

# 2023 ECC SOCIAL MEDIA TOOLKIT

This toolkit contains resources that your company can utilize when sharing your campaign on social media.



Greater St. Louis

# ECC SOCIAL MEDIA TOOLKIT

## 2023 UNITED WAY OF GREATER ST. LOUIS



### MAKE YOUR CAMPAIGN SOCIAL.

Welcome to our 2023 social media toolkit! Here, you will find resources and tips for sharing content on your company's social media platforms.

#### BRAND GUIDELINES

During your United Way campaign, you may create marketing materials utilizing our logos, color palette, fonts, and more. To view instructions on **how to use our brand elements**, [click here](#). United Way logos can be downloaded [here](#).

#### HOW TO TAG US

- Facebook: [@United Way of Greater St. Louis](#)
- LinkedIn: [@United Way of Greater St. Louis](#)
- Instagram: [@unitedwaystl](#)
- Twitter: [@unitedwaystl](#)
- TikTok: [@unitedwaystl](#)

#### HASHTAGS

You can use these **hashtags** to interact with people over social media and make your campaign efforts more recognizable:

- #HelpingHere
- #UniteWithUs

#### SAMPLE POSTS

Sample copy can be used directly or as **a general template**. Feel free to elaborate, change, or create very individualized posts. You can also pair these posts with sample visuals (see next page).

Example 1: It's that special time of year when we kick off our annual United Way fundraising campaign! Our support helps United Way provide critical funding to 160+ local nonprofits that give our neighbors access to the resources they need to thrive. Together, we are excited about all the ways we can uplift the region this year! #UniteWithUs

Example 2: At [insert company name], we believe in the power of investing in our community. That's why we proudly support United Way of Greater St. Louis in their annual fall fundraising campaign! Through these efforts, we are helping fuel United Way's capacity to provide critical programs and services to the community, making our region a more equitable place for all. #UniteWithUs

## 2023 ECC SOCIAL MEDIA TOOLKIT

Example 3: As our 2023 United Way campaign wraps up, we are thrilled to announce that we raised [insert total] to help build a brighter future for our region! This is where we live and work, and at [insert company name], it's important for us to roll up our sleeves and give back. Together, we are helping local people live their best possible lives. #HelpingHere

### SAMPLE VISUALS

While we recommend **sharing personal photos and videos** of your team participating in your United Way campaign, you may also post the graphic below ([download here](#)) to your social media to drum up support!

You can find our favorite promotional campaign photos on our [Campaign HQ page](#), under "Campaign Materials," click "2023 United Way campaign photos." Also on Campaign HQ, we will publish our campaign video to kick off the season's efforts. Feel free to download the video to share with your employees and digital channels!



### QUESTIONS?

Please contact Jaynie Vanatta, Social Media Specialist, at [jaynie.vanatta@stl.unitedway.org](mailto:jaynie.vanatta@stl.unitedway.org)

**THANK YOU FOR UNITING WITH US!**