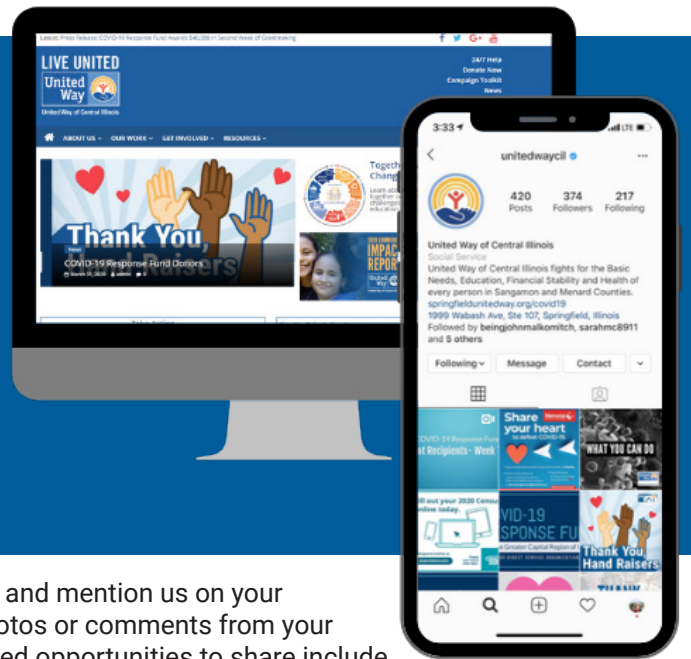


# LET'S GET SOCIAL!

## Social Media Guide



We want to connect with you on Social Media! Please remember to tag and mention us on your company and individual social media pages. You can even send us photos or comments from your campaign and we will share them on our social media pages. Highlighted opportunities to share include your campaign events, campaign successes and volunteering with United Way. If you have not done so already, be sure to follow our social media accounts!

### Quick Tips

#### Our Social Media Tags

- Facebook @UnitedWayFanPage
- Instagram @UnitedWayCIL
- Twitter @UnitedWayCIL
- LinkedIn @UnitedWayofCentralIllinois

#### Key Website Links

- [springfieldunitedway.org](http://springfieldunitedway.org)
- [volunteer.springfieldunitedway.org](http://volunteer.springfieldunitedway.org)
- [unitedtoact.org/uwcil](http://unitedtoact.org/uwcil)
- [springfieldunitedway.org/alice](http://springfieldunitedway.org/alice)

### Example Posts

- (Insert Company) is proud to partner with @unitedwaycil to build a stronger community. We're off to a great start in our workplace campaign! Our goal is to raise \$\_\_\_\_! #LiveUnited #UnitedWay #SupportLocal
- Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support the United Way of Central Illinois (tag us). Learn more about United Way at [springfieldunitedway.org](http://springfieldunitedway.org)
- Today is the official kick-off of (INSERT COMPANY)'s United Way Campaign! Supporting our community is one of our core values and that's why we support the United Way of Central Illinois (tag us).
- Together we can make change happen! With @unitedwaycil, we are tackling our greatest challenges in the areas of basic needs, education, financial stability and health. #LiveUnited
- We all win when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access for services like food and shelter. That's why (Insert Company) partners with United Way of Central Illinois (tag us) to build a stronger community.
- What a great photo (upload an image of your campaign event) of our employees ramping up to give back! We're all teaming up with @Uwwashtenaw to create success stories for our own neighbors, customers, co-workers, friends, and families. To read stories worth telling visit: [unitedtoact.org/uwcil](http://unitedtoact.org/uwcil)
- (Insert Company) we give, advocate and volunteer with United Way of Central Illinois (tag us) to improve our community. We are kicking off our United Way campaign with a goal of \$\_\_\_\_\_ raised! Learn more about United Way's work at [springfieldunitedway.org](http://springfieldunitedway.org)
- (Insert Company) is proud to launch our @unitedwaycil campaign with a goal of \$\_\_\_\_ to help build a stronger community! #LiveUnited
- (Insert Company) employees support United Way of Central Illinois (tag us) in working toward a better community. Like no one else, United Way responds to the distinct needs of our community and together we have the power to make communities stronger. Learn more about United Way at [springfieldunitedway.org/](http://springfieldunitedway.org/)