



**United Way**  
Alberta Capital Region

## SOCIAL MEDIA GUIDE

# 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.



Share, inspire, and motivate others by telling your campaign story on social media using the hashtag **#UNIGNORABLE** and our handles below.



### Your 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.
- Share how **your investment has made a difference** in our region by reposting impact videos from United Way's YouTube channel: [youtube.com/user/UWACR](https://youtube.com/user/UWACR).

### Sample Posts:

 <p><b>15,051</b> backpacks filled with school supplies were given to K-12 students.</p>	<p>Did you know @myunitedway provided more than 15,000 school supply kits to kids in need last year? That is why we are helping to tackle the #UNIGNORABLE issue of poverty by launching our campaign next week.</p>
 <p><b>113,730</b> meals were served to seniors with low income.</p>	<p>Did you know @myunitedway helped provide nearly 114,000 meals to seniors with low income last year? Proud to help tackle the #UNIGNORABLE issue of poverty in #yeg!</p>

 <p>Over <b>4,500</b> hygiene kits were provided to men, women and children who are homeless or at risk of homelessness.</p>	<p>Feeling inspired by our employees who are taking action against the #UNIGNORABLE issue of poverty! Did you know @myunitedway gave more than 4,500 hygiene kits to people experiencing, or at risk of homelessness last year?</p>
 <p><b>5,782</b> people with low income received help to file their taxes and access benefits.</p>	<p>Beaming with pride for our employees who are supporting United Way's efforts to tackle the #UNIGNORABLE issue of poverty. Did you know @myunitedway helped almost 5,800 people living in low income file their taxes and access benefits?</p>
 <p>Over <b>3,500</b> hours of therapy were provided to individuals facing mental health challenges.</p>	<p>Grateful to have so many caring employees taking action against the #UNIGNORABLE issue of poverty! Did you know @myunitedway helped provide over 3,500 mental health counselling sessions last year?</p>
	<p>Thanks to our dedicated employees we exceeded our @myunitedway campaign goal by __% to help fight the #UNIGNORABLE issue of poverty!</p>
	<p>We just finished our campaign &amp; are so proud of our employees who raised ____ to help @myunitedway tackle the #UNIGNORABLE issue of poverty in #yeg!</p>

Note: Sample Post clip images for social media posts, and other campaign resources can be found at [myunitedway.ca/campaign](https://myunitedway.ca/campaign).