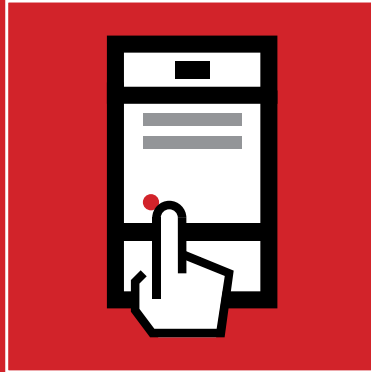




1. Grab your phone.



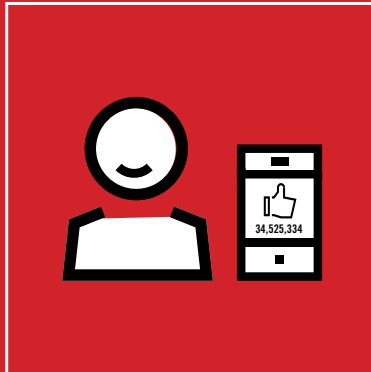
2. Find the red ball emoticon.



3. Post, tweet, text message,  
and Instagram #playunified.



4. Check out your profile.



5. Boom! Viral ... you're famous.

# UNIFIED EMOJIS

## What is it?

A simple action to further establish the red ball as a symbol for Special Olympics and the Play Unified mission.

## Why are we doing it?

Changing the world might be a contact sport, but this one's an easy win. Many of us already have smartphones, and the red ball emoji is native to most in-phone keyboards.

## What do I need?

- A smartphone
- A tenacious desire to fight injustice

## What do I have to do?

When posting a message about Special Olympics, its Play Unified mission or about a Unified event, add a red ball emoji after #playunified.

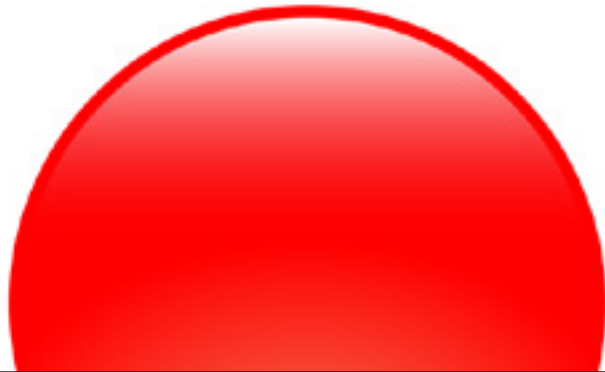
## How do I find the red ball emoji?

- Tap the Globe icon that appears on your keyboard
- Scroll to the last section of emoji icons (labeled !?#)

[WWW.PLAYUNIFIED.ORG](http://WWW.PLAYUNIFIED.ORG)



**THIS EMOJI WILL  
CHANGE THE WORLD.  
PASS IT ON.**



# UNIFIED EMOJIS

## **Initial Launch Post:**

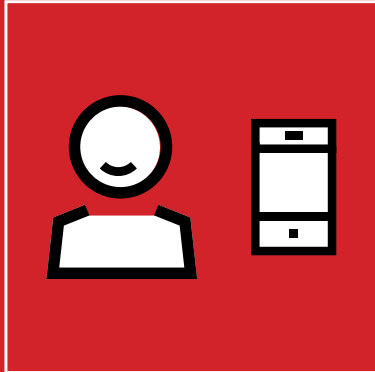
We will play off our current red ball posts, putting the red ball emoji in its place.

## **Post Headline:**

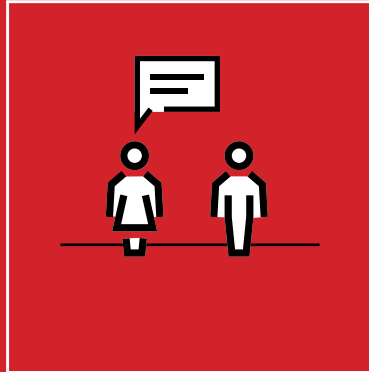
THIS EMOJI WILL  
CHANGE THE WORLD.  
PASS IT ON.

