

Social Media

Social media is an excellent way to promote our partnership. Please refer to the sample posts below to see how we would like you to describe Union Pacific's Community Ties Giving Program. Pay special attention to our social media handle on each platform and tag our page when applicable.

Facebook

- We're proud to announce [Nonprofit name] recently received a @UnionPacific Community Ties Giving Program grant! *[Briefly explain how your organization intends to use the grant or what your organization did to earn the grant.] [Attach a shareable image.]*

Twitter

- Great news! We just received a @UnionPacific Community Ties Giving Program grant. *[Attach a shareable image or include a link to your news release.]*

Instagram

- We're so excited to announce we just received a @UPRR Community Ties Giving Program grant! *[Upload a shareable image.]*

LinkedIn

- [Nonprofit name] is pleased to be a Union Pacific Community Ties Grant Program recipient! Read more about it in our latest news release. *[Include a link to your press release.]*

Important Tips

- Be as specific as possible when explaining how your organization will use the grant. Simply saying the grant will help you reach your goals may be too vague.
- Try to avoid using an excessive amount of emojis or hashtags, as this can come off across as unprofessional.
- When selecting an image to share with your post, make sure it is high quality. We recommend choosing a photograph that shows how the grant will be used or the people it is impacting.
- If someone replies to your post with a question about the Community Ties Giving Program, please direct them to <https://www.up.com/communityties/>
- Post about the Union Pacific Giving Ties Program year-round to update supporters on how the funds are being used.
- Let us know when you make your posts, as we may share some with our followers.