Use of social media

@unitedwayemca

We look forward to connecting with you! Get started by following our social media pages on Instagram, Twitter and Facebook. Stay connected by tagging us @unitedwayemca in your posts and using hashtags like #LocalLove, #DoGooder and more.

Social media is about interaction so reply, retweet and join discussions about United Way and its impact. Ask questions like “What are you doing to improve lives locally?” and participate in the conversation that results. See you soon!

Twitter:

• Twitter is for rapid-fire conversation. Create a short, snappy message (under 280 characters) - comment on what’s happening, share a photo/video and a relevant quote or ask a question.

• Use hashtags to amplify your message and link it to United Way’s campaign. Popular hashtags include: #LocalLove, #DoGooder, #ChangeMaker, #LdnOnt, #StThomasProud and #ElginMiddlesex. We also use hashtags for events like #3MHarvestLunch and #StairClimb. Use them often to keep the conversation going and help us get trending.

• Use a unique hashtag to start a topic trend. Get creative!

Facebook:

• Facebook is a place to share stories and get personal. There’s no character limit so your post can be longer, include photos and even a web link.

• Tag your location so people can see where you are and tag people or workplaces so they’re looped into the conversation.

Instagram:

• Instagram is all about the image, so use it to share great photos, GIFs and graphics along with a short message.

• You can’t share a link in an Instagram post. Instead, include it in your bio and refer to it in your post by saying: “link in bio.”

• Add a photo or videos to your Instagram ‘story’: this is a photo or post that appears at the top of the homepage and lasts for only 24 hours.

• Tag people or workplaces to loop them into the conversation.