



United Way
of East Central Iowa

Stay Connected, Share Our Impact

Staying informed and engaging with United Way of East Central Iowa's content allows your company to showcase its commitment to UWECI and East Central Iowa.

United Way of East Central Iowa uses social media to show United Way as a community connector and to tell our story and engage with our supporters. Our goal is to inspire our community to give VIA (through Volunteering, Investing, and advocating) United Way.

Email Anne.McLaughlin-Smith@uweci.org or Ali.Sauer@uweci.org to get connected to the Company Coordinator Facebook Group.

Follow us!

Facebook – United Way of East Central Iowa

Instagram - @UWECI

Twitter - @UWECI

LinkedIn – United Way of East Central Iowa

TikTok - @UWECI

YouTube – UWECI

Enhance Your Campaign Through Social Media:

- Tag @UWECI in social media posts.
- Use Instagram Stories or Facebook Stories to share teasers for upcoming activities/events and offer behind the scenes look at the action at your company during campaign season.
- Upload a photo or video to one of your social media platforms of someone telling a story about what inspires them to give back to their community.
- Touchbase with your company's social media manager about your campaign activities and key moments to capture.

Sample Social Media Posts

*Posts are specific to **Facebook, LinkedIn**. All Social Posts posted on **Instagram** will need the link removed and customized further.

*Feel free to use the provided copy or customize to your workplace culture!

Volunteer. Invest. Advocate.

317 7th Avenue SE, Suite 401, Cedar Rapids, IA 52401
319-398-5372 liveunited@uweci.org uweci.org

What Inspires You? Social Posts:

Photos for post:

https://drive.google.com/drive/folders/1J2CKIn0kINPxu6duwHcRqgNFACeovpYO?usp=drive_link

- **P1:** What inspires you to give back to your community? Join @UWECI and let's work together for a thriving Eastern Iowa! Visit uweci.org/unitetoinspire to upload and share what's important to you in our community.
- **P2:** @UWECI wants to know what inspires you to give back to your community! Create a short clip on why you give back to Eastern Iowa and visit uweci.org/unitetoinspire to upload and share.

Unite to Inspire Messaging Posts:

Photos for post:

https://drive.google.com/drive/folders/1qS1fkvxPFAkPSjBhQD-fiaula6IFFS7N?usp=drive_link

- **P1:** With changing needs in our community, @UWECI took action and developed a community-driven strategy, Unite to Inspire. Visit uweci.org/unitetoinspire to learn about the focus areas UWECI is working towards to create a strong and prosperous Eastern Iowa! #LiveUnited
- **P2:** @UWECI's goal is to be on the cutting edge of solutions for Eastern Iowa, and through its community-driven strategy, Unite to Inspire, it hopes to create equitable change. Visit uweci.org/unitetoinspire to learn about UWECI's four focus areas!

Economic Mobility Posts:

Photos for post:

https://drive.google.com/drive/folders/1XpLigt6V-5EL7pAuiJ4RnJwRyUePhYAp?usp=drive_link

- **P1:** One of @UWECI's Unite to Inspire strategies is to build economic mobility to create a pathway from crisis to stability with housing being the key. Find ways to make an impact in your community here: <https://www.uweci.org/what-we-do/our-focus/unitetoinspire/economicmobility/>
- **P2:** Building economic mobility is one of @UWECI's Unite to Inspire strategies tied to opportunity and creating pathways from crisis to stability. Learn more about the impact you can create here: <https://www.uweci.org/what-we-do/our-focus/unitetoinspire/economicmobility/>

Childhood Success Posts:

Photos for post:

https://drive.google.com/drive/folders/1qhpX18y3ynfiBqTzbbcinE1QLy1MWCZ4?usp=drive_link

- **P1:** @UWECI's focus area to foster childhood success stems from the importance of setting up our children for success in their future. Learn ways to make an impact in your community here: <https://www.uweci.org/what-we-do/our-focus/unitetoinspire/childhood/>

- **P2:** Fostering childhood success is one of @UWECI's Unite to Inspire strategies to create strong foundations for children and families. Find ways to make an impact in your community here: <https://www.uweci.org/what-we-do/our-focus/unitetoinspire/childhood/>

