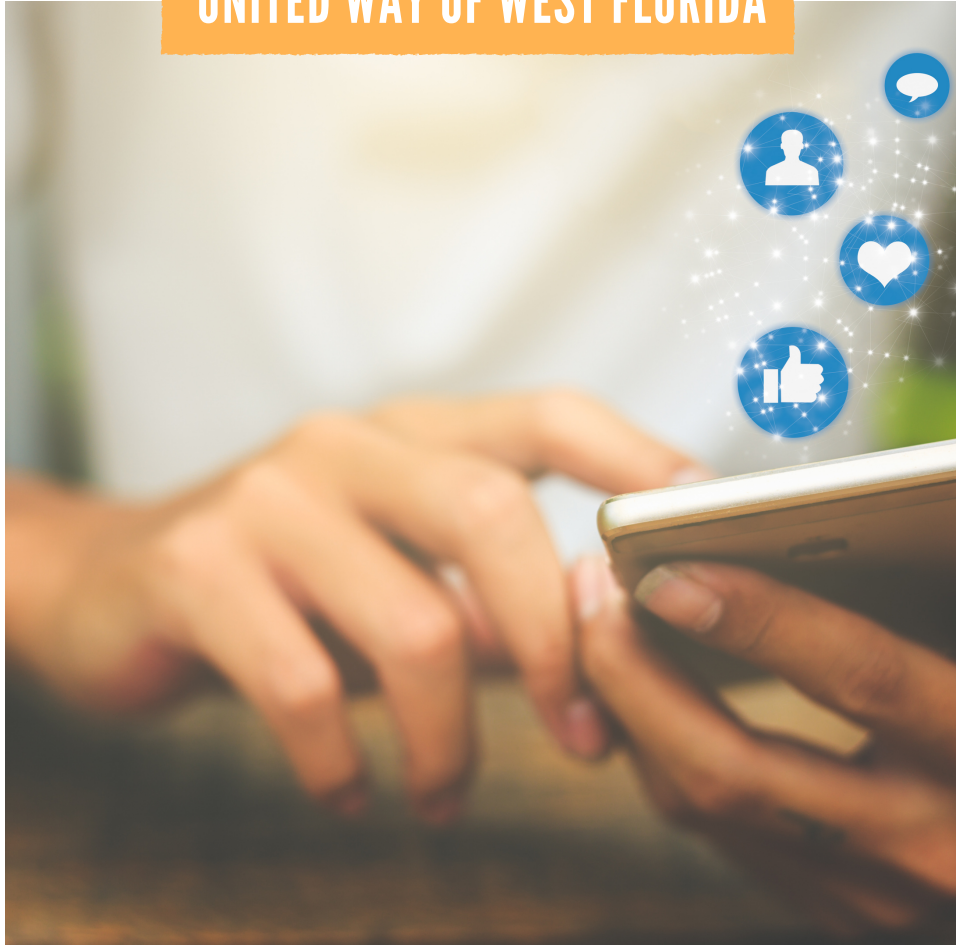


UNITED WAY OF WEST FLORIDA



SOCIAL MEDIA GUIDE

SAMPLE POSTS | PICTURE IDEAS | HASHTAGS

Follow us @UWWFL



uwwf.org



ENHANCE YOUR WORKPLACE CAMPAIGN THROUGH SOCIAL MEDIA

Social media is a powerful platform to showcase your company's commitment to improving our community through your partnership with United Way of West Florida.

Thank you! By hosting a workplace campaign for United Way of West Florida, you show our community how much you care about the health, education, and financial stability of every person in Escambia and Santa Rosa counties.

In today's interconnected world, social media plays a huge role in magnifying our impacts, garnering support, and sharing our successes. That's why we're asking you to help amplify our message – social media offers the perfect platforms to get your co-workers excited that you're a partner of United Way's work and that you're fighting for important causes within our community.

Before you embark on corporate and/or personal social media, please be sure to understand your company's social media guidelines.

HOW TO ENGAGE WITH UWWF ON SOCIAL MEDIA

- “Like” us on Facebook and “follow” us on Instagram and Twitter, all at the same convenient handle - @UWWFL.
- Create a social media plan for your United Way workplace campaign before it starts. Outline events, donors, agency tours, and volunteer projects you want to give exposure to on social media.
- Tag @UWWFL in posts and use the hashtag #LIVEUNITED.



SOCIAL MEDIA



| @uwwfl

Workplace Giving

- We hope you'll join us in supporting @UWWFL – together we can make a better future for all.
- It takes collaboration and commitment to reach and support every person in our community. That's why we support @UWWFL!
- We support @UWWFL in the fight for the health, education, and financial stability of every person living in Escambia and Santa Rosa counties.
- We're honored to partner with @UWWFL to improve lives through better education in our community: <https://www.uwwf.org/education>.
- We #LiveUnited so that everyone can achieve financial stability and create a stonger community.
- Healthy communities need healthy people. With @UWWFL we fight to connect everyone to the services and care they need.
- It's the caring power of communities like ours that make @UWWFL success stories possible. We're proud and thankful for our partnership!
- We're thrilled to announce we've raised over [dollar amount] so far in our @UWWFL campaign! A huge thank you to all of our supporters so far.

PICTURE/POST IDEAS

- Selfie in a LIVE UNITED t-shirt
- Standing with a United Way sign outside of your business
- At an event with a speaker you love
- A group picture with your co-workers
- Live-stream a special event or campaign activity

HASHTAGS

#LIVEUNITED
#[Company Name]United
#[Company Name]LIVEUNITED
#United4WFL

SOCIAL MEDIA



| @uwwfl

Individual Giving

- @uwwfl makes it easy for me to give back to my community. I am proud to support an organization that fights for those living in the area that I love! #LIVEUNITED
- I support @uwwfl because I believe in the work they're doing to support the health, education, and financial stability of friends, families, and neighbors in this community. #LIVEUNITED
- I am proud to be a United Way Diamond Donor! For over 25 years, I've helped United Way make a difference throughout our community, and I'm excited about the change we will continue to make together! Learn how you can make an impact by visiting uwwf.org/ourwork. #LIVEUNITED
- I give to United Way of West Florida each year because I believe in the impact they have across our area! Learn how you can join the movement by visiting uwwf.org/ourwork. #LIVEUNITED
- As a member of @uwwfl Women United, it is cool to see women from all stages of life come together and work to help make a difference in Escambia and Santa Rosa counties! #LIVEUNITED
- Thank you @uwwfl for all the hard work you do to ensure that our community has the resources it needs! I am proud to be a part of the impact you continue to make across our region. Learn how you can join the movement by visiting uwwf.org/ourwork. #LIVEUNITED
- I am proud to help @uwwfl in their fight for the health, education, and financial stability of every person in our community! #LIVEUNITED

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