



**United Way**  
Colchester County

SHOW YOUR  
**LOCAL  
LOVE**

# Social Media Guide

**United Way of Colchester County**  
90 Esplanade, Suite 2, Truro, NS, B2N 2K3  
[www.colchester.unitedway.ca](http://www.colchester.unitedway.ca)

# SOCIAL MEDIA GUIDE - Sample content for your Workplace Campaign. These can be used interchangeably between Facebook, Twitter and Instagram

Thank you for running a United Way campaign and making a difference in the areas of poverty, kids and communities! United Way of Colchester uses social media to inspire, educate and tell our story. Social media is a great way to launch and generate interest in your United Way campaign. This guide provides social media tips, sample content and guidelines to help with your campaign.

## Facebook: United Way of Colchester County

- Like our page. You'll get more comprehensive content than Twitter and you can like, comment and interact directly with the content that we post.
- If a post resonates, share it with your network.
- Post your campaign photos on your timeline and tag @UnitedWayCol in the photo.
- Share stories, fundraising goals and progress updates on your own Facebook company page along with photos and videos of your events and include @UnitedWayCol in your post so we can comment or share your post.
- If you are hosting a fundraising event, use the event area of Facebook to invite supporters to your event.

## Twitter: @UnitedWayCol

- Follow us @UnitedWayCol for the latest United Way news. We also retweet and share a lot of great content, including stories, videos, research and reports, external articles and photos.
- Tweet your photos and updates from your campaign and mention @UnitedWayCOL so we can retweet!
- Use either of these hashtags: #unignorable #LocalLoveCOL
- Consider creating your own event hashtag or include our hashtags in your post

## Instagram: @uwcolchester

- Follow us @uwcolchester for the latest United Way photos and videos..
- Include @uwcolchester in your Instagram post or tag us in your campaign photos.
- Consider creating your own event hashtag or include our hashtags in your post: #unignorable #LocalLoveCol

SHOW YOUR  
LOCAL  
LOVE



# SOCIAL MEDIA GUIDE - Sample content for your Workplace Campaign. These can be used interchangeably between Facebook, Twitter and Instagram

## #unignorable Issues

- We just launched our @UnitedWayCol workplace campaign! Help us address #unignorable issues like poverty and homelessness by supporting United Way. #LocalLoveCOL
- Thanks for helping (@company handle here) raise money to fight #unignorable issues like homelessness, hunger and social isolation. Your gift powers @United WayCol's work in our community. #LocalLoveCOL
- Your acts of local love provide opportunities - supporting kids and families and building stronger communities. #unignorable #LocalLoveCOL
- When we work together to fight #unignorable issues, the results are unignorable, too. Think accessible supports, stronger and better connected communities and pathways out of poverty. #LocalLoveCOL
- One in five children in Nova Scotia is living poverty. With your help, @UnitedWayCol is fighting poverty here at home and giving kids a brighter future. #LocalLoveCOL
- Sometimes it takes more than just hard work to get ahead - your donation to @UnitedWayCOL connects people to the supports they need. #LocalLoveCOL
- 48% of children in Nova Scotia living in lone parent families, live in poverty #unignorable. @UnitedWayCOL is helping families build a stronger future.
- My @UnitedWayCOL donation is fighting the #unignorable issue of poverty in our community - giving people the opportunity for a better future. #UnitedWayCOL
- I give to @UnitedWayCOL because I know #LocalLoveCOL can make a difference - we all benefit when we fight poverty, build a stronger community and help kids be all they can be. #unignorable

# SHOW YOUR LOCAL LOVE

## Campaign Highlights

- We're so excited to kick off our workplace campaign for @UnitedWayCOL today! What a great opportunity to build team spirit and give back to our community! #LocalLoveCOL
- We're proud to have raised over \$ \_\_\_\_\_ for @UnitedWayCOL's community fund! Thanks to everyone who participated to make our campaign a success! #LocalLoveCOL
- I've made my donation to (@business name) workplace campaign, to help fight poverty and change lives in our community. #LocalLoveCOL

