2021 Campaign Toolkit:

Social Media Posts

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# United Way Niagara Social Media Handles

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| **Twitter:** | **Facebook:** | **Instagram:** |
| @uwniagara | @UnitedWayNiagara | @uwniagara |

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| --- |
| **Hashtags:** |
| #LocalLove #Niagara #UWN |

# Kick Off Posts

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| **Twitter** | **Facebook** | **Instagram** |
| @uwniagara was able to help 131,883 people in community last year!  The <Org Name> team is ready show our #LocalLove this year to help @uwniagara in community recovery. | @UnitedWayNiagara was able to help 131,883 people in community last year!  ⠀  The <Org Name> team is ready show our #LocalLove this year to help @UnitedWayNiagara in community recovery. | @uwniagara was able to help 131,883 people in community last year!  ⠀  The <Org Name> team is ready show our #LocalLove this year to help [@uwniagara](https://www.instagram.com/unitedwayhh/) in community recovery. |
| DYK? @uwniagara supports 216 programs across #Niagara!  This year, we’re raising funds for @uwniagara to support our friends and neighbours who need help the most.  #LocalLove | DYK? @UnitedWayNiagara supports 216 programs across #Niagara!  ⠀  This year, we’re raising funds for @UnitedWayNiagara to support our friends and neighbours who need help the most.  ⠀  #LocalLove | DYK? @uwniagara supports 216 programs across #Niagara!  ⠀  This year, we’re raising funds for @unitedwayniagara to support our friends and neighbours who need help the most.  ⠀  #LocalLove |

# Impact Posts

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| **Twitter** | **Facebook** | **Instagram** |
| Since the start of the pandemic, 59% of parents noted behavioural changes in their child.  With @uwniagara, 31,055 children and youth increased emotional and physical well-being.  We've raised <$Amount> in support of @uwniagara’s work in community!  #LocalLove | Since the start of the pandemic, 59% of parents noted behavioural changes in their child.  ⠀  With the help of @UnitedWayNiagara, 31,055 children and youth improved their emotional and physical well-being.  ⠀  The <Org Name> team has raised <$Amount> in support of [@United](https://www.facebook.com/unitedwayhh)WayNiagara’s work in community!  ⠀  #LocalLove | Since the start of the pandemic, 59% of parents noted behavioural changes in their child.  ⠀  With the help of @uwniagara, 31,055 children and youth improved their emotional and physical well-being.  ⠀  The <Org Name> team has raised <$Amount> in support of @uwniagara’s work in community!  ⠀  #LocalLove |
| 78% of Cdns are currently experiencing mental health issues.  @uwniagara helped 64,426 people in Niagara improve their mental health in 2020.  We’re proud to support @uwniagara through our 2021 fundraising campaign!  #LocalLove | 78% of Canadians are currently experiencing mental health issues.  ⠀  @UnitedWayNiagara was able to help 64,426 people in Niagara improve their mental health in 2020.  ⠀  We’re proud to support @UnitedWayNiagara through our 2021 fundraising campaign!  ⠀  #LocalLove | 78% of Canadians are currently experiencing mental health issues.  ⠀  @uwniagara helped 64,426 people in Niagara improve their mental health in 2020.  ⠀  We’re proud to support @uwniagara through our 2021 fundraising campaign!  ⠀  #LocalLove |
| Up to 16% of older Canadian adults experience social isolation.  In 2020, @uwniagara helped over 68,852 individuals access inclusion programs.  Our <OrgName> team is working together with @uwniagara to support 103 community agencies providing essential services.  #LocalLove | Up to 16% of older adults in Canada experience social isolation; 1 in 5 identify as being lonely.  ⠀  In 2020, @UnitedWayNiagara helped over 68,852 individuals access inclusion programs and feel more connected to community.  ⠀  Our <OrgName> team is working together as @UnitedWayNiagara works to support 103 community agencies providing essential services.  ⠀  #LocalLove | Up to 16% of older adults in Canada experience social isolation; 1 in 5 identify as being lonely.  ⠀  In 2020, @uwniagara helped over 68,852 individuals access inclusion programs and feel more connected to community.  ⠀  Our <OrgName> team is working together as [@uwniagara](https://www.instagram.com/unitedwayhh/) works to support 103 community agencies providing essential services.  ⠀  #LocalLove |
| Let’s make back to normal, better, for everyone.  The <Org Name> team is supporting @uwniagara to keep the safety net of social services protected for the most vulnerable in community.  #LocalLove | Let’s make back to normal, better, for everyone.  ⠀  The <Org Name> team is supporting @UnitedWayNiagara to keep the safety net of social services protected for the most vulnerable in community.  ⠀  #LocalLove | Let’s make back to normal, better, for everyone.  ⠀  The <Org Name> team is supporting @uwniagara to keep the safety net of social services protected for the most vulnerable in community.  ⠀  #LocalLove |
| Demand for food supports locally increased by up to 30% since the pandemic began.  In 2020, @uwniagara helped over 50,000 individuals and seniors access food security programs.  At <OrgName>, we're standing with @uwniagara to support community recovery.  #LocalLove | Demand for food supports locally increased by up to 30% since the pandemic began.  In 2020, @UnitedWayNiagara helped over 50,000 individuals and seniors access food security programs.  At <OrgName>, we're standing with @UnitedWayNiagara to support community recovery.  #LocalLove | Demand for food supports locally increased by up to 30% since the pandemic began.  In 2020, @uwniagara helped over 50,000 individuals and seniors access food security programs.  At <OrgName>, we're standing with @uwniagara to support community recovery.  #LocalLove |
| Nearly 60,000 people in Niagara have been food insecure in the last 30 days.  With the help of [@uwniagara](https://twitter.com/unitedwayhh), 29,330 people received emergency food last year.  So far, <Org Name> has raised <$Amount> in support of this important community work!  #LocalLove | Nearly 60,000 people in Niagara have been food insecure in the last 30 days.  With the help of @UnitedWayNiagara, 29,330 people received emergency food last year.  ⠀  So far, <Org Name> has raised <$Amount> in support of this important community work!  ⠀  #LocalLove | Nearly 60,000 people in Niagara have been food insecure in the last 30 days.  With the help of [@uwniagara](https://twitter.com/unitedwayhh), 29,330 people received emergency food last year.  ⠀  So far, <Org Name> has raised <$Amount> in support of this important community work!  ⠀  #LocalLove |

