

# 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!

## BEST PRACTICES

- Include your personal Plunge link in all of your posts so it's easy for friends and family to donate directly to your link.
- Have a personal story? Share it with your followers and let them know why you are taking the Plunge for Special Olympics Iowa.
- Make sure you're following the Polar Plunge and Special Olympics Iowa accounts, and tag us whenever you post on social media!



@SpecialOlympicsIowa | Special Olympics  
Iowa



@specialolympicsia | Special Olympics Iowa



@soiowa | Special Olympics  
IA



@SOIOWA | Special Olympics  
Iowa

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## INSTAGRAM

**COPY + PASTE INSTAGRAM CAPTIONS BELOW:**

### FUNDRAISING

I'll be freezin' for a reason at the [location] Polar Plunge on [date], and I would love your support! Donate to support the thousands of Special Olympics athletes in Iowa at the link in my bio. #PolarPlungeSOIA #FreezinForAReason

### RECRUITMENT

Don't miss out on the 'coolest' thing you'll do this year! Join my Polar Plunge team! We're Plunging for inclusion on [date] at [location]. Head to the link in my bio to join team [team name]! #PolarPlungeSOIA#FreezinForAReason

## FACEBOOK

**COPY + PASTE INSTAGRAM CAPTIONS BELOW:**

### FUNDRAISING

It's that time of year again. Time to take the Polar Plunge for Special Olympics Iowa! I'll be jumping into freezing cold water on [date], all to support the thousands of Special Olympics athletes across Iowa! Consider making a donation on my personal fundraising page: [insert personal link]

### RECRUITMENT

Don't miss out on the 'coolest' thing you'll do this year! Join my Polar Plunge team! We're Plunging for inclusion on [date] at [location]. Use the referral link on my Plunge page to sign up: [insert personal link] #PolarPlungeSOIA#FreezinForAReason

## VENMO

Challenge your family & friends to skip their morning coffee and Venmo you \$5 instead!

[www.soiowa.org/polar-plunge](http://www.soiowa.org/polar-plunge)

