



## 2024-2025 Polar Plunge Regional Social Media Toolkit

*Special Olympics Pennsylvania*

**Hashtags:** #BewarePlungeBear | #PlungePA | #SpecialOlympicsPA

### **Social Media Handles:**

Facebook: [@specialolympicspa](#) | Special Olympics Pennsylvania

Instagram: [@specialolympicspennsylvania](#)

X: [@SOPennsylvania](#)

YouTube: [@SpecialOlympicsPA](#)

Website: [www.PlungePA.org](http://www.PlungePA.org)

**Plunge Website:** [www.PlungePA.org](http://www.PlungePA.org)

**Canva Brand Kit Resources:** <https://www.canva.com/brand/brand-kit>

**Personal Plunge Social Language:** [2024-2025 General Plunge Social Template.docx](#)

**\*NOTE:** *If applicable, feel free to add **your own regional experience/memories** from years prior and spruce up the language to share your awesome stories!*

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## Polar Plunge Announcement Language

**Post 1:** WELCOME TO PLUNGE BEAR COUNTRY! ❄️ 🐻

Special Olympics Pennsylvania **[region name]** is ready to brave the cold and welcome the **2024-2025** Polar Plunge season! 🐻

Registration is officially open to come chill with your team at **[Plunge location]** on **[Plunge date]**. Click this [🔗](#) \_\_\_\_\_ or visit **[region Plunge site]** to sign you up today!

And always remember... #BewarePlungeBear

**Post 2:** Brave the Bear. 🐻 Build a team. 🤝 Take the Plunge. 🐻

Special Olympics Pennsylvania [region name] is ready to dive in and face the Polar Plunge season!

Registration is officially open to come chill with your pack at [Plunge location] on [Plunge date]. Click this [🔗](#) \_\_\_\_\_ or visit [region Plunge site] to sign you and your team up today!

Looks like we're gonna need a LOT of teams to take on this Plunge Bear...

#BewarePlungeBear

**Post 3:**

🐻 ⚠️ BEWARE THE POLAR PLUNGE BEAR! 🐻 ⚠️

Polar Plunge season is almost upon us. Registration is officially open to sign you and your team up to take the 2024-2025 Special Olympics Pennsylvania Polar Plunge! 🐻

## “Take the Plunge” Language

**Post #1**

⚠️ 🐻 BEWARE THE POLAR PLUNGE BEAR! 🐻 ⚠️

I'm taking the Polar Plunge on \_\_\_ at \_\_\_ to support and raise funds for local Special Olympics Pennsylvania athletes. Will I see you there?

Take the leap and join my Plunge team today using this [🔗](#) >>> // Use the link in my bio to join my team today!

**Post #2**

T-minus [X] days until I take the Polar Plunge for @ (tag SOPA accounts)! Let the countdown begin! ❄️ 🐻

Who's joining us in supporting this incredible cause? Click this link to join a Plunge team, sign up, or donate TODAY! ➡️ (link)

### **Post #3**

#DYK: The \_\_\_\_\_ Polar Plunge raises funds for hundreds of @ (tag SOPA accounts) athletes in the \_\_\_\_\_ area to participate in Special Olympics programming FREE of charge! ✓

Grab your pack, create a team, and take the Plunge on \_\_\_\_\_ at \_\_\_\_\_! Be there or #BewarePlungeBear! 🐻

Check out this link to create a team or donate TODAY! >>>

### **Post #4**

Brave the Bear. Take the Polar Plunge. 🐻 🌊

Special Olympics Pennsylvania [region name] challenges you to create a team for this year's Polar Plunge team to support hundreds of Special Olympics Pennsylvania athletes in our area! Click this link to register. >>>

Too scared to jump into some ice water with us? Fine, fine. You can donate using the same link! 😊

## **Chill E. Bear Posts**

### **Post #1:**

GrRRrr! \*ahem\* Uh, I mean, HELLO! 🙋

My name's Chill E. Bear and I'm the CBO (Chief Bear Officer) of the Polar Plunge. My penguin interns let me know that it's time to round up some pawsome Plungers for this Plunge season. 🐧 🐻

I've come out of hibernation to say that registration for the \_\_\_\_\_ Plunge is OPEN! It's time you grab your pack, create a team, and meet me on \_\_\_\_ at \_\_\_\_\_ for the best. Day. Ever.

Come chill with me and my amazing buddies at Special Olympics Pennsylvania! Register now before the ice melts, of course.

#ComeChill | #BewarePlungeBear

### **Post #2:**

Chill E. Bear checking in here. 🐻 📱

Me and my penguin interns have come here to tell you that my favorite event of the winter is only in a few short months: The \_\_\_\_\_ Polar Plunge.

Take it from me, a 100-percent real actual live polar bear – there's nothing more exhilarating than jumping into frigid water with your closest friends/family while also raising money for a great cause!

Sign up to Plunge TODAY! And always remember... #BewarePlungeBear

#ComeChill

### **Post #3**

\*yawns\* 🥱 Time to wake up, smell the winter vibes, and register for the Polar Plunge, everyone.

Yeah, I'm talking to you! My name's Chill E. Bear. You know, the CBO (Chief Bear Officer) of the Polar Plunge? That's me. 🐻

I've come out of hibernation to say that registration for the \_\_\_\_\_ Plunge is OPEN! It's time to sign up and meet me on \_\_\_\_ at \_\_\_\_\_ for the best. Day. Ever.