



UNITED WAY
Greater Cleveland

Sharing your company's United Way campaign on social media is a great way to engage your broader audience and highlight your commitment to our community! Outlined below are some helpful tips to make the most of your posts.

WORKPLACE CAMPAIGN SOCIAL MEDIA TOOLKIT

Know Where to Find United Way

United Way of Greater Cleveland is **@UnitedWayCLE** across all social media platforms. We maintain an active presence on Facebook, LinkedIn, and Instagram.

Tag People

Tagging United Way, your leadership, and employees is a great way to boost engagement! Everyone tagged will be notified of the post, making it easy for them to like, share, and engage.

Include Photos

Photos can increase engagement by **nearly 40%**! If your company is hosting a special event in support of United Way, share it on social media. Be sure to focus on pictures that are well-lit and highlight people having fun or actively participating in the activity. If the special event is a competition, include a photo of the winner with their prize.

Consider Posting a Video

Did you know that **96%** of Instagram users watch videos every week? Make the most of it! Capture a vertical video of employees actively participating in an event. It could be a race, costume contest, volunteer activity - anything! And when you post, make sure the video is trimmed to 20-40 seconds in length.

Engage with Content You See

If you see a United Way post or another company sharing about their workplace campaign, engage! Like it and add a comment. If you think it's appropriate, repost it and add your own thoughts, be it congratulating a fellow company on the success of a campaign or amplifying United Way's impact. Doing so helps spread the word and engage others.

Questions? Contact your UWGC Account Manager or email donate@unitedwaycleveland.org.