

Social Media

Share your commitment to our community!

Thank you for running a United Way Campaign and making a difference in our community. United Way Halifax uses social media to inspire, educate and tell our story. Social media is a great way to launch and generate interest in your United Way campaign.

Social Media Channels

Follow our social media channels to find out the latest news and reports about local issues, see photos and videos of your impact in the community and find content that you can share. Tag us in your campaign posts and use the hashtag **#UnitedByCompassion**.



Facebook:
United Way Halifax



Twitter:
@UWHalifax



Instagram:
@UWHalifax



LinkedIn:
United Way Halifax

Tips for Social Posts

- **Share photos of your campaign volunteers** doing what they do best, whether it's a socially distanced presentation or a screenshot of a Zoom call!
- **Share the unique ways your colleagues are fundraising.** Maybe it's a virtual cooking class or a fun online game - you never know who you will inspire!
- **Share United Way content from any of our platforms,** and let your connections know why you feel it's important give locally and support the United Way Community Fund.
- **Share inspiring stories from our website** to inspire others and demonstrate the impact your act of local love can have in our community. All you have to do is click the share link at the bottom of a page!
- **Give a shout-out** to someone who's gone above and beyond to make your campaign successful.
- **Highlight important milestones** in your campaign – like celebrating kickoffs, when you're halfway to your goal, if you increase participation or gain a number of new donors.

Sample Posts

Here are some sample posts you can copy and paste to help get you started. Visit our online Campaign Toolkit to find more sharable images and ideas.



Connection is at the heart of United Way Halifax's work. When you donate to the United Way Community

Fund, you power a large network of programs and diverse communities right here in HRM. Together, we are #UnitedByCompassion.



We hosted our United Way campaign kickoff virtually this year! Thanks to United Way staff for sharing how

our donations are powering a whole network of support in the community! #UnitedByCompassion



Community agencies funded by the United Way Community Fund helped Catherine bounce back when she needed support.

Now she's using her expertise to help others. #UnitedByCompassion <https://www.unitedwayhalifax.ca/blog/meet-catherine/>



Poverty often means a lack of choice. Your donation to the United Way Community Fund contributes to a network of supports, meeting basic needs and providing dignity and respect.

#UnitedByCompassion



We're proud support United Way through a workplace campaign this year. Supporting United Way means improving lives locally and making our community better for everyone.

#UnitedByCompassion



#BecauseYouDonated people across our community can have their basic needs met, improving lives and providing dignity and respect.

#UnitedByCompassion



We have big news to share! We have officially reached our United Way Workplace Campaign goal! Thank you to all of our employees who stepped up to show their local love!

#UnitedByCompassion

Other Suggestions:

- Use CamelCase in hashtags - eg. #UnitedByCompassion and not #unitedbycompassion (CamelCase makes it easier to read and more accessible)
- Use alt text on photos on social media so those with visual impairments know what the photo represents
- Check out our social media feeds for other suggested posts, or reach out if you have specific questions!

#UnitedByCompassion

www.unitedwayhalifax.ca