

# 2025 WORKPLACE CAMPAIGN

## Social Media Toolkit

Thank you for participating in a Workplace Giving Campaign in support of United Way of Greater Philadelphia and Southern New Jersey and its mission to end poverty and expand opportunity for all people and families throughout the region. **Here are a few posts for you and your team to share on social media should you want to help publicize your workplace's generosity.**

### Some sample messaging is below!

Please forward this message to whoever runs your social media accounts. In red are places for you to fill in the blanks as best related to you. Be sure to tag us on LinkedIn, Instagram, Facebook, and Twitter:

Handle: @PhillySJUnited

Hashtag: #PhillySJUnited

We encourage you to share your commitment to the mission and involvement through the use of social media. Join us in spreading the word through fun and engaging posts. Take engagement to the next level by creating your own posts!

1.

[COMPANY NAME] is proud to join the fight against poverty with this year's #PhillySJUnited Workplace Campaign! Funds raised fuel lifesaving, transformative missions across our region. Will you join us? [YOUR UNIQUE CTA LINK].

2.

We are joining our partner @PhillySJUnited to raise [CAMPAIGN GOAL] for this year's #UnitedWay Workplace Campaign. Why? Because when we work together, we can create a stronger, more equitable future. When our neighbors thrive, we all thrive. Learn more about #PhillySJUnited's critical mission to end poverty and expand opportunity to all people and families throughout the region: [unitedforimpact.org](https://unitedforimpact.org).

3.

When you give to #PhillySJUnited, you are helping end poverty and expanding opportunity to all people and families throughout the region. That's why we're excited to announce the kick-off of this year's campaign to raise [GOAL]! Join the fight against poverty today. [YOUR UNIQUE CTA LINK]. Your gift expands opportunities and makes an impact.

4.

Join the fight against poverty today [YOUR UNIQUE CTA LINK]. In our region alone, more than 705,000 adults and children struggle to survive a life of poverty every day. It doesn't have to be this way. Together, we can build a stronger, more equitable future for all. Your gift makes a difference. Join us! Learn more about #PhillySJUnited today: [unitedforimpact.org](https://unitedforimpact.org).