



# United Way Durham Region Social Media Guide

## Help us spread the word:

We need your help to share United Way's message on social media. If you (or your workplace) are connected to social media, you can lend a hand by advocating on behalf of United Way. Share messages and graphics about United Way's impact in the community, and show your support. By sharing these messages, you will help to build United Way's profile in the community and inspire others to help build a better community and battle poverty and its impacts.

## How you can help:

- Follow United Way's various social media profiles (links below)
- Share posts from our United Way to your profiles/followers
- Share your own messages and some of the graphics/videos that we have available
- Encourage others to share or engage with United Way on social media
- Tag United Way in your posts
- Post about how you or your workplace are supporting United Way
- Include graphics or impact statements in your workplace newsletter or intranet

## Our social media links:

Facebook: [www.facebook.com/unitedwaydurham](http://www.facebook.com/unitedwaydurham)

Twitter: [www.twitter.com/unitedwaydurham](http://www.twitter.com/unitedwaydurham)

Instagram: [www.instagram.com/unitedwaydr](http://www.instagram.com/unitedwaydr)

Youtube: <https://www.youtube.com/channel/UCuazumOn-xT5lu9xYYFBB6A>

## Campaign messages and impact statements:

United Way has developed key campaign messages to use in our communications throughout the year. These can be found, along with additional impact statements, information graphics and videos, in our Campaign Toolkit at <https://unitedwaydr.com/other-resources/publications-campaign-toolkit/>



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