

SOCIAL MEDIA CHEAT SHEET



Follow Us



/UnitedWayABNW



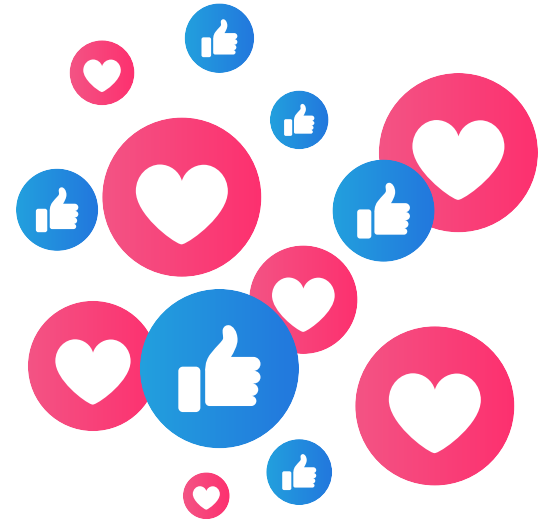
/UnitedWayABNW



/UnitedWayABNW



www.linkedin.com/company/united-way-alberta-northwest/



Share Your Campaign Story!

A United Way campaign demonstrates your commitment to fighting poverty in our region. Your hard work and passion help make a difference, and for that, your story deserves to be told!

- Help us amplify our work in the community by leveraging your own social media presence to talk about the work United Way is doing.
- Share, inspire, and motivate others by telling your campaign story on social media.
- Be sure to tag us in your social media posts! We can be found on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#) by tagging @UnitedWayABNW



Social Media Tone



When discussing our work at United Way, we highlight the concern and present the solution. We focus on being hopeful and optimistic. The language we use has a theme of coming together, being strong, being united, and doing local good. We are committed to rallying organizations and caring members of our community together to find the most effective ways of serving vulnerable people.

At United Way, we focus on people-centred language: it is important to remember to put people before their socio-economic status. We avoid terms like the homeless, the poor, and the disabled and instead use terms like people living in poverty (or with low income) and people with disabilities.

Share your #LocalGood Stories

- Why did your company get involved, support United Way, and invest in Northwestern Alberta?
- What were the best campaign moments? Share a selfie or a snapshot of the team that helped make your campaign possible.

Consider the following:

- Take many pictures
- Having your campaign activities take place on social media, like through Facebook Live, a TikTok dance challenge, or a trivia challenge through Instagram stories
- Share how your investment has made a difference in our region by sharing 'Your Dollars At Work' type graphics, which outline how many people have been helped in a program
- ALWAYS include a visual component in your posts
- Use plain language, avoid acronyms the general public doesn't know, and limit your word count to make it short yet effective

YOUR STORY DESERVES TO BE TOLD