

Share your campaign story!

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

You can 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. At United Way, we use **#unignorable** when talking about the issues facing our community and **#DoLocalGood** to rally our community together as we lift each other up.

Be sure to tag us in your social media post! We can be found on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#) by tagging **@myunitedway**.

Thank you for your support. We know we can make a much bigger impact when we work united.

Social media messaging:

Our campaign theme this year is **Local People Doing Local Good**.

When we talk about 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 people who are vulnerable.

Example: Those who already faced barriers — things like poverty, food insecurity and social isolation — need even more support during the COVID-19 pandemic. That's why United Way worked with community partners to supply computers to students in need so they could continue their education through online learning.

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*, *the disabled*, and instead use terms like *people living in poverty (or with low-income)*, *people with disabilities*.

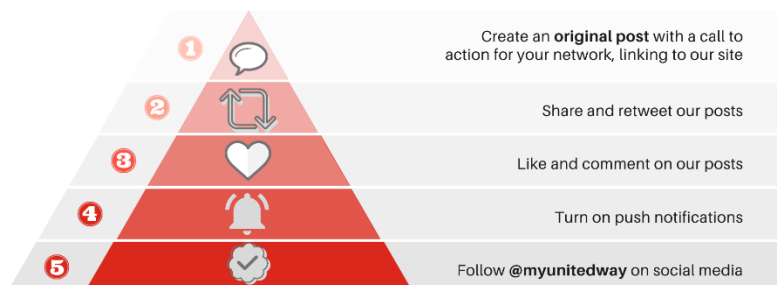
Share your **#DoLocalGood** story:

- Why did **your company choose to get involved**, support United Way and invest in the Alberta Capital Region?
- What were **the best campaign moments**? Share a selfie or a snapshot of the team that helped make your campaign possible. As many campaign events will be moving to the virtual space, it can be hard to know how to capture the fun and excitement of your event. Consider the following:



- taking a screenshot or screen recording of the online gathering in gallery mode to show how many people took part
- a photo of yourself with your computer and/or the activity
- consider having your campaign activities take place on social media, like through a Facebook Live, a TikTok dance challenge or trivia challenge through Instagram Stories
- Share how **your investment has made a difference** in our region by sharing [Your Dollars At Work](#) graphics, which outline how many people have been helped in a program service area, or impact videos from our YouTube channel: youtube.com/user/UWACR
- Where it makes sense, include a **call to action** with a link or tag. For example:
 - Learn more by following @myunitedway
 - Help now: [link]
 - Donate today: [link]
- Include a visual component in your posts
- Use plain language, avoid acronyms the general public don't know, and limit your word count to make it short and snappy.
- Don't forget to tag us! **@myunitedway** and **#DoLocalGood**

Hierarchy of Engagement



Help United Way spread the message about our mission:

- Follow us and our CEO Rob Yager on social media:
 - Facebook: [United Way of the Alberta Capital Region](#)
 - Twitter: [United Way of the Alberta Capital Region](#) | [Rob Yager](#)
 - LinkedIn: [United Way of the Alberta Capital Region](#) | [Rob Yager](#)
 - Instagram: [United Way of the Alberta Capital Region](#) | [Rob Yager](#)
- Consider turning on push notifications for our posts on [Facebook](#), [Twitter](#) or [Instagram](#) so you can see our new content.
- Like and comment on our posts so more people can see them.
- Share our posts with your network.
- Write posts and link to our website when you see people in your network wondering how they can help the most vulnerable, or where they can get support.