The Big Tweet
#iamthechange

2012 United Way Day of Action

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United Way Day of Action - June 21

United Way Day of Action is the day we stand up for ourselves, our friends, our families and our community to pledge to change the course of our future. This year is unique because it occurs during the 125th anniversary of the United Way movement.

To celebrate this milestone, we are inviting every United Way to participate in United Way Day of Action June 21. Day of Action provides the opportunity to invite new volunteers into our work while inspiring existing supporters to stay engaged. It is the one day in the year where United Way's diverse network can join together with one voice to increase visibility for our work. Let's join together to bring LIVE UNITED to life.

You can visit online.unitedway.org/125 to learn more.
The Idea

On Day of Action - June 21, we want to make a splash in social media. One of the most effective ways to do this is to trend on Twitter.

**Trend** [trend]

1. the general course of prevailing tendency; drift: the trend of events.
2. Style or vogue: the new trend in women’s apparel.
3. A word, phrase or topic that is tagged at a greater rate than other tags is said to be a **trending topic**. Trending topics become popular either through a concerted effort by users or because of an event that prompts people to talk about one specific topic. These topics help Twitter and their users to understand what is happening in the world.

With 14,000 staff across the United Way network, a single coordinated effort may be enough to get noticed on Twitter. To do so we’re asking YOU to help us start a chain reaction on Twitter.
How to Participate

What to Do:

If you don’t already have an account, **JOIN TWITTER NOW.** After you join, you can use Twitter’s tools to find people you already know. You’ll be surprised how many people you know on Twitter.

On June 21, United Ways across the country are asking their communities and partners to celebrate the day of action by sending tweets that include an “I” statement. This personalizes how people LIVE UNITED. To do this, add the hashtag **#iamthechange.**

We are asking United Way staff to also include hashtag **#LIVEUNITED.**

**Examples:**

- I read with Mrs. Robinson’s class every Wednesday and I LOVE IT! #iamthechange #LIVEUNITED
- I signed up to be a mentor with @UnitedWay. #iamthechange #LIVEUNITED
Engaging Your Social Networks

Tweet on United Way Day of Action

Examples:

How do you #LIVEUNITED and create change? Tell us by tweeting what YOU do using the hashtag #iamthechange

Help @UnitedWay trend today. Tell us how YOU #LIVEUNITED using hashtag #iamthechange

Post on Facebook

Example:

Friends, please join us on Twitter for United Way Day of Action – June 21. Tweet a statement about how you LIVE UNITED and bring change, using the hashtag #iamthechange. Join the conversation!
Engaging Your Email List

Subject: Join United Way Day of Action on Twitter Today

Dear Friend,

Join us today on Twitter to celebrate 125 Years of the United Way movement. We’re honored to have such dedicated supporters like you who work so hard to advance the common good.

Today is the United Way Day of Action, and we invite you to join us on Twitter to express how you LIVE UNITED. All you have to do is tweet an “I” statement about how you LIVE UNITED followed by hashtags #iamthechange and #LIVEUNITED.

Here are some examples:

I work with @UnitedWay to advance the common good. #iamthechange #LIVEUNITED
I started mentoring last month and I love it! #iamthechange #LIVEUNITED

Click here to help us trend on Twitter

[USE LINK: http://ow.ly/biJeL. It’s a shortcut that pops up a window with the hashtags prepopulated like in the image below]

Sincerely,

United Way of Anytown
Engaging Your Partners

Before United Way Day of Action

• Reach out to contacts and ask for introduction to Social Media manager
• Ask partners to engage their networks or employees by asking them to declare how they LIVE UNITED using hashtag #iamthechange
• Ask your contacts at partnering organizations to participate personally and to engage their corporate Twitter account

On United Way Day of Action

• Send a Direct Message on Twitter to partners:

  **Example:**

  “d @UPS join us TODAY for the big tweet. Tell the world how @UPS LIVES UNITED. Use #LIVEUNITED and #UNITEDWAY”

  **NOTE:** Putting “d ” before your tweet will turn it into a direct message and will not be sent as a public tweet.
Engaging Your Stakeholders

• Send personal emails to key organizational contacts asking them to participate
• Reach out directly to “influencers” in your community and ask them to join The Big Tweet
• Contact local celebrities, local television and radio personalities and ask them to participate and plug The Big Tweet
• Send a note from your CEO to your board, asking them to activate their networks
Getting Creative

• Attach a picture of yourself, friends, volunteers, etc. in a LIVE UNITED t-shirt

• Make an announcement at your events asking people to tweet on the spot

• Leverage with 125 Years of United Way activities including the LIVE UNITED Street Project, Community Conversations and United Way Day of Action activities (online.unitedway.org/125)
#Note about #iamthechange

- #iamthechange is a **special hashtag** we are using for the 2012 United Way Day of Action and **will not be supported beyond June 21**. It is designed to create a groundswell of conversations to raise awareness about United Way, the 125th Anniversary of the United Way movement and United Way Day of Action.

- #iamthechange should only be used as a hashtag (as one continuous wordphrase preceded by the pound sign.) **It is not a tagline.**

- For all other uses please default to #LIVEUNITED.
Thank you.

Questions?

Send me your questions:
Email me:  brian.cox@unitedway.org
Tweet me:  @bctweets