

What Is a Social Media Toolkit?

A social media toolkit is your go-to resource for amplifying our *United Horizons Board Training Program* across digital platforms. We encourage you to use these resources between now and May 8, the priority deadline for the program.

Why Does It Matter?

Our shared efforts drive this campaign, and your involvement is crucial. By strategically using the provided text and visuals, we can capture attention and inspire people to apply. Whether you're a seasoned advocate or a first-time supporter, this toolkit equips you with the tools to spread the word effectively.

What's Inside?

- **Sample Posts:** Ready-to-use social media content for various platforms.



Text: United Way of Racine County has launched United Horizons Board Training Program to help prepare community members for leadership roles on nonprofit boards and help nonprofit organizations build boards that better represent our community.

This unique free program offers skill-based board training with tailored tracks for individuals from underrepresented groups and organizations aiming to enhance board diversity.

Learn more: <https://www.unitedwayracine.org/boardtraining>



Text: In our ever-evolving society, the question of who gets a seat at the table is more critical than ever. And in the nonprofit sector, where decisions impact lives, this question is crucial.

United Way of Racine County invites you to apply for its free United Horizons Board Training Program. This unique program offers skill-based board training with tailored tracks for individuals from underrepresented groups and organizations aiming to enhance board diversity.

Learn more: <https://www.unitedwayracine.org/boardtraining>

Please tag us in all of your social media communications. Our handles are:

Facebook: @United Way of Racine County

Instagram: @unitedwayracinecounty

LinkedIn: @United Way of Racine County

Twitter: @UnitedWayRacine

TikTok: @united.way.racine

How to Use This Toolkit?

To download the images, go here: https://drive.google.com/drive/folders/16_hLa3exHAse9L-WqFDOwjXHdjjHzd1g?usp=drive_link

Click on an image and then on the download button.

