



Social Media Guide

Facebook, Instagram, X, LinkedIn, and Snapchat are powerful tools for fundraising. It has become common practice for Race 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
- Share why you are participating and what your goal is, be sure to include your donation link
- Post a shout out to your donors when they pledge
- If you've participated before, post a picture along with your donation request

X (formerly Twitter)

- Follow us: [@officialSOFL](https://twitter.com/officialSOFL)
- Repost one of our posts
- Create an message that shares why you are participating or invite people to join your team
- Post each time you receive a new pledge

LinkedIn

If you have a LinkedIn page, post about your participation. Professionals and companies are active on LinkedIn, and this is a great social media platform to promote your involvement and fundraising activity.

Snapchat

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