2020 United Way of York County Campaign
Partner Agency Toolkit & Social Media Guide

You do great work for the community all year long, but there’s no better time to showcase it than during the United Way Annual Campaign, which runs this year from Sept. 4 to Nov. 20.

Your organization’s social media accounts now serve as your megaphone to the world — the perfect platforms to get the community psyched that you’re a proud partner of United Way’s work and that you’re taking a stance on important issues that impact the education, health and financial stability of every person in York County. Share how your organization is making moments with United Way so that together, we can showcase the spirit, creativity, and generosity of the people in our community.

First things first…

How to engage with United Way of York County on social media:

Facebook: https://www.facebook.com/UnitedWayofYorkCounty
Twitter: https://twitter.com/UnitedWayofYork
LinkedIn: https://www.linkedin.com/in/unitedwayofyorkcounty
Instagram: https://www.instagram.com/unitedwayofyorkcounty
Flickr: https://www.flickr.com/photos/unitedwayyorkcounty

All of our social media accounts are excellent for learning about what we’re up to and are a good resource for content and information you can use to promote your campaign. Flickr especially provides great photos to use if you want to create your own social media posts!
We recommended creating a social media plan to help engage audiences around the United Way campaign and the impact your agency has because of workplace donations. Outline the events, agency tours, volunteer projects you want to give exposure to on social media. Social media can help spread the word about your activities, and connect your organization to the greater impact of the United Way campaign.

If you’re posting your own content, tag United Way of York County in your posts and use the United Way hashtags #LiveUnited and #OurCommunityNeedsYou to promote the work you are doing to strengthen the community. This helps us to find your posts so we can share them with our networks as well. Or, feel free to Share, Retweet and Regram posts directly from United Way of York County’s Facebook, Twitter, LinkedIn and Instagram accounts!

**But what should I post?**

What can you talk about on social media leading up to, during and after the United Way campaign? Here are a few tips and ideas to get you started.

- Get visual! Upload a high-quality photo or video featuring a key moment that highlights your organization’s impact, such as someone telling a story about their involvement in a program
- Utilize United Way-produced videos, fact sheets, stories, and more to share via social media. Find content that’s ready to use at [www.unitedway-york.org/campaign-toolkit](http://www.unitedway-york.org/campaign-toolkit)
- Share posts that connect your programs to United Way’s impact on the education, health or financial stability of people throughout York County
- Go LIVE on social media to provide teasers for upcoming activities and offer a behind-the-scenes look at the action during campaign season
- Add a call to action if there’s a good opportunity to engage the community in your efforts, even if it’s encouraging people to learn more by reading a blog or visiting your website
- Share stories of your mission, your programs and how you change lives
- Ask people why they support your cause and United Way, and post responses to your pages or social accounts
- Share testimonials from program participants that educate audiences as to the direct impact for your agency of the Allocations from the Community Fund
- Remember to thank all donors!

See below for several drafted posts for different social platforms, which can easily be adapted for your specific messaging.
Should I include photos or video?

Yes! Posting graphics and images on all of your social media channels helps to extend your reach and increase online engagement. United Way of York County’s Flickr account is a great resource for photos from different events throughout the year, but also consider your archives to provide a behind-the-scenes look at your programs throughout the year.

United Way is also providing a series of images and templates for general Campaign posts, all of which can be found online at www.unitedway-york.org/campaign-toolkit. Images are available for download in a horizontal (1024x576) format and a square (1080x1080) format.

But can you help me draft a post?

We sure can! We know our partner agencies are tackling a million things at once, so our goal is to make this process as smooth as possible. Together, we can increase awareness for the campaign and everyone’s efforts to build a stronger, caring community.

Take a look at sample posts below for Facebook, Twitter, LinkedIn and Instagram. From there, just fill in the blanks with information on your organization and programs!

Sample Facebook, Instagram or LinkedIn posts:

- (Upload an image of your campaign event or team)
  We’re proud to team up with @UnitedWayOfYorkCounty to build a stronger, caring community. When we #LIVEUNITED, great things happen in our community, and this year, more than ever, #OurCommunityNeedsYou.

