

United Way of Salt Lake

serving Davis, Salt Lake, Summit, and Tooele Counties

HELP US TELL THE DAY OF CARING STORY

August 31, 2016

This is the 24th annual Day of Caring and we want to share your story with our community! Day of Caring is UWSL's largest volunteer day and receives a high level of media coverage. We want to help you harness the visibility of DOC to thank your volunteers and share the work your organization is doing! Take these five simple steps and join our Day of Caring social media storytelling campaign.

1. Get connected to UWSL through [Twitter](#), [Facebook](#), and [Instagram](#) through your personal or organizational accounts.
2. Prepare your stories to be social media friendly.
 - a. Keep them short (Twitter is only 140 characters!)
 - b. Take great photos (Look for good lighting, pictures that are in focus, and pictures that really represent what your organization is or what the volunteers are doing. Ask people to stop, pose, and smile!)
3. Include a call to action. Let people know how they can learn more about volunteer opportunities with your organization.
4. Be sure to use our Day of Caring hashtags (**#BecauseICare** and **#liveunited**) and tag **@uwsl** to maximize your exposure to volunteers, companies, media, and other organizations that are a part of Day of Caring.
5. Encourage excited volunteers, staff, or clients to [share their story](#) so we can feature them on our blog and social media.

Remember to start using social media now and through Day of Caring! If the group your organization is matched with has social media, connect with them in advance so you can tag them as you post.

By sharing your story and photos thru social media, the volunteers will know their contribution is important and valued. It's a great way to thank volunteers and invite them to stay connected to your work after the project has been completed.

Join the conversation by using #BecauseICare #liveunited, and by tagging @UWSL.

Send pictures from your project to events@uw.org. Please include your organization name, company name, and a brief description of what the volunteers were doing.