

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:



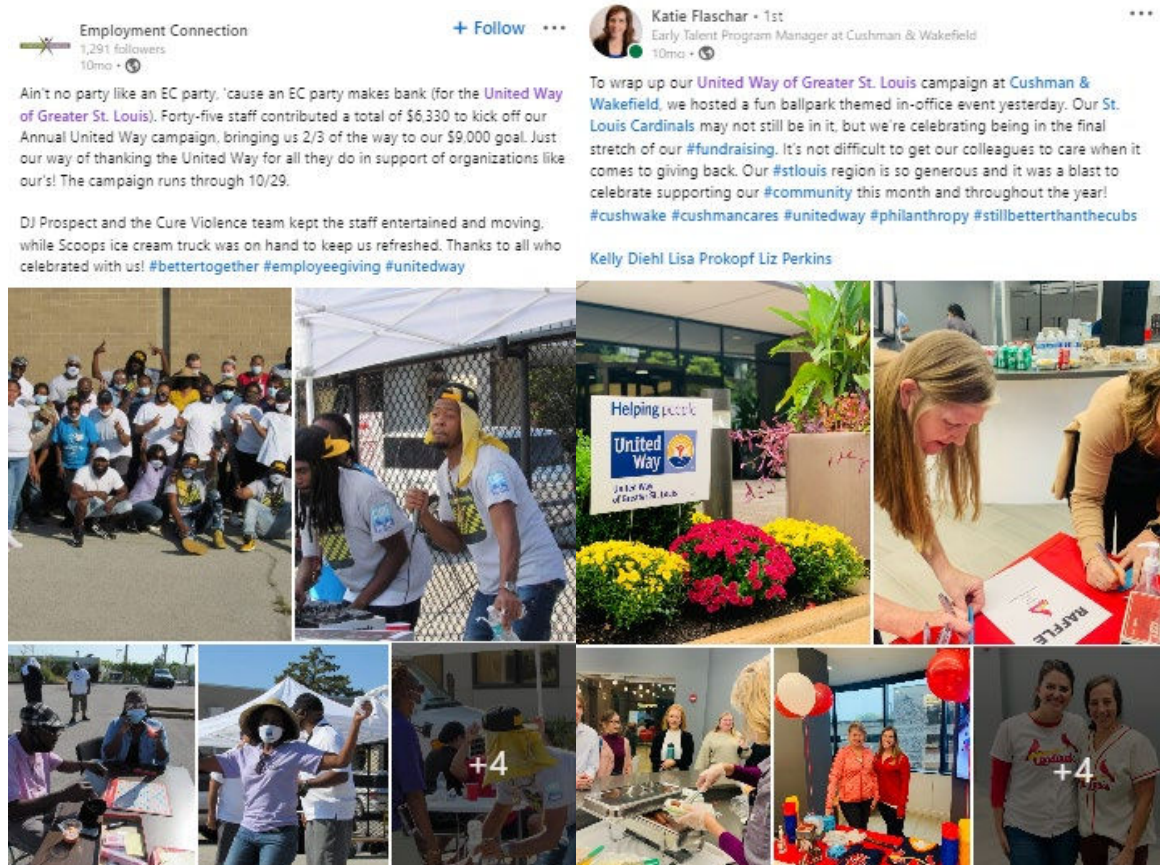
POST 2: Post pictures and your highlights from your company's campaign events. *(Pro tip: Share photos from your company's campaign events.)*

Helping people.



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:

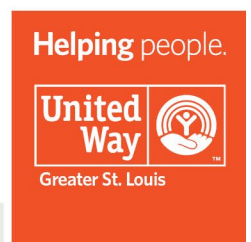


POST 3: Share your impact through your United Way campaign. *(Pro tip: Share more photos from campaign events.)*

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!

80%
PARTICIPATION IN THE
2021 UNITED WAY CAMPAIGN



+ Follow ...

A huge thank you to our employees at **HBM Holdings**, **Mississippi Lime Company**, and **Schafer Industries** who came together to support those in our Greater St. Louis region through our **#UnitedWay** campaign. We are excited to announce that our employees have contributed almost \$60,000 to help those in need in the St. Louis region.

Our organizations will match those contributions dollar for dollar, for a total contribution of \$120,000 to the **United Way of Greater St. Louis**. Through our **#UnitedWay** campaign, we are making a difference in the lives of 1 in 3 people in the St. Louis region.

#HelpingHere #WeAreAllUnited #United4STL



**THANK YOU TO ALL WHO SUPPORTED OUR
UNITED WAY CAMPAIGN!**



Helping people.

