



Raise Your Hand Social Media Guide

Your workplace is one of Carlton County's meaningful organizations that care enough about the community to organize a United Way workplace giving campaign. But in today's hyper-connected world – if you didn't post about it, it didn't happen.

Your organization's social media account(s) now serve as your megaphone to the world – the perfect platforms to get co-workers psyched that you're a proud partner of United Way's work and that you're taking a stance on important issues that impact the health, education, and financial stability of our neighbors.

How to engage with United Way of Carlton County on social media:

<https://www.facebook.com/unitedwaycarltoncounty/>: Like on Facebook

@uwofcc Instagram



Because change doesn't happen alone.



Best Practices

- Create a social media plan for your United Way workplace campaign, before it starts. Make note of any special events you have planned, guest speakers, and volunteer projects you'd like to highlight. Scheduling posts in advance is a great way to make sure you don't forget anything!
- We want to celebrate you! Tag us in your posts and use the United Way hashtag #RaiseYourHand to promote the work you are doing to strengthen the community
- "Share," "comment" and "repost" any content directly from our United Way Platforms. Anything we post is open to you to use.
- Have an event coming up to benefit the United Way? Make us a co-host for the event on Facebook and we will be sure to share it. This also allows all of our supporters to see a full line-up of what's happening across Carlton County
- Need a logo or graphic for an event, post, or printed material? Email Sarah Buhs at director@unitedwaycarltoncounty.org and include information about your upcoming event. We can create brand compliant graphics for you.
- Photos and Videos
 - Please make sure to take photos and videos at your events. We love the opportunity to share your content. Post to social media or email to Sarah Buhs at director@unitedwaycarltoncounty.org
 - Candid photos are highly recommended, we want to see you in action!
 - We will use these photos and videos in a variety of ways. From featuring your company on our social media to highlighting you on our website or thank you event you never know where your employees will appear!
- Hosting a fun event?
 - Make it an opportunity to highlight your organization and employees as Hand Raisers while you LIVE UNITED ! Contact local newspapers and radio to share information about your event or send photos/videos.
 - Invite us! We'd love to come check out any event you're running. We can help host the event or just take photos and live video for you to post to your social media.

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Social Media Posts:

Kickoff Post –

FACEBOOK POST COPY – [\[Download Image Here\]](#) (Company name) is proud to partner with United Way Carlton County to make a difference in Carlton County. We're designating a percentage of our paychecks to fund programs that meet basic needs in our community. You can, too, Raise Your Hand to learn more. unitedwaycarltoncounty.org

INSTAGRAM POST COPY – [\[Download Image Here\]](#) (Company name) is proud to partner with @uwofcc to make a difference in Carlton County. We're designating a percentage of our paychecks to fund programs that meet basic needs in our community. Will you #RaiseYourHand and join us? Follow @uwofcc learn more #UnitedWay #LiveUnited

Hand Raiser Post –

FACEBOOK POST COPY [\[Download Image Here\]](#) - (Company name) are the Hand-Raisers. We're partnering with United Way Carlton County in the fight for health, education and financial stability in the place we call home. Join us in making a difference in the lives of thousands in our community. Raise Your Hand.

INSTAGRAM POST COPY – [\[Download Image Here\]](#) (Company name) are the Hand-Raisers. We're partnering with @uwofcc in the fight for health, education and financial stability in the place we call home. Follow @uwofcc to learn more. #RaiseYourHand #LiveUnited

Education Post –

FACEBOOK POST COPY [\[Download Image Here\]](#) - Did you know just under 53 percent of Carlton County students met or exceeded reading standards. That's why (Company Name) employees are donating to United Way of Carlton County to fight for our community. Will you Raise Your Hand too?

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Basic Needs/Emergency Safety Net Post-

FACEBOOK POST COPY [\[Download Image Here\]](#) –Did you know in 2022 food shelf visits more than doubled in Carlton County? Everyone needs a helping hand at some point; (Company) will Raise Our Hand to help those in need in our community by donating our time and money to United Way of Carlton County. Find out more about the cause at unitedwaycarltoncounty.org

INSTAGRAM POST COPY – [\[Download Image Here\]](#)Did you know in 2022 food shelf visits more than doubled in Carlton County? Everyone needs a helping hand at some point; (Company) will Raise Our Hand to help those in need in our community by donating our time and money to @uwofcc. #RaiseYourHand #LiveUnited

Wrap up Post -

FACEBOOK POST COPY [\[Download Image Here\]](#) - At (company), we Raise Our Hand! Thank you to our generous employees who made this year's United Way of Carlton County Workplace Giving Campaign a success. Together, United, we're creating a better, stronger community for everyone.

INSTAGRAM POST COPY – [\[Download Image Here\]](#) At (company), we Raise Our Hand! Thank you to our generous employees who made this year's @uwofcc Workplace Giving Campaign a success. Together, United, we're creating a better, stronger community for everyone. Follow @uwofccto to learn more. #RaiseYourHand #LiveUnited

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