

SOCIAL ADVOCACY TOOLS

LIVE UNITED®

Thank you for being a part of the United Way campaign! To help your impact spread even further we have provided some tips and tricks to navigating social media. When posting to any social media, it's always great to share We fight for... and United We Win!

Facebook

- United Way of Greater Lafayette is on Facebook at www.facebook.com/uwlafayette. Be sure to like our page.
- **Post** on your personal or workplace page and tag **@uwlafayette**. We can share your post!
- **Have an event coming up to benefit United Way?** Make us a co-host for the event 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 the Greater Lafayette community.
- **Need a graphic for an event? Email uwlafayette@gmail.com** and include information about your upcoming event. We can create brand compliant artwork for you to post to your social media account.
- **Use the hashtags #LiveUnited #uwlafayette** and any hashtags relevant to your work.

Twitter

- Our twitter handle is **@uwlafayette**
- Tweet us by using the @ symbol and typing uwlafayette.
- **Use the hashtags #LiveUnited #uwlafayette**
- Use brief descriptions, quotes, or retweets.

Instagram

- Our Instagram handle is **@liveunitedlafayette**.
- Tag us on Instagram.
- **Use the hashtags #LiveUnited #uwlafayette**
- Use hashtags relevant to your work or activity.

Photos and Videos

- Please consider taking photos and videos at your events and creating a post or album. We love the opportunity to retweet or share your content.
- Candid photos are highly recommended
- We will pull from social media content to create a Thank You video at the end of the year. This is a great way to be sure your amazing activities are included!

Year round story telling

- If you would like to share a success story with us please email ebarrett@uw.lafayette.in.us
- Continue to capture photos and create content all year.

MAKE YOUR MOMENT

Hosting a fun event? Make it an opportunity to strengthen your organization's brand while you LIVE UNITED®! Contact local television, newspapers, and radio to share information about your event or send photos/videos. For an up-to-date list of media contacts, email: media@uwlafayette.in.us

We love how you LIVE UNITED®!



United Way
of Greater Lafayette