



United Way of
Southwestern Pennsylvania

United Way of Southwestern Pennsylvania #HoodiesForTheHolidays Wrap Party Social Media Pre-Event Activation Guide

Thanks for participating in the Hoodies for the Holidays Wrap Party!

Together, let's show our social community the great work volunteers are doing to encourage local students to succeed in school and aspire to college. Please follow these simple steps help spread the word about this great event and encourage others to RSVP.

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

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

- Facebook - www.facebook.com/unitedwayswpa
- Twitter - @unitedwayswpa
- Instagram - @unitedwayswpa
- LinkedIn - www.linkedin.com/company/united-way-of-southwestern-pennsylvania

2. Send the event registration link to your friends, family members, coworkers and other young professionals (under 45) who are passionate about making an impact on children and youth:
bit.ly/2wyGB2o.

- If you use Facebook, invite them to join the Hoodies for the Holidays Wrap Party event:
<http://bit.ly/2xTpkAH>

3. Share the following messages publicly on the social channel you use, using the images provided.
**Feel free to personalize the message, as long as "#HoodiesForTheHolidays" is included and United Way of Southwestern Pennsylvania is tagged.*

LinkedIn

What happens when a middle schooler gets a hoody? She starts to picture herself in college. He begins dreaming about becoming an engineer. And everyone feels good about providing a caring bit of encouragement when kids need it most. Join me at United Way of Southwestern Pennsylvania's #HoodiesForTheHoliday Wrap Party on November 14 to prepare hoodies for local students: <http://bit.ly/2wUqGvo>.

Facebook

Wrap party anyone? Hundreds of college hoodies have been donated to help inspire middle schoolers to dream big and stay warm this winter. Grab your friends and join me at United Way of Southwestern Pennsylvania's #HoodiesForTheHoliday Wrap Party on November 14 to have fun, play trivia and wrap hoodies for local students: bit.ly/2wyGB2o.

Twitter

1. Join me at @unitedwaySWPA's #HoodiesForTheHoliday Wrap Party on Nov.14 for trivia, hoody wrapping & more: bit.ly/2fj29J3.
2. Want to help inspire a local student to dream big about college? Join me at @unitedwaySWPA's #HoodiesFortheHolidays: bit.ly/2fj29J3

Instagram

1. Wrap party anyone? Hundreds of college hoodies have been donated to help inspire middle schoolers to dream big and stay warm this winter. Grab your friends and join me at @UnitedWaySWPA's #HoodiesForTheHoliday Wrap Party on November 14 to have fun, play trivia and wrap hoodies for local students: bit.ly/2wIzLEv.
2. Where can you have fun, play trivia, network with like-minded professionals AND inspire local students to dream big about college? At @UnitedWaySWPA's #HoodiesForTheHoliday Wrap Party. RSVP today: bit.ly/2wIzLEv.

If you have any questions or want to talk about personalizing messages, contact Katy Albert at katy@blenderadv.com.