



UNITED WAY
Greater St. Louis

ECC SOCIAL MEDIA TOOLKIT 2025.

UNITE WITH US.
[HELPINGPEOPLE.ORG](https://helpingpeople.org)

2025 EEC SOCIAL MEDIA TOOLKIT

MAKE YOUR CAMPAIGN SOCIAL.

WELCOME TO OUR 2025 SOCIAL MEDIA TOOLKIT! HERE, YOU WILL FIND RESOURCES AND TIPS FOR SHARING CONTENT ON YOUR COMPANY'S SOCIAL MEDIA PLATFORMS.

BRAND GUIDELINES

During our United Way Campaign, you may create marketing materials utilizing our logos, color, palette, fonts, & 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:** As we gear up for our annual United Way of Greater St. Louis community campaign this August, we're shining a light on the impact we can create together. Your support helps fund 160 local nonprofits, ensuring our neighbors have access to vital resources and services. Let's raise awareness, spread the word, and unite for a stronger, more connected region. The countdown to impact begins today!
#UniteWithUs
- **Example 2:** At [insert company name], we're passionate about strengthening our community. That's why we're proud to support United Way of Greater St. Louis as they prepare for their upcoming fall fundraising campaign. By raising awareness now, we're helping lay the groundwork for meaningful change—supporting



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vital programs and services that create opportunity for everyone in our region.
Let's come together to make a real impact! **#UniteWithUs**

- **Example 3:** As our 2025 United Way campaign nears the finish line, we're making one final push, and we need you to help us cross it strong! Together, we've uplifted lives and strengthened our region, but there's still time to make an even bigger impact.

We're proud to stand with United Way of Greater St. Louis, where every gift supports vital programs that help 1 in 3 people across our community.

Let's go all in for this final stretch—**#UniteWithUs** and help create lasting change!

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 promotional campaign photos on our [Campaign HQ page](#), under "Campaign Materials", click "2025 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@unitedwaystl.org

THANK YOU FOR UNITING WITH US!

