**Social media sample texts and graphics**

Use these social media sample texts and graphics to inform your coworkers about your organization’s United Way Campaign. Just copy, paste, and adjust these as you wish!

If you would like additional content or images, please contact Ginny Hoyle, director of communication and outreach, at [ginny@unitedwaysei.org](mailto:ginny@unitedwaysei.org) or (208) 232-1389.

**Social post no. 1**

[[Kids cooking graphic]](https://www.unitedwaysei.org/sites/unitedwaysei/files/success%20stories%20stats_stat%201.jpg)

In Idaho, two in five households are struggling to make ends meet. Your donation to United Way supports programs and services tailored to help your friends and neighbors access essentials like food and healthcare during tough moments. Join us in making a real impact in our community.

**Social post no. 2**

[[Households struggling graphic]](https://www.unitedwaysei.org/sites/unitedwaysei/files/success%20stories%20stats_stat%202.jpg)

Despite working hard to make ends meet, nearly half of all Southeast Idaho households are making tough choices between paying rent, food, prescriptions or gas. Your donation to United Way supports essential programs and services for those in need.

**Social post no. 3**

[[Seniors’ survival budget graphic]](https://www.unitedwaysei.org/sites/unitedwaysei/files/success%20stories%20stats_stat%203.jpg)

Local seniors need our support more than ever. Their survival budget increased by more than 30 percent from 2019 to 2021. Let's stand together and make a difference. Your donation ensures they have access to necessities like food and healthcare in tough moments.

**Social post no. 4**

[[Single female-led households graphic]](https://www.unitedwaysei.org/sites/unitedwaysei/files/success%20stories%20stats_stat%204.jpg)

The challenges single mothers face in Southeast Idaho are real: 80 percent of single female-led households are struggling to make ends meet. Let's empower them together. Your donation ensures access to essentials like food and healthcare during tough times. Make a difference today.