

United

WORKPLACE CAMPAIGN SOCIAL MEDIA TOOLKIT

LIVE UNITED

Welcome to your workplace campaign social media toolkit! This toolkit contains resources and social media tips to highlight the impact your organization has on our community through your United Way campaign.

WHY SHARE ON SOCIAL MEDIA?

Companies that demonstrate social responsibility benefit from positive brand recognition, increased customer loyalty, and are also attractive to high-quality prospective employees.

SAMPLE POSTS:

Use or adapt this sample copy to share your United Way campaign on social media. Find United. graphics in the Campaign Toolkit or create your own **United.** Images following the instructions in this guide.

Example 1: [company name] believes in the power of investing in our local community. That's why we're proudly supporting United Way of Southern Maine in their annual Community Campaign. Our support helps @uwsme respond to our community's emerging needs and tackle persistent issues, like child care, housing, food access, and mental health. Together, we can create a thriving Southern Maine! #UnitedForSouthernMaine

Example 2: 38% of Southern Maine households don't earn enough to cover the basic cost of living—but that doesn't have to be our future. [Company name] runs an annual campaign to raise funds for @uwsme to support programs that increase to child care, food, housing, and mental health care. When we are UNITED, we can help our neighbors thrive!

UNITED WAY OF SOUTHERN MAINE SOCIAL MEDIA HANDLES:



@UWSME



@UWSME



@United Way of Southern Maine



@UWSME

UNITED WAY OF SOUTHERN MAINE HASHTAGS:

Use these hashtags to gain more visibility and make your campaign efforts more recognizable.

#UnitedForSouthernMaine
#LiveUnited

United Way
of Southern Maine



United. Directions & Guidelines for Campaign Imagery

Element: **Background Image**

Please use a high resolution image of your employees smiling.

Element: **United.** Font: **Roboto Bold** Color: **White**

United. text should be in the top half of the image, floating behind the subjects in the foreground. All six letters and the period should be readable.



Element: **Company Logo** Color: **White**

If you have a white version of your company logo, you should put it above the United Way logo.

Element: **Campaign** Font: **Roboto Medium** Color: **White**

“2023 Community Campaign” is the name for the 2023 fundraising campaign and should go in the bottom corner opposite the logo. If you have a company specific name that you’d like to use, please run it by your United Way representative.

Element: **United Way Logo** Color: **White**

United Way logo can go in either bottom corner. Use the white [Southern Maine logo](#) for local campaigns and the [global version](#) for out of area campaigns. You may use the clear versions ([local](#), [global](#)) of the logos, if they work better with the background image.



Simplified Version

If the image will be used as a component of a larger product that will include the United Way logo, such as a poster, you can create a simplified version of the image that only includes the United. element.

Questions?

Please feel free to reach out to Ken Holmes (kholmes@uwsme.org) or Ellen Agnew (eagnew@uwsme.org) if you have any questions.

United Way
of Southern Maine

