**Social Media Ideas**

**#LETSCHANGETHEGAME Challenge**

**EKS Day Social Media Activation**

Join us in celebrating “EKS Day” on September 26, 2015. EKS Day celebrates the life, legacy & vision of Special Olympics founder Eunice Kennedy Shriver. Through sport, Mrs. Shriver sought to make sure that all people with intellectual disabilities felt included & respected in their communities. We are asking that you take to social media to help her vision become a reality.

Please use the following language to promote this vision on or around September 26th with the goal of driving people to our website to sign-up and join our Movement and share with their networks. You can also use the attached “P.L.A.Y.” graphics on your platforms or if you have a picture of you & someone with intellectual disability please feel free to use that as well.

**Twitter**

• Take the #LetsChangeTheGame Challenge & make everyone feel they are included & respected. www.specialolympics.org/LetsChangeTheGame

• I pledge to make everyone feel they are included & respected. I challenge [@FRIENDNAME] to join me. #LetsChangeTheGame [www.specialolympics.org/LetsChangeTheGame\*](http://www.specialolympics.org/LetsChangeTheGame*)

• I challenge [@FRIENDNAME] to take the #LetsChangeTheGame Challenge & make everyone feel they are included & respected. [www.specialolympics.org/LetsChangeTheGame\*](http://www.specialolympics.org/LetsChangeTheGame*)

\*Note: Number of characters available here will depend on friend’s handle

**Facebook**

• Join me in celebrating the vision & legacy of [tag] Special Olympics founder Eunice Kennedy Shriver by taking the #LetsChangeTheGame Challenge to make sure people with intellectual disabilities feel they are included & respected. [www.specialolympics.org/LetsChangeTheGame](http://www.specialolympics.org/LetsChangeTheGame) [OPTIONAL TO INSERT PLAY GRAPHIC PIC]

**Facebook**

• In celebration of the vision & legacy of [tag] Special Olympics founder Eunice Kennedy Shriver I’m pledging to make sure people with intellectual disabilities feel they are included & respected. I challenge

[@FRIENDNAME] to join me. #LetsChangeTheGame [www.specialolympics.org/LetsChangeTheGame](http://www.specialolympics.org/LetsChangeTheGame) [OPTIONAL TO INSERT PLAY GRAPHIC PIC]

**Instagram**

• Join me in celebrating the vision & legacy of [tag] Special Olympics founder Eunice Kennedy Shriver by taking the #LetsChangeTheGame Challenge to make sure people with intellectual disabilities feel they are included & respected. <http://www.specialolympics.org/LetsChangeTheGame> [INSERT PLAY GRAPHIC PIC]

• In celebration of the vision & legacy of [tag] Special Olympics founder Eunice Kennedy Shriver I’m pledging to make sure people with intellectual disabilities feel they are included & respected. I challenge [@FRIENDNAME] to join me. #LetsChangeTheGame [INSERT PLAY GRAPHIC PIC] <http://www.specialolympics.org/LetsChangeTheGame>

