YOUR GUIDE TO BEING THE BEST

SOCIAL MEDIA AMBASSADOR

Help us spread the word and share the impact of Special Olympics Unified Champion School and the Unified Generation

2019/2020
GETTING STARTED

HERE'S YOUR CHECKLIST!

Follow Special Olympics International, Special Olympics North America, and your state program on each of the different social media platforms you use: Facebook, Twitter, Instagram, etc.

Make sure that you identify yourself as a "Special Olympics U.S. Youth Ambassador" on your social media accounts: the easiest way is to update your bio.

Like one Special Olympics post per day.

Comment on at least two Special Olympics posts per week.

Share at least one Special Olympics post per week.

Ask at least one person per week to follow a Special Olympics account on social media.
MONTHLY CALENDAR

FIRST WEEK

During the first week of the month, we typically share a new video on www.generationunified.org. When that new content is posted, share it on your own social media channels. Here's some suggested copy to accompany your post:

"Hey everyone, see what's new with the #UnifiedGeneration."

We encourage you to be creative and add your own thoughts about the video. Consider this: What were the most impactful moments? Did you relate to anyone in the video? Why do you think it's important for other people to watch?

SECOND WEEK

We launch new Challenges during the second week of the month, which can be viewed at www.generationunified.org/challenge. When a new Challenge is posted, review the instructions and submit your entry!

We also encourage you to challenge your friends to create their own entries. Here's some copy you can use:

"I just took this month's #UnifiedGeneration Challenge. I challenge [tag friend #1], [tag friend #2], and [tag friend #3] to enter. Learn more at www.generationunified.org/challenge"
MONTHLY CALENDAR

THIRD WEEK

During the third week of the month, we encourage you to watch another video from generationunified.org/video. Scroll through the library and pick one that catches your eye! While you're watching the video, think about how the story relates to your own experience of inclusion. Share the video on social media and write about your favorite part:

Example, for Deran's Moment: "My favorite part of this video is Deran’s quote, ‘We all could use a little more compassion and a little more understanding of people with differences.’ Deran is promoting change and making a difference!"

FOURTH WEEK

During the fourth week of the month, we'd love for you to view and respond to Challenges entries from other people in the Unified Generation. Look at the hashtag #UnifiedGeneration on Twitter and Instagram. Post a reply in the comments of the post. Here are some ideas:

"I love this! Thanks for spreading the word about inclusion."

"Thanks for taking this month's Challenge! The #UnifiedGeneration is leading the way."

"We're in this together. Thanks for your response to this month's Challenge!"
OTHER THINGS TO CONSIDER

During the month, something awesome might happen at your school that you want to share on social media – an exciting Unified Sports event, someone showing a great example of inclusive leadership, etc.

You might also see something exciting happening at another school. At some point during the month, consider sharing about your personal experience or talk about something inspiring that you see at another school across the country. Here's an example:
PERSONAL BRAND

EMBRACE YOUR PERSPECTIVE.

Whenever your post on social media, don't be afraid to express the qualities that are uniquely you. Here are some good principles to follow when communicating your brand online:

**Authenticity**: Be true to who you are.

**Personality**: Don’t be afraid to show the world your genuine self.

**Encouragement**: Engage with your peers in a positive way, like your fellow U.S. Youth Ambassadors, other people involved with the movement, or anyone expressing an interest in inclusion.

**Consistency**: Post regularly to help build and engage your social media following.

**Advocacy**: Talk about the things you care about most, like inclusion, acceptance, and embracing the things you've learned through Special Olympics.
QUESTIONS?

DON'T HESITATE TO REACH OUT!

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