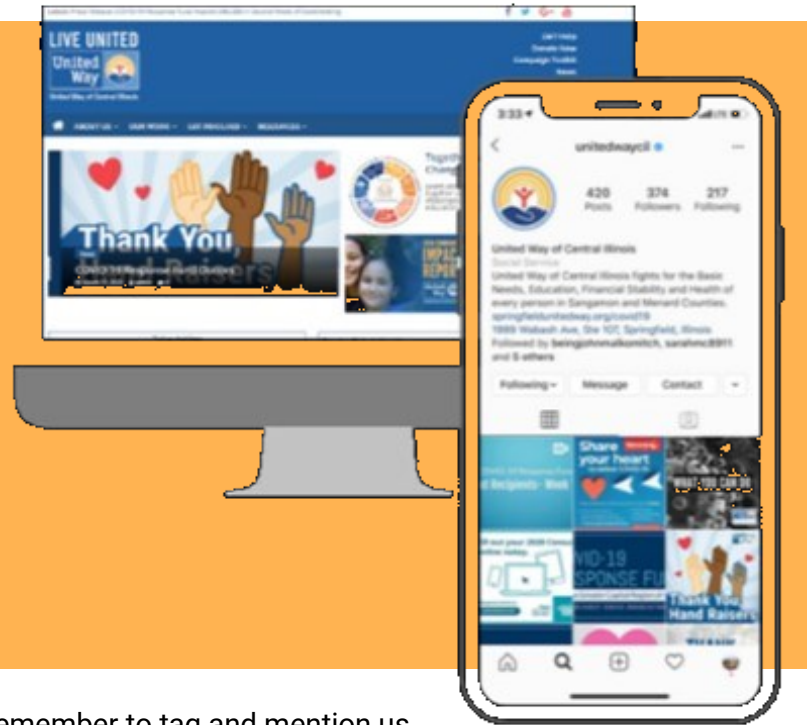


LET'S GET SOCIAL!

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 @ UnitedWayPittCo
Instagram @United_Way_of_Pitt_County
Twitter @UnitedWay_PittC
LinkedIn @united-way-of-pitt-county

Key Website Links

UWPCNC.org
nc211.org

Self-Sufficiency Information & Activities

unitedwaync.org/selfsufficiencystandard
playspent.org/
nccareers.org/career-tree
nccareers.org/find-career/reality-check

Example Posts

- (Insert Company) is proud to partner with @UnitedWayPittCo to build a stronger community. We're off to a great start in our workplace campaign! Our goal is to raise \$____! #LiveUnited #UnitedWayPittCounty.
- Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support the United Way of Pitt County (tag us). Learn more about United Way at uwpcnc.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 Pitt County (tag us).
- Together we can make change happen! With @UnitedWayPittCo, we are tackling our greatest challenges in the areas of education, financial stability and basic essentials. #LiveUnited
- We all win when kids succeed in school, when families have a stable income, and when people have emergency access for services like food and shelter. That's why (Insert Company) partners with United Way of Pitt County (tag us) to build stronger communities.
- 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 @United_Way_of_Pitt_County to create success stories for our own neighbors, customers, co-workers, friends, and families.
- (Insert Company) we give, advocate and volunteer with United Way of Pitt County (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 uwpcnc.org
- (Insert Company) is proud to launch our @UnitedWayPittCo campaign with a goal of \$____ to help build stronger communities! #LiveUnited
- (Insert Company) employees support United Way of Pitt County (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 uwpcnc.org.