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# Thank You Posts

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| **Twitter** | **Facebook** | **Instagram** |
| Thank you to everyone at <Org Name> for joining the work to support @uwniagara  Last year, @uwniagara invested in 216 programs for 131,883 people in Niagara to get the help they needed.  We’re looking forward to continuing to show our #LocalLove! | Thank you to everyone at <Org Name> for joining the work to support @UnitedWayNiagara  ⠀  Last year, @UnitedWayNiagara invested in 216 programs for 131,883 people in Niagara to get the help they needed.  ⠀  We’re looking forward to continuing to show our #LocalLove! | Thank you to everyone at <Org Name> for joining the work to support @uwniagara  Last year, @uwniagara invested in 216 programs for 131,883 people in Niagara to get the help they needed.  We’re looking forward to continuing to show our #LocalLove! |
| We’re grateful to our <Org Name> team for coming together in support of @uwniagara  DYK? @uwniagara works with a network of 103 agencies across #Niagara to help our friends and neighbours rebuild and recover.  Thank you for showing your #LocalLove! | We’re grateful to our <Org Name> team for coming together in support of @UnitedWayNiagara  ⠀  DYK? @UnitedWayNiagara works with a network of 103 agencies across #Niagara to help our friends and neighbours rebuild and recover.  ⠀  Thank you for showing your #LocalLove! | We’re grateful to our <Org Name> team for coming together in support of @uwniagara!  ⠀  DYK? @uwniagara works with a network of 103 agencies across #Niagara to help our friends and neighbours rebuild and recover.  ⠀  Thank you for showing your #LocalLove! |