



United Way's Hoodies for the Holidays Social Media Activation Guide

United Way of
Southwestern Pennsylvania

For a student in United Ways' Be a Middle School Mentor program, a new college hoodie provides more than warmth. It inspires them to show the world they see themselves as a future college student and graduate. Join us and help make a difference.

We need your help to spread the word about United Way's 2018 Hoodies for the Holidays volunteer event. Use these tools to share this great opportunity and encourage others to participate!

Follow these simple steps to promote United Way's #HoodiesForTheHolidays Wrap Party 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/Hoodies18.
 - If you use Facebook, invite them to join the Hoodies Wrap Party event: bit.ly/2OjxtmX
3. Share the following messages publicly on the social channel 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

You can't hide the pride. For a student in United Ways' Be a Middle School Mentor program, a new college hoodie provides more than warmth. It inspires them to show the world they see themselves as a future college student and graduate.

Join me and kick off the holiday season at United Way of Southwestern Pennsylvania's #HoodiesForTheHolidays Wrap Party November 28 at Heinz Field. Mix, mingle, have fun - AND show your school pride while you help inspire the college dreams of a deserving student:
bit.ly/Hoodies18.

Facebook/LinkedIn **post to be shared with a photo of you in a hoodie from your alma mater*

Each time I wear this hoodie, I feel proud. I remember that tiny little dorm, so much pizza, all of the great friends and memories I made at COLLEGE/UNIVERSITY NAME. Join me at United Way of Southwestern Pennsylvania's #HoodiesForTheHolidays Wrap Party on November 28 to have fun and help inspire local students to begin to picture themselves in college: bit.ly/Hoodies18.

Twitter

Join me and kick off the holiday season at @UnitedWaySWPA's #HoodiesForTheHolidays Wrap Party November 28 at @HeinzField. Mix, mingle, have fun - AND show your school pride while you help inspire the college dreams of a deserving student: bit.ly/Hoodies18 .

Twitter **post to be shared with a photo of you in a hoodie from your alma mater*

Not gonna lie, this COLLEGE/UNIVERSITY NAME hoodie is one of my favorite items of clothing. It takes me back to the library, all-nighters, and the best decision I made for my education.

Join me at @UnitedWaySWPA's #HoodiesForTheHolidays Wrap Party on 11/28: bit.ly/Hoodies18

Instagram **place the registration link in your profile bio section before issuing the below posts*

You can't hide the pride. For a student in United Ways' Be a Middle School Mentor program, a new college hoodie provides more than warmth. It inspires them to show the world they see themselves as a future college student and graduate.

Join me and kick off the holiday season at @unitedwayswpa's #HoodiesForTheHolidays Wrap Party November 28 at @heinzfield. Mix, mingle, have fun - AND show your school pride while you help inspire the college dreams of a deserving student: #LinkInBio.

Instagram

Each time I wear this hoodie, I feel proud. I remember that tiny little dorm, so much pizza, all of the great friends and memories I made at COLLEGE/UNIVERSITY NAME. Join me at @unitedwayswpa's #HoodiesForTheHolidays Wrap Party on November 28 to have fun and help inspire local students to begin to picture themselves in college: #LinkInBio.

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.