

ECC SOCIAL MEDIA TOOLKIT



2024 UNITED WAY OF GREATER ST. LOUIS

MAKE YOUR CAMPAIGN SOCIAL.

Welcome to our 2024 social media toolkit! Here, you will find resources and tips for sharing content on your company's social media platforms.

BRAND GUIDELINES

During your United Way campaign, you may create marketing materials utilizing our logos, color palette, fonts, and more. You can download United Way of Greater St. Louis logos [here](#).

HOW TO TAG US

- Facebook: [@United Way of Greater St. Louis](#)
- LinkedIn: [@United Way of Greater St. Louis](#)
- Instagram: [@unitedwaystl](#)
- X: [@unitedwaystl](#)
- TikTok: [@unitedwaystl](#)

HASHTAGS

You can use this **hashtag** to interact with people over social media and make your campaign efforts more recognizable:

- #UniteWithUs

SAMPLE POSTS

Sample copy can be used directly or as **a general template**. Feel free to elaborate, change, or create very individualized posts. You can also pair these posts with sample visuals (see next page).

Example 1: It's that time of year – our annual United Way of Greater St. Louis community campaign has officially kicked off! Our support empowers United Way to provide essential funding to over 160 local nonprofits, ensuring our neighbors have access to the resources they need to thrive. Together, we're excited to uplift our community and make a lasting impact. Let's unite for a brighter future! #UniteWithUs

Example 2: At **[insert company name]**, we are committed to making a difference in our community. We're proud to support United Way of Greater St. Louis in their annual fall fundraising campaign! By contributing to these efforts, we help United Way deliver vital programs and services that foster equity and opportunity for everyone in our region. #UniteWithUs

Example 3: As our 2024 United Way campaign comes to an end, we're calling on you to join us for one last push! Together, we have uplifted our community, but I know we can do even more! I'm incredibly proud to be part of the United Way team, where every contribution makes a difference in the lives of 1 in 3 people across our region. #UniteWithUs for this final stretch and make an even bigger impact! (End of campaign post on January 28th)

SAMPLE VISUALS

While we recommend **sharing personal photos and videos** of your team participating in your United Way campaign, you may also post the graphics below ([download here](#)) to your social media to drum up support!

You can find our favorite promotional campaign photos on our [Campaign HQ page](#), under "Campaign Materials," click "2024 United Way campaign photos." Also on Campaign HQ, you will find and can share our mission video to kick off the season's efforts. Feel free to download the main video or solo success stories to share with your employees and digital channels!



QUESTIONS?

Please contact Miguel Rincand, Social Media Specialist, at miguel.rincand@stl.unitedway.org.

THANK YOU FOR UNITING WITH US!