

2025 CAMPAIGN

Social Media Toolkit

Stay Connected, Share Our Impact

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

UWECI uses social media to show United Way as a community connector and to tell our story as a way to engage with our community and supporters. Our goal is to inspire our community to get involved VIA (through volunteering, investing, and advocating) United Way.

Follow Us

Facebook – United Way of East Central Iowa

Instagram - @UWECI

LinkedIn – United Way of East Central Iowa

TikTok - @UWECI

YouTube – UWECI

Enhance Your Campaign Through Social Media

- Tag @UWECI in social media posts
- #UnitedIsTheWay is our campaign hashtag.
- Use Instagram stories or Facebook stories to share teasers for upcoming activities/events and offer behind the scenes looks 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 why they are investing with United Way.
- 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 and LinkedIn. All social posts posted on Instagram will need the link removed and customized further.

*Google drive photo links provided for each post.

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

United is the Way Social Post:

Photos for post.

P1: Today, so many of our neighbors are working hard to overcome barriers and get ahead. But together with our community-serving partners and supporters like you, we can connect people with the opportunities they need to make East Central Iowa a place where everyone thrives.

From improving access to healthcare, supporting safety-net services, improving childhood success, and building economic mobility, no challenge is too big for us to take on when we work together. Because, United is the Way™. Donate today at uweci.org/donate.

Get Involved VIA United Way Social Posts:

Photos for post.

P1: @UWECI is addressing our community's greatest needs, but we can't do it alone. We're counting on you – as passionate, dedicated supporters – to support Eastern Iowa VIA United Way: through volunteering, investing, and advocating. Take action here at uweci.org.

P2: @UWECI seeks solutions for Eastern Iowa to create a thriving community. When we give VIA United Way, through volunteering, investing, and advocating, we are giving people hope and support when it matters most. Learn more at uweci.org. #UnitedIsTheWay

VIA (Volunteer) Posts:

[Photos for post.](#)

P1: Getting involved VIA United Way means you're impacting Eastern Iowa's most challenging issues. Volunteering is a key component to creating a strong community. Give your time and skills to those in need and contribute to the overall well-being of Eastern Iowa at uweci.org/volunteer. #UnitedIsTheWay

P2: Volunteerism in Eastern Iowa is essential to supporting the growth of our community and allows you to connect with other community members who are passionate about giving back. Join the 400+ volunteers with UWECI and help us create a community where everyone can thrive. Find volunteer opportunities at uweci.org/volunteer. #UnitedIsTheWay

VIA (Invest) Posts:

[Photos for post.](#)

P1: Getting involved VIA United Way means you're impacting Eastern Iowa's most challenging issues and creating positive community change. Invest your dollars and know

that it'll reach our community's most urgent needs. See how you can support our neighbors in East Central Iowa at: uweci.org/invest.

P2: Invest in solutions to address Eastern Iowa's greatest needs. Your donations to United Way drive impact and create strategies and solutions to create a thriving community. No challenge is too big for us to take on when we work together. Because, United is the Way. uweci.org/donate

VIA (Advocate) Posts:

Photos for post.

P1: Getting involved VIA United Way means you're impacting Eastern Iowa's most challenging issues. Advocating for change through United Way means you support key initiatives and programs to create a thriving community. Learn more at uweci.org/advocate.

P2: We all have a stake in creating a healthy, prosperous Eastern Iowa. Advocacy in our community is essential to supporting the growth of our community and allows you to support @UWECI's mission in creating a thriving Eastern Iowa. Learn more at uweci.org/advocate. #UnitedIsTheWay

General Campaign Posts (General Guidelines)

Photos for post: Here is the link to an [editable Canva template](#). You only need to upload your company's photo(s) into the template.

P1: At *(INSERT COMPANY)* we believe in *(INSERT CORPORATE RESPONSIBILITY)*.
@UWECI's focus on working together to create a thriving Eastern Iowa, aligns with our

goals at *(INSERT COMPANY)*. We are proud to have supported UWEI for *(INSERT YEARS)* with our workplace campaigns. #UnitedIsTheWay

P2: We are proud to share that *(INSERT COMPANY)* has a lifetime giving of *(INSERT GIVING)* to @UWEI. Through these efforts, we're giving hope and support when it matters most and cultivating an Eastern Iowa where everyone can thrive. #UnitedIsTheWay