**Example United Way Campaign**

**Social Media Toolkit**

**Example Hashtags:**

#TheMovementStartsWithMe

#BeExtraordinary

#MakeADifference

#Impact

#LiveUnited

#JointheMovement

#FightPoverty

**Twitter:**

Together, with @PhillySJUnited, we can #FightPoverty [link] [pic]

#BeExtraordinary. Fight Poverty. [link] [pic]

Ordinary people can make an extraordinary #Impact. Join us and #MakeADifference in your community today with @PhillySJUnited. [link] [pic]

When you support @PhillySJUnited’s #Impact Fund, you support working families and their children all across our region. [link] #BeExtraordinary

Throughout Greater Philadelphia, #poverty looms as our greatest challenge. That’s why we’ve joined the fight w/ @PhillySJUnited to support the success of children and families in our community #TheMovementStartsWithMe. [link] [pic]

We’re partnering w/ @PhillySJUnited in the fight for youth success and family stability. Join us in making a difference in the lives of thousands in our community #TheMovementStartsWithMe [link]

More than a quarter of families in #Philadelphia are living in poverty. That’s why, w/ your support, we can move the needle toward building a stronger community for all. Join us in our support of @PhillySJUnited. #LiveUnited

The smallest act of kindness or selflessness can change someone’s life forever. Imagine a community of ordinary people making extraordinary #Impact. Support to @PhillySJUnited #TheMovementStartsWithMe #ShineOn *[link to campaign video]*

**Facebook:**

Throughout the Greater Philadelphia region, #poverty looms as our greatest challenge. That’s why we’ve joined the fight with @PhillySJUnited to support the success of children and families in our community #TheMovementStartsWithMe.

We’re partnering w/ @PhillySJUnited in the fight for youth success and family stability. Join us in making a difference in the lives of thousands in our community #TheMovementStartsWithMe [link]

Ordinary people have the power to make an extraordinary #Impact. That’s why we’ve partnered with @PhillySJUnited to help #MakeADifference throughout our region. Join us! Support the Impact Fund. [link]

We’re committed to providing opportunities to those in the need within the communities we serve. That’s why we’re supporting @PhillySJUnited to #FightPoverty. Join us! #BeExtraordinary.

Together, with @PhillySJUnited, we can #FightPoverty. #JoinTheMovement

The smallest act of kindness or selflessness can change someone’s life forever. Imagine a community of ordinary people making extraordinary #Impact. Support @PhillySJUnited #TheMovementStartsWithMe #ShineOn *[link to campaign video]*

**LinkedIn:**

*When tagging UWGPSNJ on LinkedIn, search “United Way Philadelphia” and select United Way of Greater Philadelphia and Southern New Jersey.*

You have the power to help a child read at grade level, help a working mother buy her first home or help a family get financially back on track. Make an #Impact. Support @United Way of Greater Philadelphia and Southern New Jersey #TheMovementStartsWithMe #LiveUnited

We’re partnering with @United Way of Greater Philadelphia and Southern New Jersey in making an #Impact across Greater #Philadelphia. Join us and #BeExtraordinary [graphic] #MakeADifference

Ordinary people can make an extraordinary #Impact. #BeExtraordinary. Join us and #MakeADifference in your community today with @United Way of Greater Philadelphia and Southern New Jersey . [link] [graphic]

**Instagram:**

*You can select any one of our campaign graphics and images form our Campaign Toolkit to post on your company profile or feel free to use your own company photos from a recent campaign or volunteer event.*

Together, with @PhillySJUnited, we can #FightPoverty. #JointheMovement #LiveUnited #Community #MakeADifference #Philadelphia #SouthJersey #Education #Stability #Family #Success #Growth #Campaign #GiveBack

You have the power to help a child read at grade level, help a working mother buy her first home or help a family get financially back on track. Make an #Impact. Join us in supporting @PhillySJUnited. #TheMovementStartsWithMe #LiveUnited #Poverty #Community #MakeADifference #Philadelphia #SouthJersey #Education #Stability #Family #Success #Growth #Campaign #GiveBack

We’re committed to providing opportunities to those in the need within the communities we serve. That’s why we’re supporting @PhillySJUnited to #FightPoverty. Join us! #BeExtraordinary. #TheMovementStartsWithMe #LiveUnited #Poverty #Community #MakeADifference #Philadelphia #SouthJersey #Education #Stability #Family #Success #Growth #Campaign #GiveBack

We’re partnering with @PhillySJUnited in the fight for youth success and family stability. Join us in making a difference in the lives of thousands in our community #TheMovementStartsWithMe #LiveUnited #Poverty #Community #MakeADifference #Philadelphia #SouthJersey #Education #Stability #Family #Success #Growth #Campaign #GiveBack