

# Social Media 101

Engaging current and new donors through mainstream social media is a great way to drive participation, energy and overall awareness to your campaign.

## YOU CAN FIND US ON:



United Way of the CSRA



@UnitedWayCSRA



United Way of the CSRA

## WHY MIX SOCIAL MEDIA INTO YOUR CAMPAIGN?

**It's FREE & Simple** – Who doesn't like free and effortless? Social Media is the best way to share your engaging activities, your success stories and employee milestones. Basically, this is your chance to put your employees in the spotlight to share how they are giving back during the year to the community through UW campaigns and activities.

**Boost Participation & Employee Awareness** - It's no surprise that nearly 81% of today's population has a social media account. When it comes to the ages of 18 to 37, nearly 93% use social media and state that it influences their actions on a daily basis. When you involve your employee base to share their experiences through social media not only do they gain exposure for being a part of a great cause but your campaign and UW gain awareness through their network.

**Incentivize**– Create a competition and see who can gain the most likes or shares on a post during campaign. You could even have employees create videos or slogans relevant to the campaign's theme and have a judging panel pick a winner- then UW will feature their creation on our social media pages.

**Community Awareness**– Social Media is the new "word of mouth." When participants share their experiences with others they bring awareness not only to themselves for being a part of it, to their employer (which is free and positive advertising of good deeds) but ultimately UW. UW is engaging and we want our donors and participants to be engaged as well. Share your experiences, share your activities and acknowledge those employees who do just that. Posts through social media have a lasting impact and should not be ignored.

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## EXACTLY HOW DO I USE SOCIAL MEDIA?

Connect with your marketing and HR partners to ensure you follow any guidelines set forth by your workplace before posting or asking your employees to post on social media. Some workplaces may not use their company accounts to post but rather encourage employees to post to their respective personal accounts. Additionally, you do not have to post to each social media platform. **Pick one and own it!**



**INSTAGRAM**– Photos make an impact! Post good quality photos and up to 60 sec video clips to showcase your campaign in action! Use neat filters built into the mobile app to get creative and set your campaign apart from others. Don't forget to use your hashtags so others can find, follow and share your posts!  
(see hashtags below for more info)



**FACEBOOK**– Great for articles, sharing of stories, Facebook Live streaming videos and of course photos. Create an album just for your “United Way campaign” and share your album with others. Allow your company or employees to tag themselves in the post for additional exposure.



**LINKEDIN**– Depending on your workplace demographic, you may want to consider sharing more corporate or high level posts on LinkedIn and tagging your headquarters or corporate office. It is great to engage other industries in a more professional forum.



**HASHTAGS**– Are ways to “tag” your posts so others (all around the globe) can find and like them. Tag your companies name, motto and of course our UW hashtags. But remember, we don't just engage our community during campaign season, we do it all year round. Feel free to use (and share with your employees)

**#JoinUWCSRA #DiscoverYourImpact and #unitedwaycsra** to increase year-round awareness!