## **Post Message:**

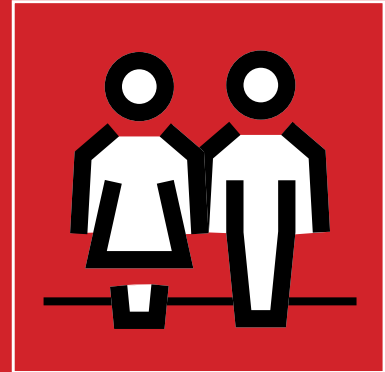
We want you to show your support for Special Olympics in every way possible – big and small. Here's an easy one: Any time you post about Unified Sports, add a red ball emoji. For all iPhone users, it's already on your keyboard. #playunified



1. Grab your wicked smartphone.



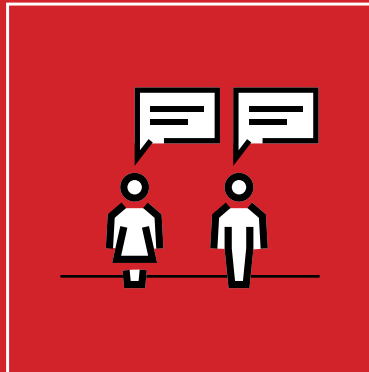
2. Approach a new friend.



3. Get closer.



4. Say "Cheese!"



5. Have a new friend for life.

# UNIFIED SELFIE

## What is it?

It's a social campaign to help build awareness for Special Olympics and the Play Unified mission.

## Why are we doing it?

To spread our message of courage in the face of exclusion. Which is a fancy way of saying we want to show how easy it is to break out of comfort zones and break down barriers.

## What do I you need?

- A photo-capturing device (mobile, tablet, camera, anything that goes click)
- A little bravery
- A person you're not friends with (yet)

## What do I have to do?

It's simple. Look around. Find someone you don't know well. Approach them, introduce yourself and say something to the effect of:

"Hey, Special Olympics is all about breaking down the barriers that divide us. In support of the cause, let's show how easy it is to do this."

Then post the selfie to your social networks with a message like:

My new friend @bobsmith and I have teamed up for @SpecialOlympics. We challenge @hgilmore and @bmadison to take a photo with a new friend as a symbol of unity. #PlayUnified.

Don't forget to use the red ball emoji  and #playunified.

[WWW.PLAYUNIFIED.ORG](http://WWW.PLAYUNIFIED.ORG)



# UNIFIED SELFIE

## Initial Launch Post:

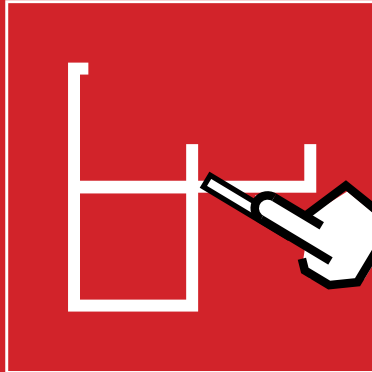
We will ask for the help of our Play Unified celebrity ambassadors as well as our youth ambassadors in each state's program to post our initial launch on Monday, January 12, 2015.

## Post Headline:

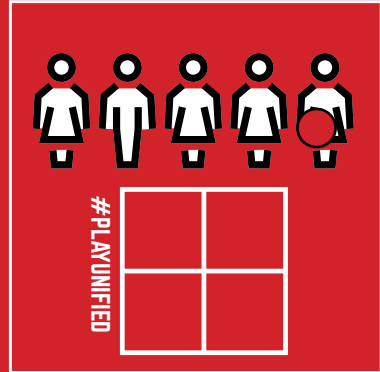
My new friend @friend2 and I have teamed up for @SpecialOlympics. We challenge @hgilmore and @bmadison to take a photo with a new friend as a symbol of unity. #PlayUnified.



