our community and our neighbors. #HelpingHere100
• 2022 Campaign Video
• A Century of Helping People Graphic
• Example:

![Example Post Image]

POST 2: Post pictures and your highlights from your company’s campaign events. (Pro tip: Share photos from your company’s campaign events.)
We had an incredible time celebrating our @UnitedWaySTL company campaign! [Insert event highlights. For example, have you exceeded a participation goal so far?] Through United Way, we are helping 1 in 3 people in the St. Louis region. Thank you to all who celebrated with us! #HelpingHere100

- Examples:

### POST 3: Share your impact through your United Way campaign.  
(Pro tip: Share more photos from campaign events.)

As our @United Way of Greater St. Louis 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 connect, and at [company name], it’s important to us to give back when we can. Thank you to our co-workers for coming together to support those in our region! We are so grateful to help local people live their best possible lives.

#HelpingHere100 #UnitedWay100 #WeAreAllUnited

- Examples:
Over 80% of our team members participated in this year’s United Way of Greater St. Louis’ campaign! Midwest BankCentre invests in the communities we serve in many ways, including coming together as a team with a mission to donate generously. Thank you to all our team members who participated!