



United Way's Games for Good Social Media Tool Kit

United Way of Southwestern Pennsylvania

Together, let's show our social community the great work volunteers are doing to help local kids lead healthy lives.

Please follow these simple steps to help recruit volunteers. We're counting on you to share the goodness!

Follow these simple steps to promote United Way's #GamesForGood before the event:

1. Follow United Way of Southwestern Pennsylvania on the social media 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 who are passionate about making an impact on children and youth: bit.ly/Games-For-Good2018
 - If you use Facebook, invite them to join the Games for Good event (TBD)
3. Share the following messages publicly on the social channel you use, using the images provided in the Games for Good Social Tools. **Feel free to personalize the message, as long as "#GamesForGood" is included and United Way of Southwestern Pennsylvania is tagged.*

Facebook/LinkedIn

A great time... for an even better cause: helping local kids get – and stay – in better health. On October 9, join me at United Way of Southwestern Pennsylvania's second annual #GamesForGood. Together, we'll lead youth from underserved areas through games and activities that teach the importance of team work, healthy eating and staying active. Register now: bit.ly/Games-For-Good2018

Facebook/LinkedIn

Some say kids learn best when they don't know they're learning. At United Way's #GamesForGood, caring volunteer will lead kids through fun game and activities that teach team work and healthy habits. You can have a real impact of the lives of local kids. Register now at bit.ly/Games-For-Good2018

Facebook/LinkedIn

When kids are active and make healthier food choices, they're more successful in school and life. Join me at United Way of Southwestern Pennsylvania's #GamesForGood on October 9 to lead local youth through games and activities that teach the importance of team work, healthy eating and staying active. Register now: bit.ly/Games-For-Good2018

Twitter

A great time... for an even better cause: helping local kids get – and stay – in better health. On 10/9, join me at @unitedwaySWPA's second annual #GamesForGood to teach kids the importance of team work, healthy eating & staying active. Register now: bit.ly/Games-For-Good2018

Twitter

#Volunteer with @unitedwayswpa & 500 #YoungProfessionals to help kids learn the importance of team work and healthy habits! RSVP now: bit.ly/Games-For-Good2018 #GamesForGood

Twitter

Join me for @unitedwayswpa's second annual #GamesForGood on October 9. First, we'll help 800 kids learn healthy habits. Then, we'll grab a drink at #YoungProfessionals #HappyHour! Sound like fun? Register now: bit.ly/Games-For-Good2018

Instagram

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If you have any questions or want to talk about personalizing messages, contact Katy Shoff at katy@blenderadv.com or Megan McCue at megan.mccue@unitedwayswpa.org.