



United Way  
of Greater Rochester  
and the Finger Lakes

United Way's 2023 Annual Campaign is in full swing. We encourage our agency partners to share messaging posted about the #BetterUnited campaign—and to come up with your own to share among your followers!

**Below are some sample social media posts. Feel free to use and edit any of these posts to promote our #BetterUnited partnership.**

[Agency name] is a proud funded agency of United Way of Greater Rochester and the Finger Lakes. Because of our partnership, we are able to [how United Way supports agency]. Your donation to United Way makes this work possible. Learn more and support United Way's Annual Campaign: <https://unitedwayrocflix.org/betterunited> #BetterUnited

Together, we can achieve what no individual or organization can do alone. Join us and your local United Way as we build a stronger, healthier community: <https://unitedwayrocflix.org/betterunited> #BetterUnited

When you donate to United Way of Greater Rochester and the Finger Lakes' Community Impact Fund, you are helping programs like [funded program name]. Support our work, and the work of 190 other programs United Way helps support. Donate today: <https://unitedwayrocflix.org/betterunited> #BetterUnited

We are a proud partner of the United Way of Greater Rochester and the Finger Lakes. Join us as we create one #BetterUnited community. <https://unitedwayrocflix.org/betterunited>

United, we can help more individuals and families. United, we can build a stronger community. We are #BetterUnited, and better united with our United Way of Greater Rochester and the Finger Lakes partnership. Help us create opportunities and a better tomorrow: <https://unitedwayrocflix.org/betterunited>

Help United Way of Greater Rochester and the Finger Lakes reach their \$18 million Annual Campaign goal! Funds from their Annual Campaign directly support organizations like [agency name]. Give today: <https://unitedwayrocflix.org/betterunited> #BetterUnited