



# SPECIAL OLYMPICS Project UNIFY®

Social Media Activation

February 15, 2012

## 2 | TODAY'S CATEGORIES



- Recap from First Webinar
- Youth as Brand Ambassadors
- Real-time Activation for Spread the Word to End the Word
- Discussion/Idea Share
- Q&A

## 3 | RECAP: WHAT IS SOCIAL MEDIA?

- **SOCIAL MEDIA IS NOT...**

- Free
- A silver bullet for fundraising
- An opportunity to control your message
- An opportunity to tell everyone what you think
- Inherently appealing and cool to millennials
- An alternative to clear messaging/mission

- **SOCIAL MEDIA IS ...**

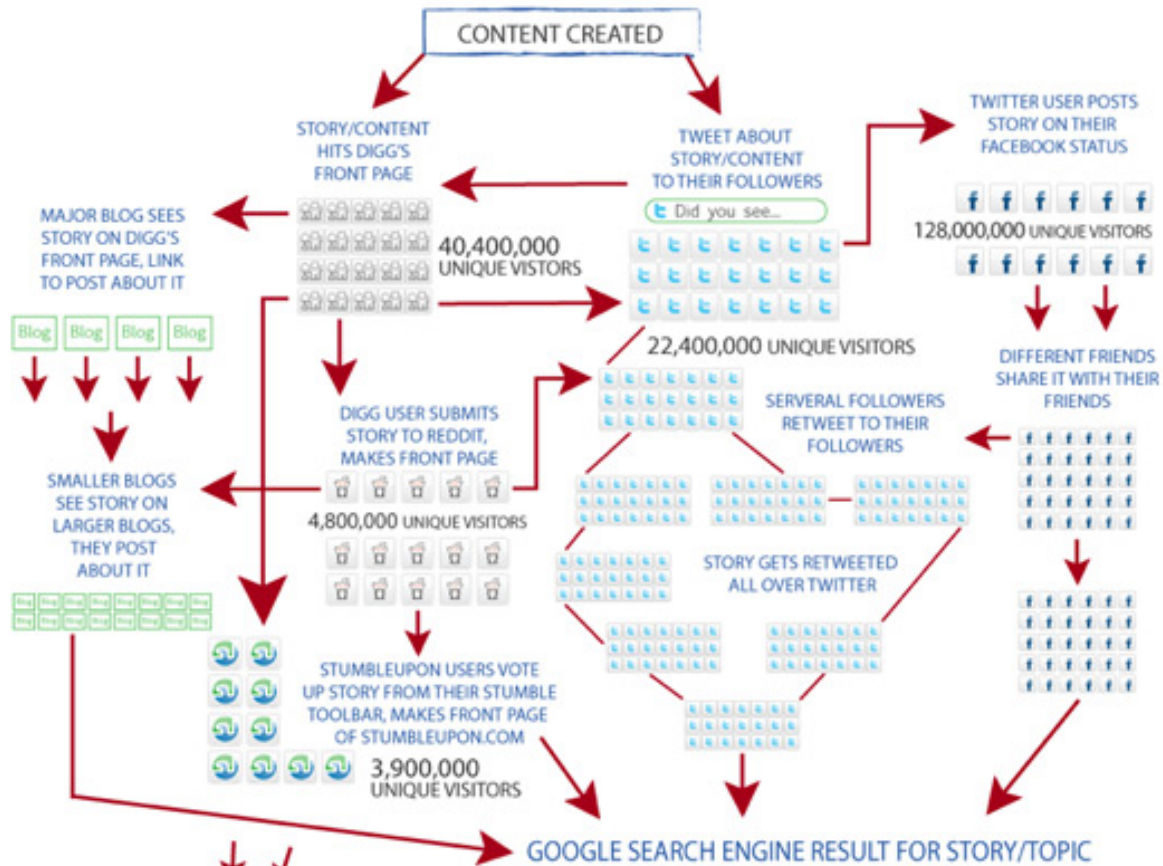
- Pretty low cost
- Growing by leaps and bounds
- An opportunity for conversation
- A great way to reach certain audiences
- A complement to the messages you're sharing through other channels



