



Your company's social media accounts act as your megaphone to the world! Use your platforms to get co-workers excited join you and be proud supporters of United Way of Southwest Minnesota (UWSWMN). Show that you are taking a stance on important issues that support Youth Opportunity, Healthy Communities, Financial Security and Community Resilience of your neighbors.

How to engage with UWSWMN on social media:

Facebook: @unitedwayofsouthwestmn: Like, share and follow <https://www.facebook.com/United-Way-of-Southwest-Minnesota-173016553464>

Instagram: @unitedwayofsouthwestmn

Social Media Suggestions:

- Create a social media plan for your UWSWMN workplace campaign before it even starts. Highlight any special events you have planned, guest speaker, and volunteer projects you have planned. Scheduling posts in advance is a great way to make sure you don't forget anything.
- We want to celebrate with you! Tag @unitedwayofsouthwestmn in your posts to promote the work you are doing to improve the lives of local people.
- "Share" and "repost" any content directly from our platforms. Anything we post is open to you to use.
- Have an event coming up to benefit UWSWMN? Make us a co-host for the event on Facebook and we will be sure to share it. This will allow all of our supporters to see a full line-up of what's happening across our service area.
- Need a logo or graphic for an event, post or printed material? Check out the ambassador resources online for our logos, or email us and we can help create a brand compliant graphic for you.
- Photos and Videos!
 - Please make sure to take photos and videos at your events. We would love the opportunity to share your content. Post to social media or email to Meg.Louwagie@UnitedWaySWMN.org
 - Candid photos are the best and we highly recommend them. We want to see you in action.
 - We will use these photos and videos in many ways. We may feature your company on our social media or highlight you in our annual report. You never know where your employees will appear.
- Having a fun event?
 - Make it an opportunity to highlight your company and employees. Contact local newspapers and radio to share information about your event.
 - Invite UWSWMN! We would love to come check out any events you are running. We can help host the event or just take photos/video for you to post on your social media.



Social Media Post suggestions:

Kickoff -

[Company Name and Logo] is proud to partner with @unitedwayofsouthwestmn to make a difference in southwest Minnesota. When we work together every effort can go so much further leading to a substantial impact in the lives of local people. Will you join us? To learn more go to www.unitedwayswmn.org.

Live United –

[Company Name and logo] Live United. We are partnering with @unitedwayofsouthwestmn to fight for Youth Opportunity, Healthy Communities, Financial Security and Community Resilience. Join us in making a difference!

Special Event –

Join us as we hold a [insert event here] to benefit @unitedwayofsouthwestmn. With your support, we can make a difference in the lives of every person in every community every day of the year in southwest Minnesota.

Wrap up –

[Company name and logo] is wrapping up our annual workplace campaign to benefit @unitedwayofsouthwestmn. We are proud to support UWSWMN and their mission to improve lives and strengthen communities in southwest Minnesota. To learn more go to www.unitedwayswmn.org.

Thank you -

(Company name and logo) Thank you to our generous employees who made this year's @unitedwayofsouthwestmn workplace campaign a success. Over the past [month, week, etc.] we held [special event/events]. Employees contributed [\$] through [payroll/pledges and/or donations]. [Company name] made an additional investment of [\$]. We are committed to making southwest Minnesota a better place. When we all work together we are improving the lives of every person in every community, every day of the year. Follow @unitedwayofsouthwestmn to learn more.

