



SOCIAL MEDIA GUIDE

Social Media is an incredibly powerful tool for fundraising. It has become common practice for athletes and participants to do all 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 in the past, then use a picture from the USA Games.
- Add a frame or profile ring for Team Florida.
- Share a post from Special Olympics Florida Facebook/Instagram page.
- Make an event on Facebook and invite friends to join you or donate to your efforts.
- Update your status: Share your story and what sport you will compete in at the 2022 USA Games. Remember to include your donation link!
- Here are two sample posts:
 - ◇ You can help me send a message to the entire world of inclusion and acceptance to people everywhere when I attend the Special Olympics USA Games in Orlando in 2022 ([include link](#)). **#SupportTeamFlorida**
 - ◇ I will be representing Team Florida at the 2022 Special Olympics USA Games! Did you know a \$10 donation can make a difference? Please make a gift to support Team Florida. **#SupportTeamFlorida** ([include link](#)).

Twitter

- Set your profile picture/cover image to a picture of you competing in your sport. If you competed in the USA Games in the past, then use a picture from the USA Games.
- Retweet one of our Special Olympics Florida tweets.
- Create an engaging 280 character message about why you are fundraising. Here are sample posts:
 - ◇ I will be traveling to Orlando in June of 2022 to compete in (*sport you'll be attending for*) and here's how you can support me. **#SupportTeamFlorida** (*insert donation link*)
 - ◇ Did you know that you can help our (*sport you'll be attending for*) team compete in the 2022 USA Games? **#SupportTeamFlorida** (*insert donation link*)

Snapchat

- Retweet Snap your experience! Share your training and team photos as you prepare for the 2022 USA Games.

Tips and Tricks:

- Shout outs: post a shout out to your donors when they pledge.
- Invite your parents, coaches and other supporters to post on their pages.

For more information or questions please email supportteamflorida@sofl.org