

HELP PROMOTE UNITED WAY'S



ON SOCIAL MEDIA   

ABOUT 2-1-1 AWARENESS MONTH

In our region, 38 percent of families struggle to afford the basics like food, shelter and child care. For these families, one minor setback can lead to a major crisis.

Thankfully, United Way's 2-1-1 helpline is there every hour of every day to help those in need. But it only works if people know it exists.

February is 2-1-1 Awareness Month, and we need YOUR help to spread the word about 2-1-1 via social media.

Please use the following sample posts to help promote 2-1-1 on Facebook, Twitter, LinkedIn and Instagram, and be sure to tag **@UnitedWaySEM!**

Images and videos are available via our toolkit at UnitedWaySEM.org/211Toolkit.

HASHTAGS

211Day

Team211

LiveUnited

SOCIAL MEDIA POSTS

TWITTER 

Sometimes, you just need a little help to get you through the week. Whether it's help paying bills or food for your family, @UnitedWaySEM 2-1-1 helpline is there 24/7 to connect people to resources. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

As temperatures decrease, utility bills rise and so do the calls to United Way's 2-1-1. Thankfully, @UnitedWaySEM 2-1-1 helpline is there every hour of every day to help those in need. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

For some of our neighbors, snowfall brings worry and uncertainty, instead of joy and wonder. @UnitedWaySEM 2-1-1 helps people struggling with homelessness for every season that life brings. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

A phone call to 2-1-1 is the difference between a breakdown and a breakthrough. It's more than a helpline. It's a lifeline. Help spread the word about @UnitedWaySEM 2-1-1! UnitedWaySEM.org/Support211 #Team211 #LiveUnited



United Way
for Southeastern Michigan

FACEBOOK

Some of our neighbors can't put food on their tables. @United Way for Southeastern Michigan 2-1-1 is there 24 hours a day, seven days a week to ensure people have access to food. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

No family should face a winter without heat because they're behind on their utility bills. @United Way for Southeastern Michigan 2-1-1 helpline helps families keep their heat on and connect with resources to help them build a stable household. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

Everyone should have a place to call home. @United Way for Southeastern Michigan 2-1-1 helpline works to ensure our neighbors have a roof over their heads. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

When times get tough, know where to turn. 2-1-1 is there every hour of everyday to connect you to the help you need. It's more than a helpline. It's a lifeline. Help spread the word about @United Way for Southeastern Michigan 2-1-1! UnitedWaySEM.org/Support211 #Team211 #LiveUnited

LINKEDIN

Nobody should struggle to feed their family. @United Way for Southeastern Michigan's 2-1-1 helpline connects people to lifesaving resources so no one goes hungry. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

Families can slip into crisis when cold weather causes higher heating bills. @United Way for Southeastern Michigan 2-1-1 helpline works to connect families to utility assistance and other resources to help them build a stable household. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

We know winters in Michigan can be brutal. @United Way for Southeastern Michigan 2-1-1 helpline works to combat homelessness and keep our neighbors safe this winter. Learn more: UnitedWaySEM.org/211 #Team211 #LiveUnited

When you're in need, 2-1-1 is there 24/7 to provide lifesaving resources. It's more than a helpline. It's a lifeline. Help spread the word about @United Way for Southeastern Michigan 2-1-1! UnitedWaySEM.org/Support211 #Team211 #LiveUnited



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