

**United Way’s Games for Good**

**HOST Social Media Activation Guide**

Get ready to show our social community the amazing work volunteers are doing to give local kids a day they’ll never forget AND healthy tools to last them a lifetime. Please follow the simple steps below to help recruit volunteers and share all the memorable moments made at this year’s Games for Good. Because when everyone plays, everyone wins.

**Help 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](http://www.facebook.com/unitedwayswpa)
   * Twitter - @unitedwayswpa
   * Instagram - @unitedwayswpa
   * LinkedIn - [www.linkedin.com/company/united-way-of-southwestern-pennsylvania](http://www.linkedin.com/company/united-way-of-southwestern-pennsylvania)
2. If you use Facebook, [RSVP to the event](https://www.facebook.com/events/721433108308566/) and [share the promotional video](https://www.youtube.com/watch?v=goDGlcovsSQ&t=2s).
   * Invite your friends, family and Facebook community to the event.
3. Send the event registration link to your friends, family members, coworkers and anyone else you know who cares about making an impact on our youth: [bit.ly/Games-For-Good2019](http://bit.ly/Games-For-Good2019).
   * Reach out via text, email, phone call, over coffee or any way that feels natural for your relationships.
4. Share the following messages publicly on the social channel you use, using the images provided in the Games for Good Social Toolkit. \**Feel free to personalize the message, as long as “#GamesForGood” is included and United Way of Southwestern Pennsylvania is tagged*.
5. Starting June 5, United Way will be posting about Games for Good on all our social media channels – stay tuned and be sure to like, share, and comment on those posts.

**Facebook/Linkedin**

* When #EveryonePlays #EveryoneWins. Join me at United Way of Southwestern PA’s 3rd annual #GamesForGood and teach kids healthy habits that will last a lifetime: [bit.ly/Games-For-Good2019](http://bit.ly/Games-For-Good2019).
* When kids eat a well-balanced diet, they are more engaged in the classroom and in life. Join me to help local kids learn to make good food choices at United Way of Southwestern PA’s #GamesForGood: [bit.ly/Games-For-Good2019](http://bit.ly/Games-For-Good2019). #EveryonePlays #EveryoneWins
* Want to help kids learn more about science and math? Thanks to #GamesForGood STEM sponsor, Braskem, United Way of Southwestern PA has some special tricks up their sleeves! Hint: balloon car. Trust me, you don’t want to miss this. Register now at [bit.ly/Games-For-Good2019](http://bit.ly/Games-For-Good2019). #EveryonePlays #EveryoneWins

**Twitter**

* When #EveryonePlays #EveryoneWins. Join me at @unitedwaySWPA’s 3rd annual #GamesForGood and teach kids healthy habits that will last a lifetime: [bit.ly/Games-For-Good2019](http://bit.ly/Games-For-Good2019).
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* Want to help kids learn more about science and math? Thanks to #GamesForGood STEM sponsor, #Braskem, @unitedwaySWPA has some special tricks up their sleeves! Hint: balloon car. Trust me, you don’t want to miss this: bit.ly/Games-For-Good2019. #EveryonePlays #EveryoneWins
* Show local kids how fun (and healthy) it can be to run, jump and play at @unitedwaySWPA’s 3rd annual #GamesForGood on August 8: bit.ly/Games-For-Good2019. #EveryonePlays #EveryoneWins
* Making healthy food choices can be hard (even for adults), but you can help teach local kids that nutritious foods are all around them at @unitedwaySWPA’s #GamesForGood: bit.ly/Games-For-Good2019. #EveryonePlays #EveryoneWins

**Instagram** \**use images from toolkit as post visual, place link in your bio section*

* When #EveryonePlays #EveryoneWins. Join me at @unitedwayswpa’s 3rd annual #GamesForGood and teach kids healthy habits that will last a lifetime: #LinkInBio.
* When kids eat a well-balanced diet, they are more engaged in the classroom and in life. Join me to help local kids learn to make good food choices at @unitedwayswpa’s #GamesForGood: #LinkInBio. #EveryonePlays #EveryoneWins
* Want to help kids learn more about science and math? Thanks to #GamesForGood STEM sponsor, Braskem, @unitedwayswpa has some special tricks up their sleeves! Hint: balloon car. Trust me, you don’t want to miss this. Register now using the #LinkInBio. #EveryonePlays #EveryoneWins

**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.**