**Social Media Ideas**

No force in communications is more powerful today than social media. Every day, hundreds of millions turn to Facebook, WeChat, Twitter, Instagram, MXit, Tumblr, and dozens of other sites to answer the question, “What shall we do next?”

For that reason alone, your Eunice Kennedy Shriver Day event should have a significant social media footprint. You should think about what social media sites are most visible in your communities and regions, and create a social media “destination” where people can find out more about your event and Mrs. Shriver’s legacy, and begin to engage with the Special Olympics movement themselves.

Find out where the people you want to reach spend their time online. If you’re in North or South America, the odds are Facebook is the top social media destination, although Tumblr is becoming extremely popular in South America. If you’re in Asia, it might be Facebook, but it might also be WeChat, China’s fastest growing social site. South Africa’s MXit is the biggest social site in Africa, far exceeding Facebook use in many nations.

Once you know which sites offer the biggest audience in your communities, establish an Eunice Kennedy Shriver Day page on that site that provides detailed and up-to-date information about the event. Update it frequently, with stories and photos about participants in the event, and links to local program pages and websites. And check it frequently – if anyone posts a question or comment, you should respond as quickly as possible. Your social media effort is much like a first date – you want to make the person feel accepted, and you want to reward their interest.