

## Social Media Content

### Social post options for workplace organizations to share

#### Corporate Responsibility

At **(Company name)**, one of our priorities is to give back to our community. That's why we're proud to support **United Way of Central Maryland (tag)** and put our values into action to improve Greater #Baltimore.

**(Company name)** supports #UnitedWay through workplace fundraising, doing our part to help strengthen families in this community that need access to basic needs like health, housing, employment, and education. **(Company name)** is helping #UWCM provide what's needed, where it's needed – especially right now.

#### Local, Deep Roots in Baltimore

We make it a priority at **(Company name)** to give back to our community. Like **(company name)**, United Way of Central Maryland (*tag*) has deep roots in this region; for more than 95 years, #UWCM has served this area and its people.

**(Company name)** supports **United Way of Central Maryland (tag)** through workplace fundraising because we trust them – they are our neighbor, helping to solve the issues in **(add specific location)** or *(our community)*, and strengthen families by providing access to basic needs like health, housing, employment, and education.

**(Company name)** is helping #UWCM provide what's needed, where it's needed for the Greater #Baltimore area!

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## Focus Area, CSR Goals

### Health

Families across #Maryland struggle with hunger and access to healthy food options. That's why **(Company name)** is proud to support **United Way of Central Maryland (tag)**, an organization that puts our values into action to improve Greater #Baltimore.



**(Company name)** supports United Way through workplace fundraising, doing our part to help strengthen families and individuals in this community through UWCM's health and food programs – providing what's needed, where it's needed.

## Housing

Having a place to call home is one of the most basic and essential human needs. Unfortunately, families make up a significant portion of our region's homeless population. That's why **(Company name)** is proud to support **United Way of Central Maryland (tag)**, an organization that puts our values into action to improve Greater #Baltimore.

**(Company name)** supports United Way through workplace fundraising, doing our part to help strengthen families and individuals in this community through UWCM's housing programs – helping provide what's needed, where it's needed.

## Education

Education is the key to unlocking one's potential, achieving financial success, and leading a productive, meaningful life; however, there are districts in the Greater Baltimore region where up to 40% of students won't graduate from high school.

That's why **(Company name)** is proud to support **United Way of Central Maryland (tag)**, an organization that puts our values into action to improve Greater #Baltimore.

**(Company name)** supports United Way through workplace fundraising, doing our part to help strengthen families and individuals in this community through UWCM's education programs – helping provide what's needed, where it's needed.

## Equity

Supporting equity and social justice, and funding organizations focused on addressing racial inequity is a priority at **(Company name)**. That's why **(Company name)** is proud to support **United Way of Central Maryland (tag)**, an organization that puts our values into action to improve the Greater Baltimore region.



**(Company name)** supports United Way through workplace fundraising, doing our part to help strengthen families and individuals in this community through their Young Men United program – helping provide what’s needed, where it’s needed.

## Employment

Supporting fair and equal employment opportunities, and funding organizations focused on addressing workforce development is a priority at **(Company name)**. That’s why **(Company name)** is proud to support **United Way of Central Maryland (tag)**, an organization that puts our values into action to improve the Greater Baltimore region.

Through workforce development programs, United Way of Central Maryland helps people gain the skills they need to achieve stable employment, and **(Company name)** supports United Way through workplace fundraising – helping to provide what’s needed, where it’s needed.

## COVID-19

**(Company name)** knows the impact the COVID-19 pandemic had on our region, and we want to help. That’s why **(Company name)** is proud to support **United Way of Central Maryland (tag)**, an organization that puts our values into action to improve the Greater Baltimore region.

United Way is helping Central Maryland to respond, recover, and rebuild during the COVID-19 pandemic, including bridging the digital divide for families and providing mental health support. **(Company name)** supports United Way through workplace fundraising – helping to provide what’s needed, where it’s needed.

