

Social Media Toolkit



BASIC 101

FOR PROGRAMS

The Special Olympics Project UNIFY Social Media Resource Toolkit will help you better understand the role of social media and how youth leaders, program staff and more can grow Project UNIFY in their schools and communiFes.

Questions on this information?
Contact Rebecca at rralston@specialolympics.org

FOR YOUTH





Social Media for Non-Profits

This resource will help you better understand the relevance, importance and benefit of using social media for non-profits.



How to Think Like A Non-Profit Social Media Genius

Take your social media activation to the next level with this presentation that highlights the importance of listening and building relationships.



The CMO's Guide to the Social Landscape

Understand how to best leverage social media sites for customer communication, brand exposure, web traffic and SEO.



A Must Read Non-Profit Social Media Blog

Beth Kanter's blog features up-to-date information to help networked non-profits use social media to power change.



Introduction to Facebook for Non-Profits

Facebook's non-profit page includes a collection of resources, howto documents and case studies to help you develop your social media presence on Facebook.



10 Tips for Starting your Facebook Page

Build a successful and engaging Facebook fan page for Project UNIFY or your state Special Olympics office.





Twitter for Non-Profits

The who, what, how and why for non-profits interested in using Twitter to further their cause. Includes case studies from other non-profit organizations.



Get Started on Twitter

The basic information you need to start a Twitter account for Special Olympics in your state or specifically for Project UNIFY.



Maximizing your YouTube Channel

Learn how to use YouTube to inform people, get them to participate and grow awareness for Project UNIFY in your area.



Basics of Business Blogging

These four basic building blocks for business blogging will help you better understand how to successfully start a blog and actively engage your readers.



Blogging for Special Olympics Project UNIFY

Basic information for anyone interested in blogging on behalf of Project UNIFY.



LinkedIn for Non-Profits

Now that users can add causes they support to their LinkedIn profile, it is important for non-profits to join and be a part of a users charitable identity.

For Programs



Special Olympics Project UNIFY Social Media Training

Use social media to promote Project UNIFY. Training includes: developing a social media plan, measuring success, activation ideas and 3ps for developing content.

[Download the PPT.](#)



Social Media Advocacy Training for Youth

Train your youth leaders to become online brand ambassadors and advocate for Project UNIFY via social media.



Special Olympics Social Media Organizational Guidelines

For Special Olympics employees who contribute to social media in their professional and/or personal lives. *(Coming Soon)*



Marketing Project UNIFY through Social Media

Resources from Mashable will help you make the most of your social media efforts.

Learn the [best time to post on Facebook](#) and understand the [value of a comment over a like](#).



Measuring Social Media Return on Investment

Read valuable insights for approaching social ROI and better understanding the value of social interactions. Plus, utilize the [Social Media ROI Cycle](#) to more effectively run your campaigns.



Social Media in Action : Special Olympics Case Studies

See how other Special Olympics programs are utilizing social media to market their program. Also, view a collection of videos created by other programs. *(Coming Soon)*





Advocating for Project UNIFY Online

Become an online brand ambassador and advocate for Project UNIFY using your personal social media accounts.



Success in Social Media

Tips, tricks and ideas from current Project UNIFY youth leaders to help you share the messages of Special Olympics and Project UNIFY through your own social networks.



Blogging for Special Olympics Project UNIFY

Basic information for anyone interested in blogging on behalf of Project UNIFY. Need more information about the writing process for blogging? Check out our '[Anatomy of a Blog](#)' resource.



Create Videos Like a Pro

Based on a presentation from Teen Truth creator Erahm Christopher, learn more about how to shoot quality video content regardless of video camera quality.



Find Project UNIFY on Facebook

In addition to our national [Special Olympics Project UNIFY Facebook page](#), many local programs have Facebook pages as well. Find and follow them [here](#).