



ROCIing the Day in a social way

ROC the Day will be promoted on social media on Facebook, Instagram and Twitter using the hashtag #ROCtheDay. We encourage all participating not-for-profit organizations, volunteers, community partners and donors to use and share messaging posted about ROC the Day—and to come up with your own to share among your friends and followers!

Here are some quick and easy ways to share information about ROC the Day on social media:

- Invite all of your friends to “like” your organization’s page and United Way of Greater Rochester's pages to stay up to date on information about ROC the Day.
- Use United Way of Greater Rochester’s pages to keep up with the latest news about ROC the Day that you can share on your own page.
- Continue to share the link to the giving page, ROCtheDay.org, to familiarize your friends with the location to give during ROC the Day.
- Share what your organization will be able to do with the money raised during ROC the Day. Give examples of how specific dollar amounts will help.
- Share photos and videos of your organization, people it helps, staff, volunteers and results to help donors understand the real difference their gift is making.
- Ask donors to share why they support your organization on ROC the Day.
- Reach out to key donors, local influencers or groups that are very active in the social media space (e.g., young professional volunteer groups) with direct messages requesting help spreading the word via social media.
- Update your status and profile/cover photos before and throughout the entire ROC the Day event to remind potential donors to give, drive traffic to ROCtheDay.org and thank those who already gave.
- Remember to always mark your ROC the Day tweets with #ROCtheDay.
- Search Twitter and respond to any mentions of your organization related to ROC the Day.
- Post updates throughout the day to drive people to ROCtheDay.org, including status of dollars raised and information about giving incentives if available.

Connect with United Way:



Instagram



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