

UNITED *for impact*

A Non-Profit Conference

United for Impact, a Non-Profit Conference | Speaker Social Media Toolkit

Thank you for lending your expertise to United Way Emerald Coast's *United for Impact, a Non-Profit Conference*, presented by [United Fidelity Bank](#) and hosted by [Beachside Church](#)!

Our inaugural event in 2024 welcomed more than 150 passionate attendees, creating a powerful space for learning, connection, and collaboration. In 2025, we're building on that momentum — aiming to expand both our reach and our impact. We are thrilled to have you as part of this year's speaker roster.

To give you a snapshot of last year's success, here's how our social media performed:

- **9,964 impressions | 10,033 reach | 1,354 engagements | 3,028 views on Reels/Live**

This toolkit is designed to make it simple for you to share your involvement and amplify the excitement. Inside you'll find:

- Key event details
- Best practices to maximize your reach
- Sample posts
- Ready-to-use graphics

Event Cheat Sheet

 **Date:** Thursday, October 2, 2025

 **Location:** Beachside Church (200 Racetrack Rd NW, Fort Walton Beach)

 **Website:** united-way.org/non_profit_conference

◆ Hashtags

#UnitedForImpact #NPC2025 #NonprofitConference #EmeraldCoast #UnitedIsTheWay

PLEASE Tag Us

Facebook & Instagram: @uwemeraldcoast

LinkedIn: United Way Emerald Coast

TikTok: @uw_emeraldcoast

Sample Posts

💡 *Copy, paste, and personalize to fit your voice!*

1. I'm Speaking!

I'm excited to share that I'll be speaking at United Way Emerald Coast's *United for Impact, a Non-Profit Conference*! 🎤 Join me on Thursday, October 2, at Beachside Church in Fort Walton Beach, FL as we connect, learn, and strengthen the non-profit community together.

🎫 Tickets: www.united-way.org/non_profit_conference

#UnitedForImpact #NPC2025 #UnitedIsTheWay

2. Speaker Highlight

I'm thrilled to be a speaker at United Way Emerald Coast's *United for Impact, a Non-Profit Conference* on October 2 in Fort Walton Beach, FL! 🚀 I'll be sharing insights on **[TOPIC]** and connecting with incredible non-profit leaders across the Emerald Coast.

Don't miss it → www.united-way.org/non_profit_conference

#UnitedForImpact #NPC2025 #UnitedIsTheWay

3. Countdown Post

Only **[X days]** until United Way Emerald Coast's *United for Impact, a Non-Profit Conference* on October 2 in Fort Walton Beach, FL! ⌚ I can't wait to take the stage and talk about **[TOPIC]**.

Will I see you there? Let me know in the comments! ⬇️

🎫 Tickets: www.united-way.org/non_profit_conference

#UnitedForImpact #NPC2025 #UnitedIsTheWay

4. Video Promo

I'm thrilled to share that I'll be speaking at United Way Emerald Coast's United for Impact, a Non-Profit Conference! 🎤 In my session, **[SESSION TITLE]**, I'll be diving into **[BRIEF 1-2 SENTENCE SUMMARY]**. I can't wait to connect, share, and learn alongside so many incredible non-profit leaders!

📅 Monday, October 2, 2025

📍 Beachside Community Church, Fort Walton Beach, FL

📺 Watch the video to hear more about why I'm so excited for this event and what you'll gain from attending my session.

📌 Register now at www.united-way.org/non_profit_conference.

#UnitedForImpact #NPC2025 #UnitedIsTheWay

5. Day-Of Post

I'm honored to speak today at United Way Emerald Coast's *United for Impact, a Non-Profit Conference* in Fort Walton Beach! 💖 I'm grateful to join a packed lineup of changemakers committed to strengthening our community.

📌 Let me know in the comments if you're here too and a takeaway you had from a

#UnitedForImpact #NPC2025 #UnitedIsTheWay

6. Ticket Code

Each speaker will receive a personalized ticket code (for example: "Jenn10") via email. Please include your code whenever you share about the conference so your network can get \$10 off their ticket!

💡 How to use your code in posts:

- Replace the ticket link with this format:
👉 www.united-way.org/non_profit_conference + enter your code at checkout.
- Or add a sentence to your caption:
"Use my code **Jenn10** for \$10 off your ticket!"

Here's an example edit to Post #1:

🎫 Tickets: www.united-way.org/non_profit_conference — use my code **Jenn10** for \$10 off!

Graphics

We've created ready-to-use branded graphics to make sharing easy, just drop in your photo, name/title, and you're all set!

Canva Templates:

- [Instagram Post](#)
- [Facebook Post](#)
- [Stories & Reels](#) (Animated with sound)
- [LinkedIn Post](#)
- [QR Code](#)

 [Downloadable Templates](#)

Use our pre-sized graphics that are ready to post. You only need to add in your photo.

If you'd like to design your own, please consider using UWEC's branded assets provided [here](#).

Questions?

For questions about graphics, messaging, or how to share, please reach out to:

 **Mia Mortensen, UWEC Graphic Designer & Jenn Williamson, Impact Director**

 mia@united-way.org & jennifer@united-way.org

💡 Thank you for helping us spread the word — and for sharing your voice at United Way Emerald Coast's *United for Impact, a Non-Profit Conference*! Together, we are building stronger non-profits, stronger leaders, and stronger communities.

United is the Way, and we couldn't do this without you. ❤️