#BETHECHANGE901

SOCIAL MEDIA TOOLKIT

**OVERVIEW:** These social media posts were created for United Way of the Mid-South’s #BeTheChange901 campaign. The copy will be posted on all of United Way’s social media accounts and can be shared externally. We encourage everyone to copy and paste the text into their preferred social media accounts and accompany it with [IMAGE TO BE SELECTED, SEE END OF DOCUMENT]. There are dates beside each section to reference when each post should be made.

**GIVE**: **Corporate Engagement/ Workplace Campaigns - August 1st through December 1st**

 **Facebook**

I’ve committed to Be The Change and contribute financially to United Way of the Mid-South’s work of moving people from where they are to where they dream to be. Through their Community Impact Fund, United Way mobilizes and aligns resources to address critical issues in our community to help our most vulnerable.

Join me, and together we can #BeTheChange901. Text CHANGE901 to 41444 to donate today!

 **Twitter**

I’ve committed financially to #BeTheChange901 through United Way of the Mid-South’s Community Impact Fund. Join me in helping our most vulnerable neighbors. Text CHANGE901 to 41444 to donate today!

 **Instagram**

There is a surge in demand for essential services and our most vulnerable neighbors are finding themselves in need, many for the first time in their lives. I’ve committed financially to join United Way of the Mid-South in moving people from where they are to where they dream to be. Join me, and together we can #BeTheChange901.

Text CHANGE901 to 41444 to donate today!

**ADVOCACY**: **Community Engagement - September 21st - TBD**

 **Facebook**

United Way of the Mid-South wants to hear from you!

Join the town hall on Friday, October 16th at [LOCATION] at [TIME] to be a part of the conversation on economic justice. United Way envisions a Memphis that is equitable for all and your help is needed to #BeTheChange901.

 **Twitter**

Join the conversation on economic justice at #BeTheChange901. United Way of the Mid-South wants to hear from you at their town hall on Friday, Oct. 16th at [LOCATION] at [TIME].

 **Instagram**

As part of [our/their] mission to move people from where they are to where they dream to be, United Way of the Mid-South is focusing on economic justice. You can play a part in making Memphis equitable for all. Join [us/me] on Friday, Oct. 16th at [LOCATION] at [TIME] to participate in United Way’s Town Hall.

Together, we can #BeTheChange901

**VOLUNTEER:** **Citizen Engagement/ Days of Caring - August 15th - September 1st**

 **Facebook**

United Way of the Mid-South is calling all Mid-Southerners to #BeTheChange901. Click the link to find the perfect volunteer opportunity for you. Together, we can help move people from where they are to where they dream to be.

<http://ow.ly/MH0450ASxOM>

 **Twitter**

Join United Way of the Mid-South for Days of Caring during the month of September. Click the link to find your perfect volunteer opportunity!

#BeTheChange901

<http://ow.ly/MH0450ASxOM>

 **Instagram**

The time is now and the person is you!

United Way of the Mid-South is calling all Mid-Southerners to #BeTheChange901.Social distancing doesn’t have to stop you from making a difference in our community.

Click the link in my bio to find the perfect volunteer opportunity during United Way’s Days of Caring.

\*PUT THIS LINK IN YOUR BIO ON INSTAGRAM\* -- <http://ow.ly/MH0450ASxOM>

**ENGAGE:** **Youth and Women United/ Voter Registration and Census**

**PART 1: CENSUS - August 1st - September 30th**

 **Facebook**

Did you know the results of the census often determine things like federal funding, drawing of political districts, transportation options and school placement for the next 10 years? That’s why it’s important to hear from everyone.

If you haven’t already, complete the census by September 30th and #BeTheChange901’

<http://ow.ly/Vb5x50ASwSQ>

 **Twitter**

Complete the Census to #BeTheChange901. For the next 10 years, this will determine things like federal funding, transportation and school placement. Every person matters! Deadline is September 30th.

<http://ow.ly/Vb5x50ASwSQ>

 **Instagram**

Want to know how you can play a part in determining things like federal funding, political districts, transportation and school placement for the next 10 years? It’s easy! Just complete the Census by September 30th!

