



SPECIAL OLYMPICS
WORLD WINTER GAMES
AUSTRIA 2017

Graz | Schladming | Ramsau | Styria

Heartbeat for the world



SOCIAL MEDIA ACTIVATION KIT



SOCIAL MEDIA KIT

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 Special Olympics World Winter Games Austria 2017!

HANDLES/HASHTAGS



@2017Austria
@SpecialOlympics



@Austria2017
@SpecialOlympics



fb.com/Austria2017
fb.com/SpecialOlympics



specialolympics

KEY DATES/CADENCE

- **Host Town:** 14-17 March
- **Opening Ceremony:** 18 March
- **Games Time:** 19-23 March
- **Closing Ceremony:** 24 March
- After the Games

OFFICIAL HASHTAGS

- #HeartbeatForTheWorld**
- #Austria2017**
- #SpecialOlympics**
- #ChangeTheGame**
- #PlayUnified**



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PRE-GAMES

Join me and TUNE IN to @ESPN & @ABC beginning 18 March with Opening Ceremony coverage from @SpecialOlympics #Austria2017 World Games!

GAMES TIME

Tweet/Snap/Instagram/Facebook Photos & Videos of:

- Athletes Competing
- Inspiring, Fun, Organic Moments
- Use our Snapchat filters and be part of our featured Snapshot Live Story on 23 March
- A #UnifiedSelfie: Someone with & without an intellectual disability, together

Encourage your fans to catch highlights from the Games via ESPN

- Catch highlights from @SpecialOlympics @2017Austria World Games on @ESPN [INSERT URL]! #HeartbeatForTheWorld

It's Time to Unite & #ChangeTheGame for Inclusion

Join Special Olympics and use your voice to build an inclusive and unified world at <http://www.specialolympics.org/ChangeTheGame>

AFTER THE GAMES

- Let's keep the momentum from @2017Austria going!
Pledge to help @SpecialOlympics create an inclusive & unified world:
www.specialolympics.org/ChangeTheGame
- The @SpecialOlympics @2017Austria Games were AMAZING!
See how our athletes are working to #ChangeTheGame on @ESPN



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ACTIVATION IDEAS

TWITTER/INSTAGRAM

“Caption this photo”

Take energetic/fun/inspiring pictures at Games and ask your followers to “caption it” by replying to a tweet or commenting on an Instagram post.

SNAPCHAT

Use our filters at competition venues and non-sports events.

Be sure to snap A LOT early on at Games so you can be part of our Snapchat Live Story that will be featured on the platform on 23 March!

“AROUND THE WORLD WITH ATHLETES”

Compete with your colleagues & friends in a fun and spirited contest to see who can post the most Unified Selfies with athletes from the most countries around the world. Include hashtag #UnifiedSelfie so we can RT you!

“DEFINE #PLAYUNIFIED”

Share in a 10 second video on Twitter or Instagram what it means to you to #PlayUnified.

Ask others the same thing and share their thoughts too!

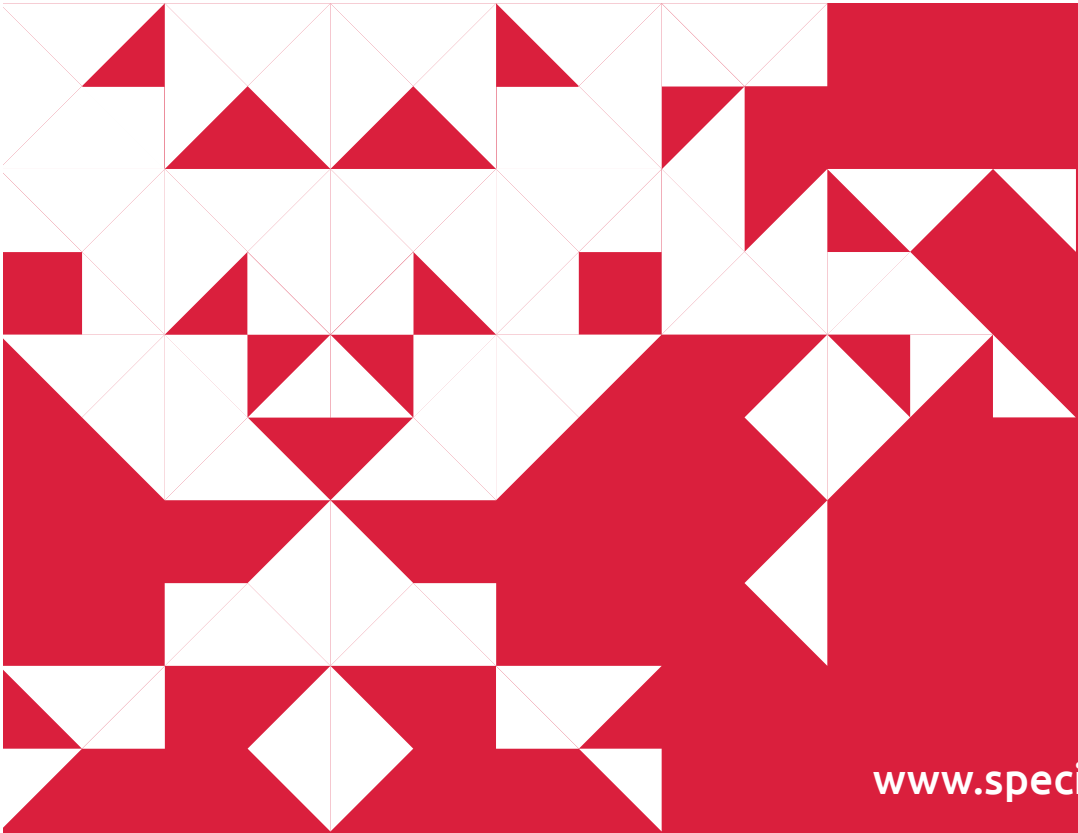
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PHOTOS FOR OPTIONAL USE



SAMPLE CAPTION

It's time to unite & #ChangeTheGame for inclusion.
Pledge to join @SpecialOlympics in building a unified world:
www.specialolympics.org/changethegame



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