



United Way
of East Central Iowa

Stay Connected, Share Our Impact

Staying informed and engaging with United Way of East Central Iowa's content allows your company to showcase its commitment to UWECI and East Central Iowa.

United Way of East Central Iowa uses social media to show United Way as a community connector and to tell our story and engage with our supporters. Our goal is to inspire our community to give VIA (through Volunteering, Investing, and Advocating) United Way.

Follow us!

Facebook – United Way of East Central Iowa

Instagram - @UWECI

Twitter - @UWECI

LinkedIn – United Way of East Central Iowa

TikTok - @UWECI

YouTube – UWECI

Enhance Your Campaign Through Social Media:

- Tag @UWECI in social media posts.
- Use Instagram Stories or Facebook Stories to share teasers for upcoming activities/events and offer behind the scenes look at the action at your company during campaign season.
- Upload a photo or video to one of your social media platforms of someone telling a story about what inspires them to give back to their community.
- Touchbase with your company's social media manager about your campaign activities and key moments to capture.

Volunteer. Invest. Advocate.

317 7th Avenue SE, Suite 401, Cedar Rapids, IA 52401
319-398-5372 liveunited@uweci.org uweci.org

Sample Social Media Posts

*Posts are specific to **Facebook, LinkedIn**. All Social Posts posted on **Instagram** will need the link removed and customized further.

*Google drive photo links provided for each post.

*Feel free to use the provided copy or customize to your workplace culture!

Unite to Inspire Messaging Posts:

[Photos for post.](#)

- **P1:** With changing needs in our community, @UWECI took action and developed a community-driven strategy, Unite to Inspire. Visit uweci.org/unitetoinspire to learn about the focus areas UWECI is working towards to create a strong and prosperous Eastern Iowa! #LiveUnited
- **P2:** @UWECI's goal is to be on the cutting edge of solutions for Eastern Iowa, and through its community-driven strategy, Unite to Inspire, it hopes to create equitable change. Visit uweci.org/unitetoinspire to learn about UWECI's four focus areas!

Building Community Messaging Posts:

[Photos for post.](#)

- **P1:** @UWECI believes that when each one of us has a role through Volunteering, Investing, or Advocating in building community, we create the impact needed for everyone to thrive. Let's build a community that is strong and interconnected on every level! Visit uweci.org to learn more.
- **P2:** @UWECI strives to build community through engaging community members and developing impact strategies. Everyone has a piece of the puzzle to contribute in making Eastern Iowa an equitable place to live. Make an impact VIA United Way at uweci.org.



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Get Involved VIA United Way Social Posts:

[Photos for post.](#)

- **P1:** @UWECI is addressing our community's greatest needs, but we can't do it alone. We're counting on you – as passionate, dedicated supporters – to support Eastern Iowa VIA United Way: through Volunteering, Investing, and Advocating. Join the fight for our community at uweci.org.
- **P2:** @UWECI seeks solutions for Eastern Iowa to create a thriving community. When you give VIA United Way, through Volunteering, Investing, and Advocating, you are impacting our community's most critical needs. Learn more at uweci.org.

VIA (Volunteer) Posts:

[Photos for post.](#)

- **P1:** Getting involved VIA United Way means you're impacting Eastern Iowa's most challenging issues. Volunteering is a key component to creating a strong community. Give your time and skills to those in need and contribute to the overall well-being of Eastern Iowa at uweci.org/volunteer.
- **P2:** Volunteerism in Eastern Iowa is essential to supporting the growth of our community and allows you to connect with other community members who are passionate about giving back. Find volunteer opportunities at uweci.org/volunteer.

VIA (Invest) Posts:

[Photos for post.](#)

- **P1:** Getting involved VIA United Way means you're impacting Eastern Iowa's most challenging issues. Invest your dollars and know that it'll reach our community's most pressing needs. See United Way's impact at uweci.org/invest.
- **P2:** Invest in solutions to address Eastern Iowa's greatest needs. Your donations to United Way drive impact and create strategies and solutions to create a thriving community. Make an impact today at uweci.org/donate.

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VIA (Advocate) Posts:

Photos for post.

- **P1:** Getting involved VIA United Way means you're impacting Eastern Iowa's most challenging issues. Advocating for change through United Way, you support key initiatives and programs to create an equitable community for all. Learn more at uweci.org/advocate.
- **P2:** We all have a stake in creating a healthy, prosperous Eastern Iowa. Advocacy in our community is essential to supporting the growth of our community and allows you to support @UWECI's mission in creating a thriving Eastern Iowa. Learn more at uweci.org/advocate.

General Campaign Posts (General Guidelines)

Photos for post: Please use company/organization pictures.

- **P1:** At *(INSERT COMPANY)* we believe in *(INSERT CORPORATE RESPONSIBILITY)*. @UWECI's focus on *(INSERT FOCUS AREA)* aligns with our goals and that is why *(INSERT COMPANY)* has supported UWECI for *(INSERT YEARS)* with our workplace campaigns.
- **P2:** We are proud to share that *(INSERT COMPANY)* has a lifetime giving of *(INSERT GIVING)* to @UWECI. Through these efforts, we're fostering an Eastern Iowa where everyone can succeed and inspiring others to do their part to help others thrive.

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