

# 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 @uwrvalICE
- Instagram @UnitedWayRoanokeValley
- LinkedIn @UnitedWayofRoanokeValley
- Youtube - United Way of Roanoke Valley
- Twitter @UWRoanokeValley
- Tiktok @unitedwayofroanokevalley

#### Key Website Links

- [uwrval.org](http://uwrval.org)
- [smart2start.org](http://smart2start.org)

### Example Posts

- **(Insert Company)** is proud to partner with @uwrvalICE to build a stronger community. We're off to a great start in our workplace campaign! Our goal is to raise \$\_\_\_\_! #LiveUnited #UnitedWay #SupportLocal
- Supporting the Roanoke Valley region is one of our core values at **(Insert Company)** and that's why we proudly support the United Way of Roanoke Valley **(tag us)**. Learn more about United Way at [uwrval.org](http://uwrval.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 Roanoke Valley **(tag us)**.
- Together we can make change happen! With @uwrvalICE, we are tackling our regions greatest challenges in the areas of basic needs, education, financial stability and health. #LiveUnited
- We all win when kids succeed in school, when families have a stable income, when communities are healthy and when all of our neighbors have emergency access for services like food and shelter. That's why **(Insert Company)** partners with United Way of Roanoke Valley **(tag us)** to build a stronger community.
- 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 @uwrvalICE to create success stories for our own neighbors, customers, co-workers, friends, and families right here at home. To read stories worth telling visit: <https://www.uwrval.org/get-involved/campaign-toolbox/>
- At **(Insert Company)** we give, advocate, and volunteer with United Way of Roanoke Valley **(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 right here at home at [uwrval.org](http://uwrval.org)
- **(Insert Company)** is proud to launch our @uwrvalICE campaign with a goal of \$\_\_\_\_ to help build a stronger Roanoke Valley! #LiveUnited
- **(Insert Company)** employees support United Way of Roanoke Valley **(tag us)** in working toward a better community. Like no one else, United Way responds to the changing needs of our community and together we have the power to make the Roanoke Valley region stronger. Learn more about United Way at [uwrval.org](http://uwrval.org)