






# UNITED WAY OF SOUTHWEST MINNESOTA

## Social Media Guide

Theme	Post Graphic or Example	Suggested Caption
<p><b>Kicking off your workplace campaign</b></p>		<p>We are kicking off our workplace campaign today to benefit United Way of Southwest Minnesota. We join them in their mission to improve lives and strengthen communities in southwest Minnesota. Like a domino effect, when a need arises, it affects us all and we all tumble down. Together, we are impacted, together we can decide what's next. When our communities are stronger, we all are.</p>
<p><b>Sample Special Event during your workplace campaign</b></p>		<p>Join us as we hold a <b>[insert event here]</b> to benefit the United Way of Southwest Minnesota. With your support, we can make a difference in the lives of <i>Every Person in Every Community</i> in the UWSWMN service area.</p> <p>[**Make sure you visit the logos area in the ambassador resources tab for the UWSWMN official logo when creating your flyers/marketing materials**)</p>
<p><b>Sample United Acts of Kindness post</b></p>		<p>We are celebrating United Acts of Kindness week with United Way of Southwest Minnesota from November 16<sup>th</sup>-20<sup>th</sup>. Let's keep circulating acts of kindness throughout southwest Minnesota. Visit <a href="http://UnitedWaySWMN.org/UAK">UnitedWaySWMN.org/UAK</a> week for kindness ideas! <b>[Optional—add what your workplace is doing, giving away as part of it, etc.]</b></p>
<p><b>Sample workplace campaign wrap-up</b></p>	<p>Share a fun picture highlighting an</p>  <p>event/fundraiser.</p>	<p><b>[Your workplace name]</b> is wrapping up our annual workplace campaign to benefit United Way of Southwest Minnesota. Our staff has been participating virtually this year through numerous events <b>[name them here]</b>. We are proud to support the UWSWMN and their mission to improve lives and strengthen communities in southwest Minnesota.</p>
<p><b>Sample campaign check photo</b></p>		<p>We are proud to support the United Way of Southwest Minnesota by holding a workplace campaign <b>[and a special event/events]</b> over the last <b>[month, week, etc.]</b>. Employees contributed <b>[\$ ]</b> through <b>[payroll pledges and/or donations]</b>. <b>[Your workplace name]</b> made an additional investment of <b>[\$ ]</b> for a total campaign of <b>[\$ ]</b>. We are committed to making southwest Minnesota a better place now and for the future. When our communities are stronger, we all are.</p>