



Social Media Toolkit

Your guide for doing LOCAL GOOD



United Way
Regina

Welcome to your United Way **Social Media Toolkit**



We want to make sure we are able to properly thank and recognize you and your colleagues for your donations, time, and local love.

We would like to share with our digital community when you start your campaign, and acknowledge the success of your hard work once your campaign finishes. To help us do this, we ask that you provide us with your social media handles (any and all that apply), any images we can share, and if there is any organization-specific content you would like us to use. Please let us know if there is any reason we should refrain from sharing about your organizations' campaign on our social media platforms. We would also love if you could share about your United Way Campaign and our work together on your social media accounts.

Crafting your social media post

Your organization's communications department will likely want to be involved in the development and posting of social media posts, so be sure to involve them early. Please keep the following in mind as you go through your campaign planning and campaign activities to best capture photos and quotes from participants.

Photo-centric Photos:

Catch the viewer's eye and pull them in to read the message you've crafted. As much as possible use engaging pictures which show your staff and campaign in action. Please ensure you've received permission from those in the picture before using it. A multi-media release form is included in the ECC Campaign Resources toolkit. We have created a few social cards highlighting our campaign themes that are available for your use. These can be used in conjunction with, or instead of, your own photos.

Short & Sweet:

Social posts should be succinct and to the point, if there is too much writing viewers tend to gloss over and the opportunity for engagement is lost. When developing the content for your post a throwback to elementary school and the **5 W's** is a great place to start: **Who, What, Where, When, and Why.**

Best Fit:

Choose the social platform that is best for your audience and message. Your communications department will have a good idea of how your audience engages with your organization on social media and will be able to recommend which platforms are best to use, it may be all of them!

Hashtags:

Below is a listing of the hashtags which we are using throughout this year's campaign: **#locallove**
#leadingwithlove **#communityunited** **#nowmorethanever**

Depending on your organization, you may be focusing your campaign on a particular pillar of community support, such as Childhood Success, or 211 Saskatchewan. If this is the case feel free to include hashtags that connect to your priority area.

Not all hashtags need to be used in each post; when selecting which hashtag(s) to use in your post think about which fits best along with the image and message you are sharing. Sometimes it is possible to seamlessly insert the hashtag into the body of the post, if this doesn't work, then include the appropriate hashtags at the end of your post. We ask you to tag us in your campaign related posts, so we can like and share them in return to showcase your commitment to your community!



Sample caption:

Today marks the start of our United Way Employee Giving Campaign! We are excited to continue [COMPANY NAME]'s proud tradition of giving back to the community through **@UnitedWayRegina**. Our employees will have the opportunity to learn what United Way Regina is doing to help those in need and the major impact we can all have when we each do what we can!
#locallove **#leadingwithlove** **#communityunited** **#nowmorethanever**



Thank you for volunteering your time and energy on your workplace campaign.

Your hard work is greatly appreciated and your efforts fuel everything that we do.