SOCIAL MEDIA GUIDE

Social Media is an incredibly powerful tool for fundraising. It has become common practice for athletes and participants to do most of their fundraising entirely through social media. Here are some easy ways to connect in a personal way with friends and family all over the world.

Facebook & Instagram

- Set your profile picture/cover image to a picture of you competing in your sport. If you competed in the USA Games previously, use a picture from the USA Games.
- Share a post from Special Olympics Florida Facebook/Instagram page.
- Update your status: Share your story and what sport you will compete in at the 2026 USA Games. Remember to include your donation link!

Sample post (be sure to customize):
I'm headed to the 2026 Special Olympics USA Games! I've been selected to represent Team Florida next year in Minnesota. I would be so grateful for your help getting there. Your donation will help cover travel, training, uniforms, and everything I need to compete at my very best. Every dollar brings me one step closer to walking into that stadium, proudly representing Florida and showing the world what inclusion, determination, and teamwork really mean. Please consider supporting me on this incredible journey. Let's do this — together!
#SupportTeamFlorida *(Be sure to include your team fundraising page link.)*

Also, be sure to do a shout-outs post thanking your donors.