



United Way of Norman

Raise Your Hand Social Media Guide

Your workplace is one of our community's meaningful organizations that care enough about the community to organize a United Way workplace giving campaign. But in today's hyper-connected world – if you didn't post about it, it didn't happen.

Your organization's social media account(s) now serve as your megaphone to the world – the perfect platforms to get co-workers psyched that you're a proud partner of United Way's work and that you're taking a stance on important issues that impact the health, education, and financial stability of our neighbors.

How to engage with United Way of Norman on social media:

<https://www.facebook.com/UnitedWayNorman/> Like on Facebook

<https://twitter.com/UnitedWayNorman> Follow on Twitter

<https://www.instagram.com/unitedwaynorman/> Follow on Instagram

<https://www.linkedin.com/company/united-way-of-norman/> Follow on LinkedIn

Best Practices

- Create a social media plan for your United Way workplace campaign, before it starts. Make note of any special events you have planned, guest speakers, and volunteer projects you'd like to highlight. Scheduling posts in advance is a great way to make sure you don't forget anything!
- We want to celebrate you! Tag us in your posts and use the United Way hashtag #RaiseYourHand and #LiveUnitedNorman to promote the work you are doing to strengthen the community
- "Share," "re-tweet" and "repost" any content directly from our United Way Platforms. Anything we post is open to you to use.
- Have an event coming up to benefit United Way? Make us a co-host for the event on Facebook and we will be sure to share it. This also allows all of our supporters to see a full line-up of what's happening across our community.

Because change doesn't happen alone.



United Way of Norman

- Need a logo or graphic for an event, post, or printed material? Email communications@unitedway-norman.org and include information about your upcoming event.
- Photos and Videos
 - Please make sure to take photos and videos at your events. We love the opportunity share your content. Post to social media or email to communications@unitedway-norman.org
 - Candid photos are highly recommended, we want to see you in action!
 - We will use these photos and videos in a variety of ways. From featuring your company on our social media to highlighting you at our Celebrate United event, you never know where your employees will appear!
- Hosting a fun event?
 - Make it an opportunity to highlight your organization and employees as Hand Raisers while you LIVE UNITED! Contact local newspapers and radio to share information about your event or send photos/videos.
 - Invite us! We'd love to come check out any event you're running. We can help host the event or just take photos and live video for you to post to your social media.

Social Media Posts:

Kickoff Post –

FACEBOOK POST COPY – [\[Download Image Here\]](#) (Company name) is proud to partner with @unitedwaynorman to make a difference in our community.. We're designating a percentage of our paychecks to fund programs that meet basic needs in our community. You can too, Raise Your Hand to learn more. unitedwaynorman.org/give

INSTAGRAM POST COPY – [\[Download Image Here\]](#) (Company name) is proud to partner with @unitedwaynorman to make a difference in our community. We're designating a percentage of our paychecks to fund programs that meet basic needs in our community. Will you #RaiseYourHand and join us? Follow @unitedwaynorman to learn more. #LiveUnitedNorman

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Hand Raiser Post –

FACEBOOK POST COPY [[Download Image Here](#)] - (Company name) are the Hand-Raisers. We're partnering with @unitedwaynorman in the fight for health, education and financial stability in the place we call home. Join us in making a difference in the lives of thousands in our community. Raise Your Hand. unitedwaynorman.org/give

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Education Post –

FACEBOOK POST COPY [[Download Image Here](#)] - (Company Name) employees are donating to @unitedwaynorman to improve the academic achievement and success of at-risk children. Will you Raise Your Hand too? unitedwaynorman.org/give

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TWITTER POST COPY – [[Download Image Here](#)] Our team is doing their part to strengthen education. Through @unitedwaynorman, we're designating a % of our paychecks improve the academic achievement and success of at-risk children. You can too! unitedwaynorman.org/give

Financial Stability Post-

FACEBOOK POST COPY [[Download Image Here](#)] –Everyone needs a helping hand at some point; (Company) will Raise Our Hand to help those in need in our community by donating our time and money to @unitedwaynorman. Raise your hand! unitedwaynorman.org/give

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Health Post-

FACEBOOK POST COPY [\[Download Image Here\]](#) –Mental and physical health are important to the well-being of our community. **(Company)** will Raise Our Hand to improve the health of our community by donating our time and money to @unitedwaynorman. Raise your hand!
unitedwaynorman.org/give

INSTAGRAM POST COPY – [\[Download Image Here\]](#) Mental and physical health are important to the well-being of our community. **(Company)** will Raise Our Hand to improve the health of our community by donating our time and money to @unitedwaynorman. #RaiseYourHand #LiveUnitedNorman

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Wrap up Post -

FACEBOOK POST COPY [\[Download Image Here\]](#) - At **(company)**, we Raise Our Hand! Thank you to our generous employees who made this year's @unitedwaynorman Workplace Giving Campaign a success. Together, United, we're creating a better, stronger community for everyone.

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