

# SOCIAL MEDIA TIPS FOR WORKPLACE CAMPAIGNS 2024

In today's digitally connected world, if you don't post about it, it didn't happen. Your social media channels act as your megaphone to the world. **Using them makes a great platform to rally employees and clients as proud partners of United Way's work.** By sharing on social media, you'll show that you're taking a stance on challenging issues that impact our community members' access to education, financial security and health.

## ENGAGE WITH US ON SOCIAL MEDIA

Like our **Facebook** page, follow our **Instagram** account and connect with us on **LinkedIn**.

**Be sure to create a social media plan for your workplace campaign before it starts.**

- Outline events and volunteer projects to post on your social media channels.
- Create posts that have captions complimented with:
  - Graphics from our Campaign Resources webpage.
  - Photographs of your workplace employees participating in the campaign.
  - Shared or reposted posts from our three social media platforms.

Remember to tag **@UnitedWayAnchorage** in your Facebook and LinkedIn posts and **@LiveUnitedAnc** in your Instagram posts.

We're thrilled when you tag us. Sometimes we can't respond to it immediately. But we will follow up soon!

### Do you have questions or want to coordinate posts with us?

Contact your philanthropy representative or email [philanthropy@ak.org](mailto:philanthropy@ak.org).

## SUGGESTED SOCIAL MEDIA CAPTIONS

Consider copy-pasting these captions. **You can use them to inspire your own messages.**

[Workplace] is amplifying our impact by partnering with @UnitedWayAnchorage. Supporting efforts focused on education, financial stability and health strengthens our communities.

[Workplace] and @LiveUnitedAnc have joined forces to create an amplified impact. You can help too!

[Workplace] cares about education, financial stability and health. That's why we support the efforts of @LiveUnitedAnc and are running a workplace campaign.