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 @uwniagaraDYK? @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! |