

THE WORLD HAS CHANGED OUR NEEDS HAVE NOT GIVE NOW



Social Media Guide

In today's hyper-connected world where a new normal means everything is going virtual, if you didn't post about it, it didn't happen. Especially during these times, social media is important in getting the word out.

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 virtual events, virtual agency tours, volunteer projects you want to give exposure to on social media
- Tag @UnitedWayMiami in your posts and use the United Way hashtag #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:

- At **(Company name)**, we're fighting to build a #StrongerMiami by raising funds for @UnitedWayMiami who supports nearly 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 helping our community's most vulnerable by joining forces with United Way. Join us and @UnitedWayMiami in building a #StrongerMiami. Get involved at [volunteermiami.org](#) **(attach campaign video)**
- **(Company name)** is proud to partner with @UnitedWayMiami. They are on the frontlines. Always. Did you know they've helped feed more than 28,000 families so far during this pandemic?

CONNECT WITH US

