



# SPECIAL OLYMPICS WORLD WINTER GAMES AUSTRIA 2017 SOCIAL MEDIA GUIDANCE

Social Media is a very effective way to raise awareness for **the Special Olympics World Winter Games 2017**. Social media will allow you to engage in conversations that help change attitudes and drive awareness around our World Games. We have created some social media language for Twitter, Instagram and Facebook to help you support our pre-promotion efforts. For all of the below opportunities, we ask that you **use the photo that we have included in the toolkit** when you share these messages on your social media pages.

## Profile Assets:

Please use the assets included in this tool kit according to their file name for Facebook Cover Art, and photos for Twitter, Instagram & Facebook.

## Twitter:

### 2 Months Out:

- In 2 months, the #heartbeatfortheworld will be felt in Austria! Keep up with the action--Follow @2017Austria & #Austria2017 for updates! [2 Months out graphic]
- Just 2 months until the #heartbeatfortheworld is felt in Austria! Join us & follow @2017Austria & #Austria2017 [2 Months out graphic]

### 1 Month Out:

- We are just 1 month away from #Austria2017! Keep up with all the action & follow @2017Austria! [1 Month out graphic]
- In 1 month, our athletes will bring the #heartbeatfortheworld to Austria! Follow @2017Austria & #Austria2017 for updates! [1 Month out graphic]

### Under 1 Month Out:

- You are cordially invited to join us for the Opening Ceremony of #Austria2017! [Tune-in graphic]
- On March 18, @2017Austria will officially begin! Tune-in & watch some of the world's greatest athletes as their #Austria2017 journey begins! [Tune-in graphic]





## Instagram:

Under 1 Month Out:

[USE TUNE-IN GRAPHIC]

- You are cordially invited to join us for the Opening Ceremony of #Austria2017! Tune-in on March 18th to watch as some of the greatest athletes in the world begin their journey!

## Facebook:

[INSERT THE WORLD GAMES PICTURE BEFORE PASTING THIS TEXT]

2 Months Out: [ADD 2 Months out graphic to all posts]

- We're exactly 2 MONTHS away from the [tag] Special Olympics World Games 2017 in Austria! Give their page a LIKE and follow the journey!  
<https://www.facebook.com/austria2017>
- In 2 months, the #heartbeatfortheworld will be felt in Austria as some of the greatest athletes take the main stage to compete at [tag] Special Olympics World Games 2017!

Give their page a LIKE and follow the journey!

<https://www.facebook.com/austria2017>

1 Month Out: [ADD 1 Month out graphic to all posts]

We are just 1 month away from the [tag] Special Olympics World Games 2017 in Austria! Give their page a LIKE and follow the journey! <https://www.facebook.com/austria2017>

- In 2 months, the #heartbeatfortheworld will be felt in Austria as some of the greatest athletes take the main stage to compete at [tag] Special Olympics World Games 2017!

Give their page a LIKE and follow the journey!

<https://www.facebook.com/austria2017>

Under 1 Month Out: [ADD Tune-in graphic to all posts]

- You are cordially invited to join us for the Opening Ceremony of the [tag] Special Olympics World Games 2017! Give their page a LIKE & follow the journey!  
<https://www.facebook.com/austria2017>
- On March 18th, will officially begin! Tune-in to watch some of the world's greatest athletes as their [tag] Special Olympics World Games 2017 journey begins!