Social Plan for Campaign 2018

**Platforms used**: LinkedIn, Twitter, Facebook, and Instagram. Our handle is @unitedwaylane and on LinkedIn we are at linkedin.com/unitedwayoflanecounty.

**Hashtag**: #United4LaneKids

Encourage campaigns to use our campaign hashtag #United4LaneKids and post photos of their events and staff engaged in fundraising on whichever social media channels the company uses. This would include taking fun photos of passing the baton amongst your team, to partners, and even out in the community.

Let staff and partners know where they can look to see posts about campaign (LinkedIn, Twitter, Facebook and Instagram) including by word-of-mouth, sharing posts on personal profiles if comfortable, and as part of other digital collateral (e.g. e-newsletters, on websites, on internal pages).