# 4 | RECAP: WHY DOES IT MATTER?

Social media helps content spread

## THE SOCIAL MEDIA EFFECT



IF CONTENT IS GREAT, CAN END UP FEATURED ON SITES LIKE:

AOL or YAHOO!  
52 MIL UNIQUE 134 MIL UNIQUE

1. YOUR SITE (DUE TO ALL THE INBOUND LINKS)
2. MAJOR BLOG #1 (W/LINK TO YOUR SITE)
3. DIGG STORY (LINKING TO YOUR SITE)
4. BLOG #2 (W/LINK TO YOUR SITE)
5. TWEET (LINKING TO YOUR SITE) AND SO ON...



# 5 | RECAP: START WITH A PLAN

## Developing a Social Media Marketing Plan

- Listen to yourself
- Listen to others
- Determine target audience
- Define your assets
- Set goals
- Select your channels
- Implement, listen & re-invent



## 6 | YOUTH AS BRAND ADVOCATES

- Find and engage Project UNIFY loyalists
- Invite them to:
  - Create content
  - Moderate discussions & answer questions
  - Facilitate peer-to-peer interactions
  - Take ownership

**Fact: Youth trust peer recommendations**



# 71 R-WORD ACTIVATION IN ACTION

Social Media Goals

- Interaction between Youth
  - Engagement
  - Awareness
  - Connection
- With the Campaign



**SPREAD THE WORD  
TO END THE WORD.**  
**03.07.12**

## 8 | R-WORD ACTIVATION IN ACTION

Facilitate Interaction

- With your youth leaders, host a Q & A session on Facebook or Twitter



- Facilitated by youth leaders or local celebrity
- Invite schools to Facebook as a place for idea sharing



# 9 | R-WORD ACTIVATION IN ACTION

Facilitate Interaction

- Create engaging discussions around R-word; for example:
  - How would you finish this sentence: “I don’t think you should use the r-word because...”
  - What motivates you to put an end to the R-word?

Allow students to share what motivates them!

# 10 | R-WORD ACTIVATION IN ACTION

Facilitate Interaction

- Post photos from local R-word events and ask students to tag themselves



# 11 | R-WORD ACTIVATION IN ACTION

Contests=Engagement

- Build off school rivalries and host a video contest between schools
- Who can create the best R-word video?
- Photo Contest – Encourage students to share photos post-event and have fans vote for their favorite using Facebook likes



## 12 | R-WORD ACTIVATION IN ACTION

Contests=Engagement

- Use contests to encourage interaction and connection to the campaign, examples:
  - Tweet us how you're ending the word & be entered to win an #R-word t-shirt
  - Share your best End the R-word poster



## 13 | R-WORD ACTIVATION IN ACTION

Share Relevant Stories and Helpful Information

- Follow a youth pair or athlete as they prepare for an R-word event in their school
- Start 1-2 weeks out & share how they're making banners, designing t-shirts, spreading the word at school, etc.
- Use photos, video clips, blogs to share their story & update your fans on their progress

## 14 | R-WORD ACTIVATION IN ACTION

Share Relevant Stories and Helpful Information

- Youth-created videos featuring discussions about the R-word
- Provide guidance to other youth as they prepare for their own R-word event



**Person 1:** Hi, I'm a volunteer with Special Olympics, would you like to take the pledge to help remove the words retard and retarded from everyday speech?

**Person 2:** I'm sorry, but you can't just ban a word and have it removed from the dictionary.

**Person 1:** I appreciate where you're coming from; however, the Spread the Word to End the Word campaign is not about banning or deleting words. Rather, this effort is intended to draw attention to the fact that a large population of people with intellectual and developmental disabilities are hurt and offended by the use of the R-word. Our goal is to raise awareness and enhance the conversation so that people understand that when they use the R-word it isn't funny, it isn't a joke, but it is harmful.



