

# SOCIAL MEDIA TOOLKIT

Instagram, Facebook, Twitter, Venmo, Snapchat...you probably are familiar with all of these!

We have created templates, tools, and items for you to use on these platforms to help raise awareness and funds!

## INSTAGRAM

- Make sure you are following [@specialolympicsia](#)
- Find saved stories under [@specialolympicsia](#) "Polar Plunge" for screenshots you can reshare on your instagram
- Download instagram story templates (BELOW & found on the classy page) to share why you are fundraising and supporting SOIOWA
- Post pictures from previous plunges or other Special Olympics Iowa events done with Special Olympics athletes
- Share donation impacts

## FACEBOOK

- Make sure you are following [@specialolympicsia](#)
- Download the Polar Plunge Facebook Frame
- Post pictures from previous plunges or other Special Olympics Iowa events
- Share donation impacts
- Tag friends in posts and challenge them to donate to your page!
- Post example, "Hi everyone! I am currently raising money to support Special Olympics Iowa by participating in the Polar Plunge! The Polar Plunge is a signature fundraising event where individuals raise money and awareness for Special Olympics Iowa! I am working towards raising \$75 to take the plunge on (insert date and location)

## VENMO

- Challenge your family/friends to skip their morning coffee and venmo you \$5 instead! Then upload your total to your fundraising page on Classy