



Social Media Guide

Facebook, Instagram, X (formerly Twitter), and Snapchat are incredibly powerful tools for fundraising. Some participants are able to raise their minimum fundraising goal and beyond by simply spreading the word on social media. These tools are easy to use and a personal way to connect to friends and family all around the world with a minimal effort.

Facebook & Instagram

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

- Share a post from our Facebook/Instagram page
- Make an event on Facebook and invite friends to register to race 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 ran in the marathon in the past, post those pictures along with your donation request to show others what you'll be doing

X (Formerly Twitter)

- Follow us on X: [@SOFLinfo](https://twitter.com/SOFLinfo)
- Retweet one of our tweets
- Create an engaging 280-character message that shares why you are participating in the event and why you chose to support Special Olympics Florida

Snapchat

- Snap your experience! Share your prep, photos of the weekend's activities and of course all of the fun you have meeting characters during the race!