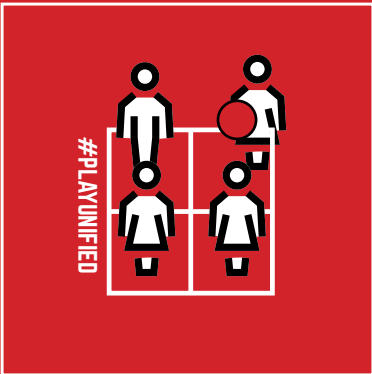
1. Grab some chalk.



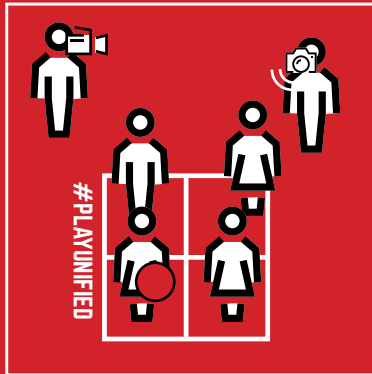
2. Draw your favorite game.



3. Gather your friends.



4. Have an awesome time.



5. Don't forget to take pics and vids.



6. Change someone's life.

# STREET ART @ PLAY

## What is it?

It's a fun, creatively interactive way to build awareness for Special Olympics and the Play Unified mission in local areas across the country.

## Why are we doing it?

To show the world how easy it is to Play Unified. And because the best way to get people's attention is to surprise and delight them. Plus, who doesn't want to take a break and play a little for a good cause?

## What do I need?

- Your creativity
- Some perfectly legal art supplies, such as sidewalk chalk (red and white, of course)
- A public space (the more pedestrian traffic, the merrier). For example: any sidewalk anywhere, playgrounds, parking lots (school, mall, grocery store, etc.), school entrances, etc.
- A photo- or video-capturing device

## What do I have to do?

Find a public space. Pick a game. Use your red and white chalk to draw a field of play. Also, make sure to also write Special Olympics, #playunified, and a message about inclusion. (And don't worry if it's not all perfect. That's part of the fun.)

Then invite others to play. Capture the action in photos and videos. Then post them to your favorite social networks. It's that simple.

Play often and send us photos videos. We'd love to see your pretty faces multiple times a month.

## Game Suggestions:

- Sidewalk Soccer
- Whiffle Baseball
- Parking Lot Football
- Beanbag Basketball
- Foursquare
- Classic Hopscotch

Don't forget to use the red ball emoji! 🟠 and #playunified.



# UNIFIED AM- BASSA- DORS

## General Description

To build momentum for the Play Unified effort, we will engage Special Olympics global ambassadors to use their influence to support Unified Sports success stories throughout the year.

We will ask our ambassadors to help in two ways:



# UNIFIED AM- BASSA- DORS

## Unified Shout-Outs

- Each week, SO identifies a list of 5 to 10 Unified athletes, coaches or supporters to be acknowledged by notable high-profile or celebrity ambassadors/partners on Twitter.
- Participating ambassadors/partners will be given the list of names to tweet at, highlighting and thanking them for their efforts, hard work or great play.
- The agency will work with SO to provide tweet messaging.
- SO Social will retweet their ambassador/partner's tweets across their own channels.



# UNIFIED AM- BASSA- DORS

## Unified Social Takeovers

- The agency will work with the SO regional office or Accredited Program to identify times key celebrity ambassadors/supporters/partners can attend Unified events (e.g., NBA All-Star Weekend or local “surprise” appearances).
- During events, the SO Accredited Program’s Twitter or Instagram account will be taken over by the celebrity, who will post live throughout the duration of the event.
- Both SO Accredited Program and the celebrity partner will promote the “Social Takeover” in the days preceding the event on their respective social channels. The agency will help craft the promotional messaging and any necessary promotional art.