



**UNITED WAY**  
Greater St. Louis

# AGENCY PARTNER SOCIAL TOOLKIT

UNITE WITH US.  
[HELPINGPEOPLE.ORG](http://HELPINGPEOPLE.ORG)

# 2025 AGENCY PARTNER SOCIAL 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 of Greater St. Louis 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).

#### **CAMPAIGN KICKOFF DATE-August 26<sup>th</sup>.**

- **Campaign kickoff example:** We are a United Way of Greater St. Louis funded agency! With their help, we've been able to focus on what matters most: meeting urgent needs and building brighter futures, whether that's through food assistance, shelter, job training, education or youth programs.  
Join us in supporting this year's Community Campaign! Whether it's through donation, volunteering or spreading the word, every action helps! #UniteWithUs in making a difference. Learn more at [helpingpeople.org/2025-campaign/](https://helpingpeople.org/2025-campaign/)



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- **UWGSL helps the community example:** Being part of the United Way of Greater St. Louis network of nonprofits means we're connected to something bigger! We are able to focus on meeting urgent needs like food assistance, shelter education and more.

It's more than just funding, it's about helping people live their best possible lives! We're proud to be a United Way funded agency!

#UniteWithUs by donating, volunteering or simply spreading the word. Learn more at [helpingpeople.org/2025-campaign/](https://helpingpeople.org/2025-campaign/)

- **Why your gift matter example:** Your gift matters more than you know! When you give to United Way of Greater St. Louis, you're helping sustain 160 local, high performing nonprofits, organizations like ours that work every day to support our neighbors, friends and families.

Every dollar makes a difference. Your generosity helps people across our region access the essentials they need to live their best possible lives.

Together, we're building a stronger and better St. Louis for all. Make your gift today at [helpingpeople.org/2025-campaign/](https://helpingpeople.org/2025-campaign/)

## 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 "Community 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 mission video or individual success stories to share with your employees and digital channels!



## QUESTIONS?

Please contact Miguel Rincand, Social Media Specialist, at [miguel.rincand@unitedwaystl.org](mailto:miguel.rincand@unitedwaystl.org)



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**THANK YOU FOR UNITING WITH US!**

