



Social Media Toolkit

When your workplace giving campaign is underway, we don't want to miss a moment of the action! Follow these simple steps to share all the fun and impact from your organization's campaign:

1. Follow Greater Twin Cities United Way on the social media channels your organization uses and encourage employees to do the same.
 - Twitter: [@UnitedWayTC](#)
 - Facebook: [Greater Twin Cities United Way](#)
 - Instagram: [unitedwaytc](#)
 - LinkedIn: [Greater Twin Cities United Way](#)
2. Share every awesome moment! Whether it's volunteering, behind-the-scenes planning, or team activities, the more photos and videos you share on your social media accounts throughout your campaign, the better!
3. Talk about your campaign's achievements and how they make you feel. Content can include campaign goals, outcomes, and the feelings of goodwill that surround them.
4. Tag us in your posts and use United Way's campaign hashtag #TogetherWeThrive so we can like, share, and amplify.
5. Post on your organization's social accounts, but also encourage employees to share it on their social networks.
6. Repeat! Keep the social buzz humming throughout the campaign and the year.