

SOCIAL MEDIA ACTIVATION KIT



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Thank you for lending your voice to the Special Olympics Movement! We've put this deck together to provide all of the information you'll need to use your social media channels to amplify engagement and awareness of the Kingston Games and our Draft an Athlete fundraiser!

OUR SOCIALS



@sooschoolprograms



Special Olympics Ontario
School Championships



@SOOSchoolChamps



#KG23
#BraveInEveryAttempt



schoolchamps.ca



SOCIAL MEDIA KIT

Tag our accounts in your social media posts for a chance to be featured!

WHAT TO SHARE

- Countdowns leading up to the games
- Posts encouraging others to draft an athlete
- Share posts from our social media accounts showcasing teams and athletes competing at the games

SAMPLE CAPTION

Countdown to the @sooschoolchamps Kingston Games are on! It is not too late to join me in drafting an athlete, to help get Special Olympics athletes get to the games!

#KG23 #BraveInEveryAttempt

#DraftAnAthlete

GRAPHICS



Click on a photo to download these logos and graphics!

DRAFT AN ATHLETE

Draft an Athlete is a fundraising campaign that helps Special Olympics athletes and teams achieve their dreams of competing in regional, provincial, national or world competitions.

Your donations help offset the high cost of sending our athletes to competitions. Your tax-deductible donation, whether as an individual or a corporate donor, impacts lives and provides memories that last a lifetime.

AS A SPONSOR YOU WILL RECEIVE

- Thank You Letter and Event Schedule
- Social Media Plan
- Online Recognition
- Sending Athletes to the Game!



If you have not sponsored an athlete but would like to, head over to soodraftanathlete.com

DRAFT AN ATHLETE

AFTER SPONSORING

Choose from four different images to post on your socials and let everyone know you are a proud sponsor. There are "We" and "I" variants to differentiate between individual and company sponsors.

OFFICIAL HASHTAG

#DraftAnAthlete

SAMPLE CAPTION

Excited to announce that I have drafted an athlete for the @sooschoolchamps Kingston Games this year! If you can, join me in helping other athletes get there. **#DraftAnAthlete #KG23**



Click on a photo to download these graphics!