

A photograph of three students standing in front of a row of blue school lockers. On the left is a young man with a short beard and mustache, wearing a grey long-sleeved shirt. In the center is a young man with short dark hair, wearing a pink t-shirt with the text 'SPREAD THE WORD INCLUSION' and a graphic of two arrows pointing right. On the right is a young woman wearing a grey headscarf and a maroon sweater. They are all looking towards the camera.

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

2020/2021



GETTING STARTED

HERE'S YOUR CHECKLIST!

Follow Special Olympics International (@SpecialOlympics), Special Olympics North America (@SONorthAmerica), and your state program on each of the different social media platforms you use: Facebook, Twitter, and Instagram. Also be sure to subscribe to the Generation Unified YouTube page.



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:

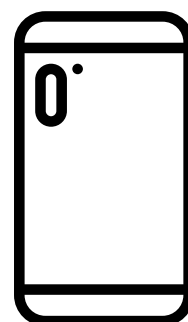


"Hey everyone, see what's new with the #UnifiedGeneration."

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

During the second week of the month, be sure to check out our Generation Unified YouTube page! On the channel, you will see lots of videos and trainings. You will also see videos from inclusive youth leaders like you! Submit your own **cellphone Vlog** using these instructions: <http://bit.ly/UGCInstructions>



See below the monthly themes:

Sept – All About Me
Oct – Inclusion Heroes
Nov - Justice
Dec – Welcoming 2021

Jan – Healthy Living
Feb - Sports
Mar – Respect
Apr – Fitness

May – Family
June – Summer Fun
July – Music
Aug – Pop Culture



MONTHLY CALENDAR

THIRD WEEK

During the third week of the month, we encourage you to [watch another video](https://generationunified.org/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 other people who have tagged their post using [#UnifiedGeneration](#). [Post a reply](#) in the comments of the post. Here are some ideas:



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

"This is awesome. @SONorthAmerica check this out!"

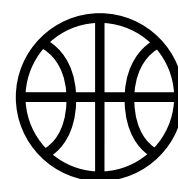
"We're in this together. Thank you for supporting the [#UnifiedGeneration](#)."



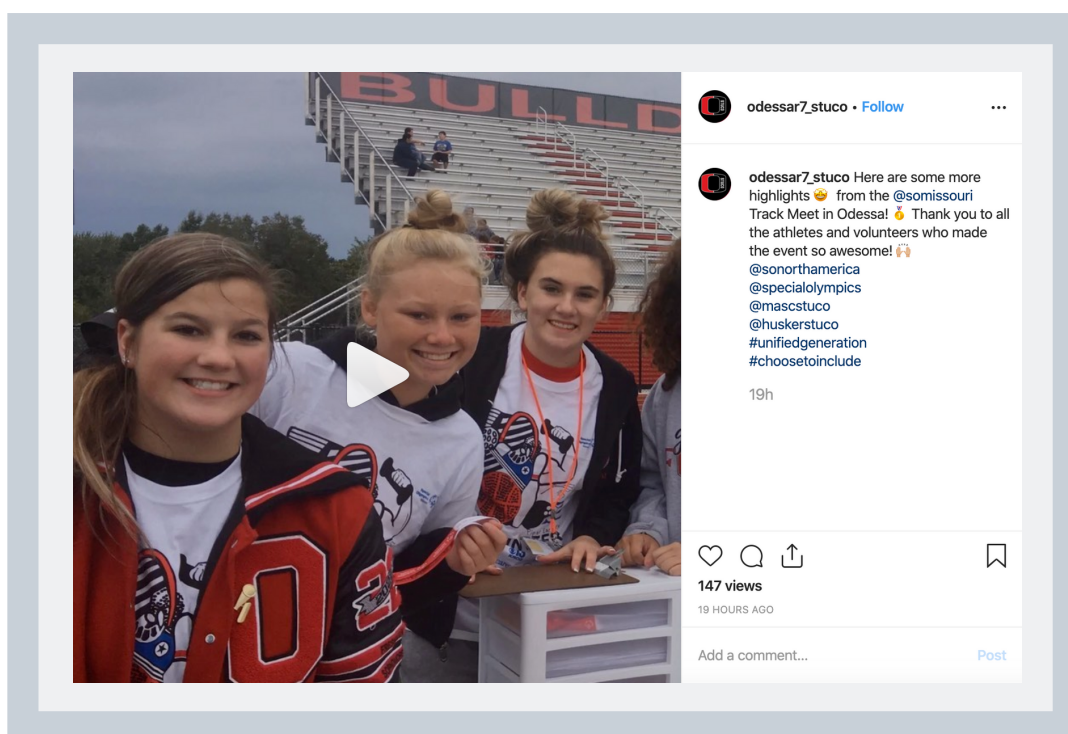
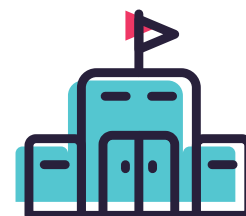
MONTHLY CALENDAR

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:

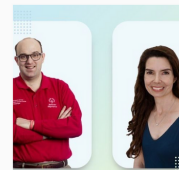
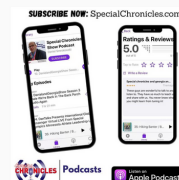
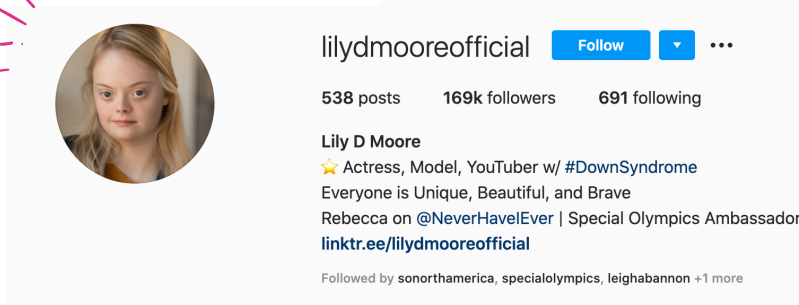
Authenticity: Be true to who you are.

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!

Caroline Chevat
Manager, Digital Communications
Special Olympics Unified Champion Schools
cchevat@specialolympics.org