



## Social Media Guide

Facebook, Instagram, Twitter and Snapchat are incredibly powerful tools for fundraising. It has become common practice for plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

### Facebook & Instagram

Like us on Facebook: [Facebook.com/SpecialOlympicsFlorida](https://www.facebook.com/SpecialOlympicsFlorida) or Instagram: [@specialolympicsfl](https://www.instagram.com/specialolympicsfl).

- Check the 'Events' tab on our Facebook page to follow the event
- Share a post from our Facebook/Instagram page.
- Make an event on Facebook and invite friends to join you or donate to your efforts.
- Update your status:
  - Share why you are participating and what your goal is; don't forget to include your donation link!
  - Shout outs: post a shout out to your donors when they pledge.
- If you've participated before, post a picture along with your donation request.

### Twitter

- Follow us: [@SOFLinfo](https://twitter.com/SOFLinfo)
- Retweet one of our tweets.
- Create an engaging 280-character message that shares why you are participating or invite people to join your team.
- Shout outs: tweet each time you receive a new pledge.

### Snapchat

Snap your experience! Share your prep, team photos, and of course, all the fun you have at the Race for Inclusion.