ATHLETE LEADERSHIP

1. STAY CONNECTED WITH ATHLETE LEADERS AND COMMUNITY

- Fitness exercise videos - Watch Johanna from SO Austria
- Tips for things to do at your house - Watch Hanna from SO Colorado
- Sport training - Watch Haseeb from SO Pakistan
- Inspiring messages - Watch Ian from SO Great Britain
- Record a podcast or post about your at home experience - Check out #SpecialChronicles

2. EDUCATE ATHLETES ON HEALTH TOPICS

- Share Special Olympics videos - Watch Kiera from SO Great Britain
- Take the e-learning COVID-19 course on SO Learn. Set up your account.
- Promote hand washing - Watch Nyasha from SO Zimbabwe and posters
- Share tips for keeping a Strong Mind and maintaining healthy sleeping
- Sharing existing resources around COVID-19 encouraging individuals to follow the direction of local health officials, the CDC and the WHO

3. CONNECT WITH ATHLETES TO STAY HEALTHY AND ACTIVE

- Introduce different activities for each day of the week like Motivation Monday or Throwback Thursday
- Post workout videos on social media to motivate each other
- Fit 5 resources
- Tracking your fitness at home
- Use School of Strength training as a guide
- Schedule time to do a virtual group workout at home

4. SUPPORT YOUR PROGRAM AND FELLOW ATHLETES

- Host team meetings and Athlete Input Council meetings online
  - Discuss the impact this pandemic may continue to have on Programs (local, state, national)
- Set up a group text with your sports team
- Athletes can host live sessions on Instagram or Facebook to facilitate discussions
- Develop ideas for how to support the state and country staff when programming resumes
SOCIAL MEDIA GUIDANCE

INDIVIDUALS USING PERSONAL SOCIAL MEDIA CHANNELS TO REPRESENT SPECIAL OLYMPICS DURING COVID-19, SHOULD BE USED FOR:

- Information and education around coronavirus, leveraging the approved messaging provided by SOI communications.
- Sharing existing resources around COVID-19 like the FAQ or this infographic and encouraging individuals to follow the direction of local health officials, the CDC and the WHO.
- Sharing media highlights of Special Olympics athletes and leaders providing valuable contributions to our communities, like The TODAY Show clip.
- Sharing resources on how to engage with School of Strength and Fit5 programming to keep athletes active and connected.
- Sharing existing resources from programming in Health, Sports, Education and Athlete Leadership as shared by those programmatic teams or as shared on @SpecialOlympics.
- Amplifying positive messages and actions being shared by athletes, family members, coaches and volunteers on their personal social media channels. Try to tag @SpecialOlympics or use #ChooseToInclude so SOI can help amplify further.
- Sharing content from @SpecialOlympics platforms and other Program platforms.

SAMPLE POSTS

- People with intellectual disabilities are more vulnerable to the effects of COVID-19. Together, we have the power to ensure no one is forgotten during this critical time around the world. Show your commitment to people with ID: www.jointherevolution.org/pledge. #InclusiveHealth
- Access to quality healthcare shouldn’t depend on who you are. People with intellectual disabilities have more limited access to health services, despite being among the more vulnerable to COVID-19. See how you can help our athletes stay safe: http://j.mp/3b2n75V. #InclusiveHealth (PAIR WITH CORONA INFO GIF)
- On average, people with intellectual disabilities die 16 years younger than everyone else & are more vulnerable to the effects of COVID-19. See how you can help @SpecialOlympics athletes stay healthy & safe during these times: http://j.mp/3b2n75V. #InclusiveHealth (PAIR WITH HANDWASHING GRAPHIC)
- Social isolation can lead to increased depression & loneliness, especially for people with intellectual disabilities. During these difficult times, please keep @SpecialOlympics athletes in mind and check-in with a note or a phone call! http://bit.ly/3b2n75V. #ChooseToInclude

BEST PRACTICE EXAMPLES

- SONY #VirtualHigh5 video
- #VirtualHigh5 tweet
- Athlete encouragement video
- Strong Minds infographic
- Dr. Bazzano’s fight for #InclusiveHealth
- Kellen in the School of Strength
- Caleb working the #Fit5 challenge from SOFL
- SO Italia Video