Every person matters. Complete yours now at the link in my bio and #BeTheChange901

\*PUT THIS LINK IN YOUR BIO ON INSTAGRAM\* -- <http://ow.ly/Vb5x50ASwSQ>

**PART 2: VOTING - September 4th - October 4th**

 **Facebook**

Now more than ever, it is important to make sure your voice is heard. The deadline to register to vote in the general election for Tennessee is October 5th. Register today and #BeTheChange901

<http://ow.ly/6JRH50ASwOn>

 **Twitter**

The deadline to register to vote in the general election is October 5th. Click here to register and make sure your voice is heard. Together we can #BeTheChange901

<http://ow.ly/6JRH50ASwOn>

 **Instagram**

Let’s unite and make our voices heard in the upcoming election. The deadline to register to vote is October 5th. Click the link in my bio to register and do your part to #BeTheChange901

\*PUT THIS LINK IN YOUR BIO ON INSTAGRAM\* -- <http://ow.ly/6JRH50ASwOn>

**GIVE: Copy and paste these posts if you have contributed financially to United Way of the Mid-South and want to encourage others to do the same!**

 **Facebook**

I’ve committed to Be The Change and contribute financially to United Way of the Mid-South’s work of moving people from where they are to where they dream to be. Through their Community Impact Fund, United Way mobilizes and aligns resources to address critical issues in our community to help our most vulnerable.

Join me, and together we can #BeTheChange901. Text CHANGE901 to 41444 to donate today!

 **Twitter**

I’ve committed financially to #BeTheChange901 through United Way of the Mid-South’s Community Impact Fund. Join me in helping our most vulnerable neighbors. Text CHANGE901 to 41444 to donate today!

 **Instagram**

There is a surge in demand for essential services and our most vulnerable neighbors are finding themselves in need, many for the first time in their lives. I’ve committed financially to join United Way of the Mid-South in moving people from where they are to where they dream to be. Join me, and together we can #BeTheChange901.

Text CHANGE901 to 41444 to donate today!

**ADVOCATE: Copy and paste these posts to encourage participation in United Way of the Mid-South's Community Impact Town Hall.**

**VOLUNTEER: Copy and paste these posts to encourage participation in Days of Caring: Month of Service during September 2020.**

 **Facebook**

United Way of the Mid-South is calling all Mid-Southerners to #BeTheChange901. Click the link to find the perfect volunteer opportunity for you. Together, we can help move people from where they are to where they dream to be.

<http://ow.ly/MH0450ASxOM>

 **Twitter**

Join United Way of the Mid-South for Days of Caring during the month of September. Click the link to find your perfect volunteer opportunity!

#BeTheChange901

<http://ow.ly/MH0450ASxOM>

 **Instagram**

The time is now and the person is you!

United Way of the Mid-South is calling all Mid-Southerners to #BeTheChange901. Social distancing doesn’t have to stop you from making a difference in our community.

Click the link in my bio to find the perfect volunteer opportunity during United Way’s Days of Caring.

\*PUT THIS LINK IN YOUR BIO ON INSTAGRAM\* --<http://ow.ly/MH0450ASxOM>

**ENGAGE: Copy and paste these posts to encourage your friends to complete the census by September 30, 2020 and register to vote by October 5, 2020!**

**CENSUS**

 **Facebook**

Did you know the results of the census often determine things like federal funding, drawing of political districts, transportation options and school placement for the next 10 years? That’s why it’s important to hear from everyone.

If you haven’t already, complete the census by September 30th and #BeTheChange901’

<http://ow.ly/Vb5x50ASwSQ>

 **Twitter**

Complete the Census to #BeTheChange901. For the next 10 years, this will determine things like federal funding, transportation and school placement. Every person matters! Deadline is September 30th.

<http://ow.ly/Vb5x50ASwSQ>

 **Instagram**

Want to know how you can play a part in determining things like federal funding, political districts, transportation and school placement for the next 10 years? It’s easy! Just complete the Census by September 30th!

Every person matters. Complete yours now at the link in my bio and #BeTheChange901

\*PUT THIS LINK IN YOUR BIO ON INSTAGRAM\* --<http://ow.ly/Vb5x50ASwSQ>

**VOTING**

 **Facebook**

Now more than ever, it is important to make sure your voice is heard. The deadline to register to vote in the general election for Tennessee is October 5th. Register today and #BeTheChange901

<http://ow.ly/6JRH50ASwOn>

 **Twitter**

The deadline to register to vote in the general election is October 5th. Click here to register and make sure your voice is heard. Together we can #BeTheChange901

<http://ow.ly/6JRH50ASwOn>

 **Instagram**

Let’s unite and make our voices heard in the upcoming election. The deadline to register to vote is October 5th. Click the link in my bio to register and do your part to #BeTheChange901

\*PUT THIS LINK IN YOUR BIO ON INSTAGRAM\* --<http://ow.ly/6JRH50ASwOn>

**GRAPHICS**

****