

#PlayUnified



Social Media Activation

Social media will be an integral tool used in this campaign in order to create buzz, drive traffic to www.playunified.org and to connect with young people. We will leverage social media with a variety of viral engagements and depend on our existing network of Programs, constituents, celebrities, ambassadors and staff to help us amplify our message. The tools in this activation document will help you leverage your social media platforms to promote our marketing campaign.

HASHTAG

Please use #PlayUnified as much as possible in all your content as the official campaign hashtag.

ASSETS

Social Media Profile Icons

- Use our #PlayUnified icons on your social media profile pictures at anytime so your networks see our #PlayUnified branding. Stay alert for specific days we'll call to action for all to use.



[DOWNLOAD THEM HERE](#)

- Share these icons with your constituents, influencers & ambassadors and ask them to use them.

Campaign Video – [“Your Recruitment Letter”](#)

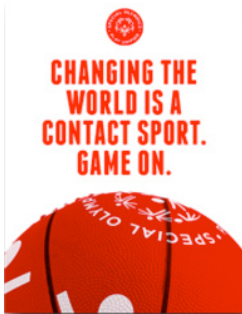
- Share this video via social media or embed it on your websites using You Tube’s embed code in order to generate buzz, drive traffic to www.playunified.org and create excitement for young people to get involved with Special Olympics.
- Full URL: <http://youtu.be/8CoBO273KFg>

CONTENT

We have images and content that will generate buzz, drive traffic to www.playunified.org and create excitement for young people to get involved with Special Olympics ready to go for Facebook, Instagram and Twitter.

The main theme of these posts will center around “Urgency” “Solvability” and “Social Gravity.” Examples and definitions are explained below.

Urgency



These posts will introduce the red Special Olympics Unified Ball as a dramatic symbol closely aligned with messaging that strongly communicates our global fight for inclusion. The goal of these posts is to raise awareness of Special Olympics, promote the #PlayUnified hashtag and to drive traffic to www.playunified.org.

Solvability



The posts will communicate the essence & impact we make when we #PlayUnified. They will communicate that no matter how daunting the challenge, we can defeat it by coming together as a team. Here, we speak to kids and fans from a very human, yet motivational perspective, while introducing action imagery. The goal of these posts is to raise awareness of Special Olympics, promote the #PlayUnified hashtag, drive traffic to www.playunified.org and inspire people to action.

Social Gravity

These posts will be done in real-time as we will create micro-content that allows us to join the conversation on a broader set of trending topics. Through them we will show how we represent and embody the living, breathing spirit of teamwork and overcoming odds. By leveraging events not specific to Special Olympics and showing how our #PlayUnified message is relevant, the goal of these posts is to create new fans of Special Olympics and begin a relationship with them in order to bring new people into our movement.

How & When to Share

We will be rolling these images out thru Q3 & Q4 of 2014 and would like you to share as well on your Program channels and personal platforms.

Our preference is for you to please SHARE what we post on our flagship Special Olympics channels so we can track impressions, shares, views, and re-tweets.

We will be posting every Tuesday & Friday at 3pm EST and include a link and call to action to visit www.playunified.org. Please set a calendar reminder to check our page at that time, or soon thereafter so you can share. These scheduled posts will include "Urgency" and "Solvability" content. Our "Social Gravity" content will be done in real-time and we will communicate through the regions when that happens, but please keep an eye on our platforms and take the initiative to share as you see them posted.

As always, you can find us at www.facebook.com/SpecialOlympics, www.twitter.com/SpecialOlympics, www.instagram.com/SpecialOlympics.