- (Upload an image of your campaign event or team)
  We’re proud to partner with @UnitedWayOfYorkCounty for York County’s largest fundraising campaign. With one donation, you can help thousands of people! Change doesn’t happen alone: It takes all of us, working together. #OurCommunityNeedsYou

- (Share the campaign video YouTube link on Facebook, or :30 clip for Instagram.)
  We’re proud to stand UNITED during the annual @UnitedWayOfYorkCounty campaign. Contributions to the Community Fund support the education, health and financial stability of our neighbors right here in York County. #LiveUnited #OurCommunityNeedsYou

- (Upload an image from your virtual or in-person campaign kick-off)
  We’re off to a great start with our @UnitedWayOfYorkCounty campaign. Together, we can tackle the work that is necessary to help our community recover, rebuild and reimagine a future where everyone can thrive. #LiveUnited #OurCommunityNeedsYou

- (Upload with an image of a program participant)
  Through support from the @UnitedWayOfYorkCounty Community Fund, we’re able to [EXPLAIN IMPACT] for individuals like [PARTICIPANT NAME] in our [PROGRAM NAME] program. We’re proud to support United Way and the Community Fund, and we hope you will, too. #LiveUnited #OurCommunityNeedsYou
We’re in full swing with our @UnitedWayOfYorkCounty campaign. Check out our team sporting their #LIVEUNITED shirts! Through your donations to the @UnitedWayOfYorkCounty Community Fund, your support helps us to connect people in need and programs that help. #LiveUnited #OurCommunityNeedsYou

To all who have contributed through your @UnitedWayOfYorkCounty campaign, thank you for standing UNITED for a stronger community. Your generous gift to the Community Fund supports 66 programs that improve the education, health and financial stability of every person in our community. #LiveUnited #OurCommunityNeedsYou

Education leads to success in work and life. That’s why we’re grateful to have support from the @UnitedWayOfYorkCounty Community Fund for [PROGRAM NAME], which [EXPLAIN PROGRAM.] When you give to the Community Fund, your contribution directly supports this and 65 other programs across 35 partner agencies in York County. Thank you!

We #LiveUnited to ensure that, even in tough economic times like these, all people in York County can meet their basic needs AND make economic progress. We’re grateful to have support from @UnitedWayOfYork County for [PROGRAM NAME], which [EXPLAIN PROGRAM.] When you give to the Community Fund, your contribution directly supports this and 65 other programs across 35 partner agencies in York County. Thank you!

Health is more than eating well and exercising. We’re grateful to have support from @UnitedWayOfYork County for [PROGRAM NAME], which [EXPLAIN PROGRAM.] When you give to the Community Fund, your contribution directly supports this and 65 other programs across 35 partner agencies in York County. Thank you!

Sample Twitter posts (Limited to 280 characters):

- (Upload an image of your campaign event or team)
  We’re proud to team up with @UnitedWayOfYork to bring people and resources together for a stronger community. Change doesn’t happen alone. It takes all of us, working together. #LiveUnited #OurCommunityNeedsYou

- (Share the campaign video YouTube link)
  At [AGENCY NAME], we’re proud to #LiveUnited as a United Way Partner Agency. Contributions to the @UnitedWayOfYork Community Fund support individuals and families right here in our community. #LiveUnited #OurCommunityNeedsYou

- (Upload an image from your campaign kick-off)
  [AGENCY NAME] is off to a great start with our @UnitedWayOfYork campaign. We’re
proud to support the Community Fund, and hope you will, too. #LiveUnited #OurCommunityNeedsYou

• (Upload with an image of a program participant)
Through support from the @UnitedWayOfYorkCounty Community Fund, we’re able to [EXPLAIN IMPACT] for individuals like [PARTICIPANT NAME] in our [PROGRAM NAME] program. #LiveUnited #OurCommunityNeedsYou

• (Upload an image of your team in their LIVE UNITED shirts, during campaign)
We’re in full swing with our @UnitedWayOfYork campaign. Through your donations to the Community Fund, your support helps us to connect people in need and programs that help. #LiveUnited #OurCommunityNeedsYou

• (Upload an short video thank-you or thank-you image)
Thank you saying YES to United Way! Your generosity through the @UnitedWayofYork Community Fund enables 35 partner agencies like us to provide 66 programs that directly impact education, health and financial stability. #LiveUnited #OurCommunityNeedsYou

• (Upload an image from your funded program)
Education leads to success in work and life. That’s why we’re grateful to have support from @UnitedWayOfYork for [PROGRAM NAME], which [EXPLAIN PROGRAM.]

• (Upload an image from your funded program)
We #LiveUnited to ensure that all people in York County are able to meet daily needs AND make economic progress. We’re grateful to have support from @UnitedWayOfYork for [PROGRAM NAME], which [EXPLAIN PROGRAM.]

• (Upload an image from your funded program)
Health is more than eating well and exercising. We’re grateful to have support from @UnitedWayOfYork County for [PROGRAM NAME], which [EXPLAIN PROGRAM.]