

## Using social media

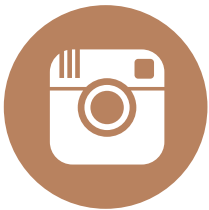


**United Way**  
London & Middlesex

Follow United Way and GenNext on Twitter, Facebook and Instagram. Stay connected using [@unitedwaylm](#), [@gennextuw](#) with our event hashtags (i.e. #3MHarvestLunch)



- Integrate your social media applications so that information is shared in more than one place at the same time



- Social media is about interaction – reply, retweet and join discussions about United Way and its impact. Ask questions like “What are you doing to ignite possibility in our community?” and participate in the conversation that results)



- Make your tweets retweetable with your username, hashtags, and a short, snappy message
  - Use hashtags to categorize your brand’s messages. For example, if your content relates to a topic like #StairClimb, #PopupVolunteering, #changestartshere or #ignitepossibility, say so by including a hashtag



- Use hashtags to extend the reach of your posts. By employing tags that are frequently searched you’ll greatly increase the odds that your content will be displayed and get shared.
- Use them to start a topic trend. While most of the hashtags you include in your posts will already exist, hashtags can also afford an opportunity to showcase your creativity



- Use ‘share this’ widgets on newsletters, blog posts, websites, email footers and social media messages
- Use social media channels to thank your co-workers for support, involvement, and giving
- Post photos that others can share
- Leverage the reputation of traditional media sources like television and newspapers by including links to coverage of the United Way campaign on your social media channel
- Encourage your followers to leverage their own social networks for alternative giving (such as donate to United Way instead of birthday gifts)

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