Access to Healthcare Posts:

Photos for post:

https://drive.google.com/drive/folders/1VmvDei1G71I47uLGa22eil2Fi7U1sa9o?usp=drive_link

- **P1:** One of @UWECI's four focus areas is to improve access to healthcare, because everyone deserves the right to a strong and healthy life. Here's how you can support individuals in our community through United Way:
<https://www.uweci.org/whatwedo/ourfocus/unitetoinspire/healthcare/>
- **P2:** Improving access to healthcare is a focus area of @UWECI's Unite to Inspire strategy to foster a thriving Eastern Iowa. Everyone deserves a chance to a healthy life. Learn more about how you can support your fellow Iowans here:
<https://www.uweci.org/what-we-do/our-focus/unitetoinspire/healthcare/>

Safety Net Services Posts:

Photos for post:

https://drive.google.com/drive/folders/15MFR5ObC4MldCdW6VY4nebT9ZQTHaj9G?usp=drive_link

- **P1:** One of @UWECI's Unite to Inspire focus areas is to support safety net services that will "catch" individuals and help them bounce back up if they fall onto hard times. Find ways to contribute to this impact in Eastern Iowa here: <https://www.uweci.org/what-we-do/our-focus/unitetoinspire/safetynetservices/>
- **P2:** @UWECI is supporting safety net services to stabilize short term crisis for individuals and families on their path to stability. Learn more about this Unite to Inspire strategy and how you can make an impact in Eastern Iowa here:
<https://www.uweci.org/what-we-do/our-focus/unitetoinspire/safetynetservices/>

BOLD Post (October-November Recruitment):

Photos for post:

https://drive.google.com/drive/folders/13kDgrOMW2rRXDC4R9IjHxmZwcWWu21on?usp=drive_link

- **P1:** Want to be a part of a program to become a more confident & skilled volunteer leader? Learn more about @UWECI's Board Orientation & Leadership Development (BOLD) program here: uweci.org/BOLD
- **P2:** Interested in an education series to equip an emerging leader like you with the fundamental skills to serve on boards and lead positive change? Learn more about @UWECI's Board Orientation & Leadership Development program here: uweci.org/BOLD

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VITA Post (October-December Recruitment):

Photos for post:

https://drive.google.com/drive/folders/1AajxjhFxN90luhcCQBaPpiSiMCIOWIDg?usp=drive_link

- **P1:** There are many opportunities to make an impact in Eastern Iowa! Join @UWECI's efforts in building economic mobility through volunteering with our Volunteer Income Tax Assistance (VITA) program. Learn more here: uweci.org/VITA
- **P2:** Interested in a volunteer opportunity involving financial stability in Eastern Iowa? Volunteer with @UWECI's Volunteer Income Tax Assistance (VITA) program! Learn more here: uweci.org/VITA

Affinity Groups Post (Year-Round Engagement):

Photos for post:

https://drive.google.com/drive/folders/1b9jZs66Sw9rrDmXXtVMGDITogG3lyXP8?usp=drive_link

- **P1:** Join one of @UWECI's affinity groups, Emerging Leaders United (ELU) or Women United to connect with other engaged and driven individuals who support Eastern Iowa and women's access to healthcare. Learn more about each group here: <https://www.uweci.org/ways-to-give/donors-like-you/>
- **P2:** Want to connect with other engaged and driven individuals in Eastern Iowa? Become involved with Emerging Leaders United (ELU) or Women United! Learn more about each group here: <https://www.uweci.org/ways-to-give/donors-like-you/>

General Campaign Posts (General Guidelines)

Photos for post: Use company/organization pictures.

- **P1:** At (*INSERT COMPANY*) we believe in (*INSERT CORPORATE RESPONSIBILITY*). UWECI's focus on (*INSERT FOCUS AREA*) aligns with our goals and that is why (*INSERT COMPANY*) has supported UWECI for (*INSERT YEARS*) with our workplace campaigns.
- **P2:** We are proud to share that (*INSERT COMPANY*) has a lifetime giving of (*INSERT GIVING*) to UWECI. Through these efforts, we're fostering an Eastern Iowa where everyone can succeed and inspiring others to do their part to help others thrive.