



How board members can support United Way on social

Your voice matters. Every time you like, comment, or share a post, you're not just showing support, you're also helping United Way reach more people.

Social media platforms use engagement as a signal: when a post gets more activity, the algorithm pushes it out to a wider audience. That means your actions can help our stories, events, and impact updates appear in more community members' feeds, at no cost.

We've seen this in action over and over. Recently, a post about the Major Gift Donor Recognition Event with **12 likes and 2 comments reached 579 people**, while a Hunger Action Month post with only **2 likes reached just 59 people**.

That difference came down to engagement. Your interaction on social can multiply our reach.

Ways to engage

- **Like** posts to signal support and increase visibility.
 - **Comment** to add your perspective or encouragement.
 - **Repost or Share** posts with a note about why United Way's work matters to you
- **See next page** for details on how to engage on each platform

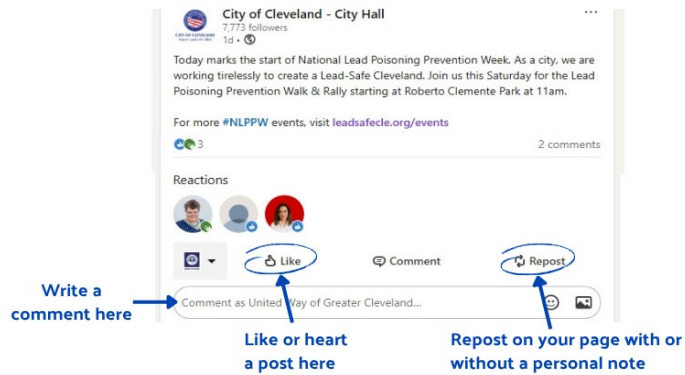
Where to connect

- **LinkedIn:** [@unitedwaycle](#)
- **Facebook (Cleveland):** [@UnitedWayCLE](#)
- **Facebook (Geauga County):** [@UWGeauga](#)
- **Instagram (Cleveland):** [@unitedwaycle](#)

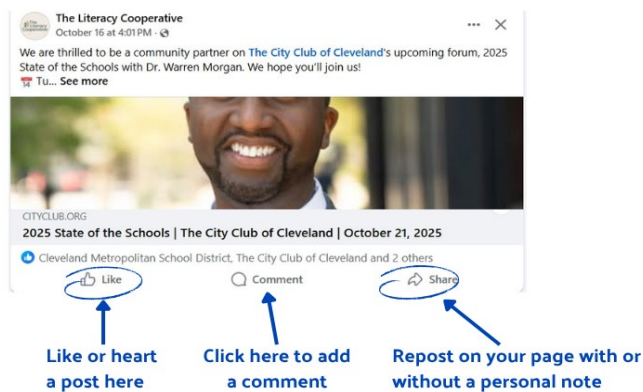
Your engagement gives our work greater visibility in the community, helps more people understand what we do, and opens doors to new donors and partners who can join us in making an impact.

Engagement buttons on social platforms

LinkedIn



Facebook



Instagram

(note that Instagram doesn't allow most posts to be shared to your personal feed in the way LinkedIn and Facebook do)

