2022 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 #unitedway #betterispossible |

# Kick Off Posts

|  |  |  |
| --- | --- | --- |
| **Twitter** | **Facebook** | **Instagram**  |
| @uwniagara was able to help 122,919 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 122,919 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 122,919 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 126 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 126 programs across #Niagara!⠀This year, we’re raising funds for @UnitedWayNiagara to support our friends and neighbours who need help the most.⠀#LocalLove #BetterIsPossible | DYK? @uwniagara supports 126 programs across #Niagara!⠀This year, we’re raising funds for @uwniagara to support our friends and neighbours who need help the most.⠀#LocalLove #BetterIsPossible |

# Impact Posts

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| --- | --- | --- |
| **Twitter** | **Facebook** | **Instagram**  |
| United Way Niagara supports a vast network of programs that help families overcome challenges.With the help of @uwniagara, 18,704 children and youth improved their emotional and physical well-being last year.We've raised <$Amount> in support of @uwniagara’s work in community!#LocalLove | United Way Niagara supports a vast network of programs that help families overcome their challenges.⠀With the help of @UnitedWayNiagara, 18,704 children and youth improved their emotional and physical well-being last year.⠀The <Org Name> team has raised <$Amount> in support of [@United](https://www.facebook.com/unitedwayhh)WayNiagara’s work in community!⠀#LocalLove #BetterIsPossible | United Way Niagara supports a vast network of programs that help families overcome their challenges.With the help of @uwniagara, 18,704 children and youth improved their emotional and physical well-being last year.⠀The <Org Name> team has raised <$Amount> in support of @uwniagara’s work in community!⠀#LocalLove #BetterIsPossible |
| 1 in 5 people will experience a mental illness in their lifetime.@uwniagara helped 41,424 individuals access programs that address mental health and/or addictions last year.We’re proud to support @uwniagara through our 2022 fundraising campaign!#LocalLove  | 1 in 5 people will experience a mental illness in their lifetime.⠀@UnitedWayNiagara helped 41,424 individuals access programs that address mental health and/or addictions last year.⠀We’re proud to support @UnitedWayNiagara through our 2022 fundraising campaign!⠀#LocalLove #BetterIsPossible | 1 in 5 people will experience a mental illness in their lifetime.⠀@uwniagara helped 41,424 individuals access programs that address mental health and/or addictions last year.⠀We’re proud to support @uwniagara through our 2022 fundraising campaign!⠀#LocalLove #BetterIsPossible |
| More than 10,000 people in Niagara report feeling lonely.In 2021, @uwniagara helped 28,871 individuals increase their community engagement and connection to support.Our <OrgName> team is working together with @uwniagara to support 61 agency partners providing essential services. #LocalLove | More than 10,000 people in Niagara report feeling lonely.⠀In 2021, @UnitedWayNiagara helped 28,871 individuals increase their community engagement and connection to support.⠀Our <OrgName> team is working together as @UnitedWayNiagara works to support 61 agency partners providing essential services.⠀#LocalLove #BetterIsPossible | More than 10,000 people in Niagara report feeling lonely.⠀In 2021, @uwniagara helped 28,871 individuals increase their community engagement and connection to support.⠀Our <OrgName> team is working together as [@uwniagara](https://www.instagram.com/unitedwayhh/) works to support 61 agency partners providing essential services.#LocalLove #BetterIsPossible |
| People in Niagara need our help – and we know better is possible.The <Org Name> team is supporting @uwniagara to keep the safety net of social services protected for the most vulnerable in community.#BetterIsPossible | People in Niagara need our help – and we know better is possible.⠀The <Org Name> team is supporting @UnitedWayNiagara to keep the safety net of social services protected for the most vulnerable in community.⠀#LocalLove #BetterIsPossible | People in Niagara need our help – and we know better is possible.⠀The <Org Name> team is supporting @uwniagara to keep the safety net of social services protected for the most vulnerable in community.⠀#LocalLove #BetterIsPossible |
| Nearly 60,000 individuals in our community struggled to afford healthy food last year.In 2021, @uwniagara helped over 50,000 individuals access food security programs.At <OrgName>, we're standing with @uwniagara to support community recovery.#LocalLove #BetterIsPossible | Nearly 60,000 individuals in our community struggled to afford healthy food last year.In 2021, @UnitedWayNiagara helped over 50,000 individuals access food security programs.At <OrgName>, we're standing with @UnitedWayNiagara to support community recovery.#LocalLove #BetterIsPossible | Nearly 60,000 individuals in our community struggled to afford healthy food last year.In 2021, @uwniagara helped over 50,000 individuals access food security programs.At <OrgName>, we're standing with @uwniagara to support community recovery.#LocalLove #BetterIsPossible |
| One in eight families don’t have the income to cover shelter, bills and food. With the help of [@uwniagara](https://twitter.com/unitedwayhh), 37,013 people received emergency food last year. So far, <Org Name> has raised <$Amount> in support of this important community work!#LocalLove [or] #BetterIsPossible | One in eight families don’t have the income to cover shelter, bills and food. With the help of @UnitedWayNiagara, 37,013 people received emergency food last year.⠀So far, <Org Name> has raised <$Amount> in support of this important community work!⠀#LocalLove #BetterIsPossible | One in eight families don’t have the income to cover shelter, bills and food. With the help of [@uwniagara](https://twitter.com/unitedwayhh), 37,013 people received emergency food last year.⠀So far, <Org Name> has raised <$Amount> in support of this important community work!⠀#LocalLove #BetterIsPossible |

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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 126 programs for 122,919 people in Niagara to get the help they needed.Together we can prove that #BetterIsPossible! | Thank you to everyone at <Org Name> for joining the work to support @UnitedWayNiagara⠀Last year, @UnitedWayNiagara invested in 126 programs for 122,919 people in Niagara to get the help they needed.Together we can prove that #BetterIsPossible! | Thank you to everyone at <Org Name> for joining the work to support @uwniagara Last year, @uwniagara invested in 126 programs for 122,919 people in Niagara to get the help they needed.Together we can prove that #BetterIsPossible! |
| We’re grateful to our <Org Name> team for coming together in support of @uwniagaraDYK? @uwniagara works with a network of 61 agency partners across #Niagara to help our friends and neighbours rebuild and recover. Thank you for showing #BetterIsPossible! | We’re grateful to our <Org Name> team for coming together in support of @UnitedWayNiagara⠀DYK? @UnitedWayNiagara works with a network of 61 agency partners supporting 126 funded programs across #Niagara to help our friends and neighbours rebuild and recover. Thank you for showing #BetterIsPossible! | We’re grateful to our <Org Name> team for coming together in support of @uwniagara!⠀DYK? @uwniagara works with a network of 61 agency partners supporting 126 funded programs across #Niagara to help our friends and neighbours rebuild and recover. Thank you for showing #BetterIsPossible! |