

# WITH YOUR HELP, WE HELP THOSE IN NEED.

## LIVE UNITED ANCHORAGE.

### SOCIAL MEDIA GUIDE



In today's hyper-connected world, if you didn't post about it, it didn't happen. Social media gets the word out.

Your social media serves as your megaphone to the world—the perfect platform to get coworkers psyched that you're a proud partner of United Way's work and that you're taking a stance on important issues that impact our community's access to quality education, financial security, and health of our neighbors.

## Engage with United Way on Social Media

- “Like” United Way of Anchorage on Facebook, “follow” @LiveUnitedAnc on Instagram, and “connect” with United Way Anchorage on LinkedIn.
- Create a social media plan for your United Way community campaign before it starts. Outline the virtual events, agency tours, and volunteer projects you want to give exposure to on social media.
- Tag @UnitedWayAnchorage in your Facebook posts and @LiveUnitedAnc in your Instagram posts. Use United Way hashtags #AmplifyImpact and #LiveUnitedAnc to promote the work you are doing to strengthen the community.
- Create posts by pulling stats from United Way of Anchorage website. Also, feel free to “share” and “repost” any content directly from United Way Anchorage platforms.

## Sample Social Media Posts

- **(Company name)** has amplified impact by raising funds for @UnitedWayAnchorage. Supporting programs focused on education, financial stability, and health strengthens our community.
- **(Company name)** proudly partners with @UnitedWayAnchorage. Creating an amplified impact comes from a strong community campaign, and we're off to a great start! Learn more at [liveunitedanc.org](http://liveunitedanc.org).
- **(Company name)** and @LiveUnitedAnc have joined forces to create an amplified impact in Anchorage.
- **(Company name)** cares about quality education, financial stability, and lasting health. That's why we support the efforts of @LiveUnitedAnc and are running a community campaign. #AmplifyImpact



[facebook.com/liveunitedanc](https://facebook.com/liveunitedanc)  
[linkedin.com/company/liveunitedanc](https://linkedin.com/company/liveunitedanc)  
[instagram.com/liveunitedanc](https://instagram.com/liveunitedanc)  
[LiveUnitedAnc.org](http://LiveUnitedAnc.org)



United Way of Anchorage