

FIGHT FOR A STRONGER MIAMI

JOIN US NOW



95 YEARS
STRONG

Social Media Guide

Your workplace is one of hundreds of meaningful organizations that care enough about the community to organize a United Way campaign. But — in today’s hyper-connected world — if you didn’t post about it, it didn’t happen. Your organization’s social media account(s) now serve as your megaphone to the world — the perfect platforms to get co-workers 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, financial stability and health of our neighbors.

How to engage with United Way on social media:

- “Like” UnitedWayMiami on Facebook, “follow” @UnitedWayMiami on Twitter and Instagram, “subscribe” to our YouTube channel, and “connect” with United Way of Miami-Dade on LinkedIn
- Create a social media plan for your United Way workplace campaign, before it starts. Outline the events, agency tours, volunteer projects you want to give exposure to on social media
- Tag @UnitedWayMiami in your posts and use the United Way hashtag #95YearsStrong and #StrongerMiami to promote the work you are doing to strengthen the community
- Create posts by pulling stats from the “We fight for” handout. Also, feel free to “share,” “re-tweet” and “repost” any content directly from the five United Way platforms

Sample Social Media posts:

- **(Upload an image of your campaign event)** We’re proud to team up with @UnitedWayMiami to build a #StrongerMiami
- At **(Company name)**, we’re fighting to build a #StrongerMiami by raising funds for @UnitedWayMiami who supports over 100 programs and initiatives focused on strengthening the education, financial stability and health of a #StrongerMiami
- **(Company name)** is proud to partner with @UnitedWayMiami to build a #StrongerMiami. We’re off to a great start in our workplace campaign! Learn more about United Way’s work at unitedwaymiami.org **(attach campaign video)**
- **(Company name)** is celebrating #95YearsStrong by taking part in the 9500 for 95 challenge. Join us and @UnitedWayMiami in building a #StrongerMiami. Get involved at volunteermiami.org **(attach campaign video)**

CONNECT WITH US

