



SOCIAL MEDIA GUIDELINES FOR SPECIAL OLYMPICS PROGRAMS

We encourage you to use the official Special Olympics USA social media channels to share photos, stories, successes, links to media coverage, and more.

We've developed the following easy-to-use guidelines, best practices and sample posts to help everyone's athletes receive the attention and support they deserve!

Social Media Information

Official Hashtags:

Special Olympics USA hashtag: #Cheer4USA

Special Olympics Unified Sports hashtag: #PlayUnified

Special Olympics International hashtags to use when appropriate: #ChooseToInclude & #InclusionRevolution

Official Special Olympics USA Social Media Channels:

Facebook (@specialolympicsusa): www.facebook.com/specialolympicsusa

Twitter (@specialolyUSA): <https://twitter.com/specialolyUSA>

Instagram (@specialolympicsusa): <https://www.instagram.com/specialolympicsusa/>

Photoshelter: <http://bit.ly/SOUSA2019AbuDhabi>

YouTube: <https://www.youtube.com/channel/UC8JvXkoUEMfvT-omck1uqWg>

Website: <http://specialolympicsusa.org>

Newsletter signup: <https://signup.e2ma.net/signup/1357467/1356044/>

Official Special Olympics World Games Abu Dhabi 2019 Social and Electronic Media:

Facebook: <https://www.facebook.com/WorldGamesAD>

Twitter: <https://twitter.com/WorldGamesAD>

Instagram: <https://www.instagram.com/worldgamesad>

YouTube: <https://www.youtube.com/channel/UCw0BxeReoVbOGhxySYhwjNA>

Website: <http://www.abudhabi2019.org>

Hashtags: #MeetTheDetermined #BeUnified

Do's & Don't Do's

- Language Tips:
 - The official name of our delegation is "Special Olympics USA"
 - Never refer to the team as "Special Olympics Team USA" or "Team USA". This name is reserved for the United States Olympic Committee's delegation to the Olympics and the USOC does monitor this.
 - Refer to our athletes as "Special Olympics athletes," not "Special Olympians." Special Olympics does not have permission to use the term "Olympian," per the International Olympic Committee.
 - The official name of the Games are the "Special Olympics World Games Abu Dhabi 2019"
- Please do not create any social media pages, handles or hashtags that would lead the public to believe they are official social media channels of Special Olympics USA.

- The more you use and our official hashtag (#Cheer4USA), the better your chance of having your post shared on our official channels. This will extend our reach to include more fresh and diverse content for Special Olympics USA's fans.
- When posting on Facebook, Twitter or Instagram, please tag Special Olympics USA in your posts. For Facebook, you need to like the Special Olympics USA page first. Once you do, when referring to Special Olympics USA, you should be able to start typing in "Special Olympics USA" and it should auto fill the name. For Twitter, you must follow the team handle first, then use @specialolyUSA when tagging Special Olympics USA. For Instagram, you must like the team account first, then use @specialolympicsusa when tagging Special Olympics USA.
- We have developed a hashtag for Special Olympics USA: #Cheer4USA. We recommend that you use this tag when using Facebook, Twitter and/or Instagram in order to build more awareness.
- We realize many of you have social media platforms for your state Program. Please remember to share postings relevant to World Games on the Special Olympics USA social media platforms, as well as content from Special Olympics USA's pages on your state Program pages.

Sample Special Olympics USA Facebook Posts

- Only [number of days/weeks] until [athlete/team] represents @SpecialOlympicsUSA at the Special Olympics World Games Abu Dhabi 2019 (tag www.facebook.com/WorldGamesAD)! #Cheer4USA
- Good luck to @SpecialOlympicsUSA [athlete/team] at the Special Olympics World Games Abu Dhabi 2019 (tag www.facebook.com/WorldGamesAD)! We'll be cheering for you back home in [state/city]! #Cheer4USA
- Best of luck to all of the @SpecialOlympicsUSA athletes at the Special Olympics World Games Abu Dhabi 2019 (tag www.facebook.com/WorldGamesAD)! #Cheer4USA

Sample Special Olympics USA Twitter Posts

- Only [number of days/weeks] until [athlete/team] represents @SpecialOlyUSA at @WorldGamesAD! #Cheer4USA
- Good luck to @SpecialOlyUSA [athlete/team] at @WorldGamesAD! We'll be cheering for you back home in [state/city]! #Cheer4USA
- Best of luck to all of the @SpecialOlyUSA athletes at @WorldGamesAD! #Cheer4USA

Sample Special Olympics USA Instagram Posts

- Only [number of days/weeks] until [athlete/team] represents @SpecialOlympicsUSA at @WorldGamesAD! #Cheer4USA
- Good luck to @SpecialOlympicsUSA [athlete/team] at @WorldGamesAD! We'll be cheering for you back home in [state/city]! #Cheer4USA
- Best of luck to all of the @SpecialOlympicsUSA athletes at @WorldGamesAD! #Cheer4USA