



Hoodies for the Holidays Phase 1 Social Media Toolkit

United Way of
Southwestern Pennsylvania

What happens when a middle schooler gets a hoody? He starts to picture herself in college. She begins dreaming about becoming an engineer. And everyone feels good about providing a caring bit of encouragement when kids need it most.

We need your help to spread the word and encourage donations for United Way's 2017 #HoodiesForTheHolidays. Share this great opportunity to encourage others to donate and help middle schoolers start dreaming about their futures.

Follow these simple steps to promote United Way's #HoodiesForTheHolidays:

1. Follow United Way on the social media channels you use



facebook.com/unitedwayswpa



twitter.com/unitedwayswpa
@unitedwayswpa



instagram.com/unitedwayswpa
@unitedwayswpa



linkedin.com/company/united-way-of-southwestern-pennsylvania

2. Share the following messages publicly on the social channel(s) you use, using the images provided in the Hoodies for the Holidays Social Toolkit. (*Feel free to personalize the message, as long as "#HoodiesForTheHolidays" is included and United Way of Southwestern Pennsylvania is tagged.)

Facebook/LinkedIn:

1. When I was growing up, I remember dreaming of college and all the possibilities my future could hold. Join me and inspire local students to start thinking about college with United Way of Southwestern Pennsylvania's #HoodiesForTheHolidays. By donating a new college hoody or \$30, you can provide encouragement to a kid in United Way's Be a Middle School Mentor program. Learn more: bit.ly/2vaF01A.

2. You can help a local kid dream big and stay warm this winter. Join me and United Way of Southwestern Pennsylvania for #HoodiesForTheHolidays, where we collect new college hoodies to benefit local students in the Be a Middle School Mentor Program. Learn more: bit.ly/2vaF01A.

Twitter:

1. Be an inspiration for a local student in need with @unitedwaySWPA's #HoodiesForTheHolidays. Learn more: bit.ly/2vaF01A.
2. You can help a local kid dream big and stay warm this winter with @unitedwaySWPA's #HoodiesForTheHolidays: bit.ly/2vaF01A.

Instagram:

1. When I was growing up, I remember dreaming of college and all the possibilities my future could hold. Join me and inspire local students to start thinking about college with @unitedwaySWPA's #HoodiesForTheHolidays. By donating a new college hoody or \$30, you can provide encouragement to a kid in United Way's Be a Middle School Mentor program. #LinkInBio
Paste this link in your profile bio: bit.ly/2vaF01A
2. You can help a local kid dream big and stay warm this winter. Join me and @unitedwaySWPA for #HoodiesForTheHolidays, where we collect new college hoodies to benefit local students in the Be a Middle School Mentor program. #LinkInBio
Paste this link in your profile bio: bit.ly/2vaF01A