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**United Way of the Coastal Empire  
2022 Social Media Toolkit**

United Way of the Coastal Empire’s mission is to improve lives by mobilizing the caring power of communities. Your investment helps fund over 80 programs across more than 50 nonprofits.

**What can I do?**

United Way of the Coastal Empire was created by the community for the community. It is the one way we all come together – year after year, decade after decade – to support each other with a safety net of programs, services, and pathways for upward mobility to help everyone thrive. By sharing information about United Way’s impact, you can help us raise funds, while increasing awareness of resources available to those in our community who may need them. We’ve provided sample social media posts for your use below. We greatly appreciate your assistance in sharing our mission and messaging. Together, we can make a difference!

**Relevant Hashtags**

#TeamUNITED #LiveUnited #UWCE

**Questions? Contact Becca Mandell at:**

[**BMandell@uwce.org**](mailto:BMandell@uwce.org)

**Optional Posts  
  
IMAGES:**

** A picture containing text, person, vegetable, sale

Description automatically generated**

**CAPTIONS:**

**Facebook:** Your donation to United Way of the Coastal Empire has the power to change lives. Help our neighbors by contributing to the Community Fund. Give today at uwce.org/give!

#TeamUNITED #LiveUnited #UWCE

**Instagram:** Your donation to @unitedwaycoastalempire has the power to change lives. Help our neighbors by contributing to the Community Fund. Give today at uwce.org/give!

#TeamUNITED #LiveUnited #UWCE

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**IMAGES:**

**A person sitting at a table

Description automatically generated with medium confidence A person sitting at a table

Description automatically generated with medium confidence  
  
CAPTIONS:  
  
Facebook:** Put your money where your heart is! Help neighbors in need by donating to United Way of the Coastal Empire’s Community Fund. Your gift makes a tremendous difference in the lives of many. Give today at uwce.org/give! #TeamUNITED #LiveUnited #UWCE

**Instagram:** Put your money where your heart is! Help neighbors in need by donating to @unitedwaycoastalempire’s Community Fund. Your gift makes a tremendous difference in the lives of many. Give today at uwce.org/give! #TeamUNITED #LiveUnited #UWCE

**IMAGES:**

** A group of people posing for the camera

Description automatically generated**

**CAPTIONS:**

**Facebook:** When you give to United Way of the Coastal Empire, you help children in our community receive a strong beginning. You provide teenagers with the tools to learn and grow. You help young adults thrive in the job market. YOU make a difference. Give today at uwce.org/give.

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**IMAGES:**

**Graphical user interface, website

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**CAPTIONS:**

**Facebook:** Join me in helping improve the lives of our neighbors. In 2021, contributions to United Way of the Coastal Empire’s Community Fund improved the lives of more than 206,000 people throughout Bryan, Chatham, Effingham, and Liberty counties. Be a part of that impact by giving at uwce.org/give!

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#TeamUNITED #LiveUnited #UWCE

**IMAGES:**

**Logo

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**CAPTIONS:**

**Facebook:** We want you to GET IN THE GAME to help improve lives in the Coastal Empire! When you give to United Way of the Coastal Empire, we all win! Join Team UNITED by texting TEAM to 40403 or visiting uwce.org/prize-giveaway to donate to win some incredible prizes.

#TeamUNITED #LiveUnited #UWCE

**Instagram:** We want you to GET IN THE GAME to help improve lives in the Coastal Empire! When you give to @unitedwaycoastalempire, we all win! Join Team UNITED by texting TEAM to 40403 or visiting uwce.org/prize-giveaway to donate to win some incredible prizes.

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**IMAGES:**

** A picture containing text, person, newspaper, sign

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**CAPTIONS:**

**Facebook:** Get in the game by donating to United Way of the Coastal Empire for opportunities to win amazing prizes including a VIP Gameday Package to the UGA vs. Georgia Tech Football Game! Text TEAM to 40403 to give or visit uwce.org/prize-giveaway to learn more.

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#TeamUNITED #LiveUnited #UWCE

**IMAGES:**

**A person sitting on a bench

Description automatically generated A person sitting on a bench

Description automatically generated**

**CAPTIONS:**

**Facebook:** Su donación a United Way of the Coastal Empire tiene el poder de cambiar vidas. Extienda el regalo de esperanza a los vecinos con una donación al Community Fund. ¡Done hoy en uwce.org/give!

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**VIDEO:**



**CAPTIONS:**

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