

Sharing Your United Way Campaign in Social Media

Why:

You've made the decision as an organization to be amazing community supporters. Those same reasons should fuel how you share the story in social media.

- **It highlights and strengthens your culture.** [A Doing Good is Good for You Study](#) shows that 75% of employees who volunteer through work report feeling better about their employer. Sharing those moments provide social proof that benefits both current and prospective employees.
- **It's good for recruitment.** [A PwC survey](#) found that 65% of people across various countries want to work for an organization with a strong social conscience. Give prospective employees social proof of your commitment to the community.
- **It's an opportunity to recognize your team.** According to [Gallup](#), fewer than 1 in 3 employees strongly agree with the statement, "In the last 7 days I have received recognition or praise for doing good work." And, employees who do agree strongly are more productive. Lifting up the employees who go above and beyond in your efforts to give back is a powerful way to recognize them (and introduces prospective employees to some team members they will want to meet.)
- **Consumers appreciate and support socially conscious businesses.** [Studies show](#) that 90% of consumers would switch to a brand supporting a good cause. Sharing how you give back can be a connection to new consumers or a point of pride for people who already use your products and services.
- **It increases the reach of your social messaging because employees are likely to share.** Employees are [more likely to share](#) content that makes them feel proud or is about experiences they enjoyed. Sharing helps you reach completely new audiences who are just one degree away from you.
- **You contribute to the story of this amazing community.** The FM-area truly is an amazing place. When you share your commitment to this community (especially if you also include #MoorheadProud, #ILoveFargo or #WestFargo), you contribute to telling a powerful story that draws great people to our region.

#LIVEUNITEDCassClay