**Special Olympics**  
Be a fan.



# 15 | R-WORD ACTIVATION IN ACTION

More ideas

- Utilize Hashtags

## #Rword #COEndtheWord

- Online Icebreakers
  - Generate discussions around event hashtags pre & post events
  - Help youth interact & maintain friendships between youth

# 16 | R-WORD ACTIVATION IN ACTION

More ideas – Facebook Events

The screenshot shows a Facebook event page for 'Special Olympics at Villanova'. The event is public and scheduled for Saturday, November 5, from 8:00am to 2:30pm. It was created by 'Mac Buddies - 2011/2012, Matt Francescangeli' and is for 'Mac Buddies - 2011/2012'. The event description includes a request for drivers to the Immaculata Van and a note about free pizza. The page also features a 'People You May Know' section with Brenda Niemeyer and Jenni Elizabeth, and a sponsored advertisement for dresses from hautelook.com.

**Special Olympics at Villanova**  
Share · Public Event

**Time** Saturday, November 5 · 8:00am - 2:30pm

**Created By** Mac Buddies - 2011/2012, Matt Francescangeli

**For** Mac Buddies - 2011/2012

**More Info** Come help out at the Special Olympics at Villanova this Saturday, November 5th! We will meet in Marian/DeChantal lobby at 8:00 A.M. and get back to Immaculata around 1:30ish, where we will have FREE pizza! BRING FRIENDS!

\*\*\*We do not have access to the Immaculata Van, so we do need people willing to drive. So if you have a car on campus and are willing to drive, please let me know!!!! When we meet in the lobby on Saturday morning, we will decide who goes with who, etc. so no worries if you don't have a car and don't know anyone going who has a car.

**People You May Know** See All

- Brenda Niemeyer**  
10 mutual friends  
Add Friend
- Jenni Elizabeth**  
16 mutual friends  
Add Friend

**Sponsored** See All

**Dresses Must Go \$11 Today**  
hautelook.com

Sale ends today! Free registration. Supplies are limited. Top brands. Click Here!

Makes it as easy as possible for young people to share PU events with their friends

# 17 | R-WORD ACTIVATION IN ACTION

More ideas

- Ask Questions
  - The best way to find out what people are doing to Spread the Word... ASK!

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**Special Olympics Project UNIFY** asked: There are so many great (and different) ways to get involved with Project UNIFY in your school, but...

- Host a Spread the Word to End the Word event  ...
- Volunteer at local events or Coach Special Olympics athletes ...
- Play on a Unified Sports team ...

4 More...

# 18 | R-WORD ACTIVATION IN ACTION

When engaging students -

think **FUN** and **5-seconds!**



# 19 | WHAT ARE YOU DOING?



## Special Olympics Delaware - Project Unify

A.I. duPont Dippers at the 2012 Polar Bear Plunge for Special Olympics Delaware



Special Olympics Michigan added 119 new photos to the album 2012 State Winter Games - Young Athletes.



Like · Comment · Share · Yesterday at 9:43am ·



Special Olympics Oregon

- Wall
- Info
- Friend Activity
- Welcome
- Photos
- Twitter
- YouTube
- Questions
- Events

### About

Every Day, Every Month, Every Year, Special Olympics Oregon serves thousand...

More

1,377

like this

90

talking about this

Likes

See All

## Special Olympics Oregon

Like

Non-Profit Organization · Portland, Oregon

**TAKE THE PLUNGE IN 2012**

		
<b>Medford</b>	<b>Eugene</b>	<b>Portland</b>
<b>Feb 3</b>	<b>Feb 4</b>	<b>Feb 11</b>

**Corvallis Bend**  
**Feb 11 Feb 18**

Polar Plunge In Very Cold Bend, Oregon 2011



Less Than 3 Degrees!



## Special Olympics Texas

We posted some of our pictures from Winter Games 2012, now please share some of yours. Post some of your best pics from Winter Games on our wall. Then we hold a little contest to see who had the best photo. Plus, I've got a prize for the winner.

Like · Comment · Share · Monday at 6:06pm ·





## QUESTIONS OR COMMENTS?

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