

# Local Program Marketing & Communications

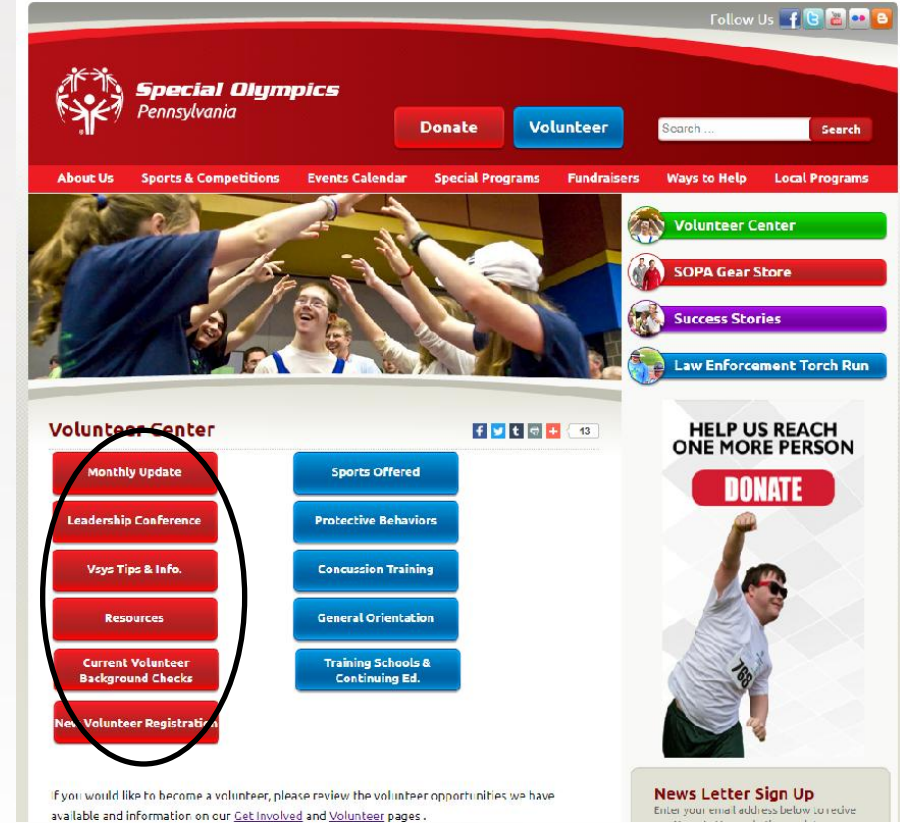
***Special Olympics***  
*Pennsylvania*



# Online Access to Docs & Tools Via our Website



Documents & tools available at [www.specialolympicspa.org](http://www.specialolympicspa.org).



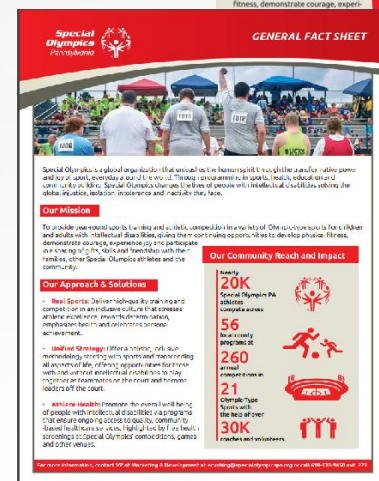
Click on the **Volunteer Center** button on our homepage to access our Vsys Tips page, Resources and more!

# Marketing Resources



Access via Volunteer Center or direct at [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox)

- Marketing & Communications Manual for Local Programs
- Marketing Toolkit (athlete and volunteer recruitment)
- Messaging (brochure copy, talking points, style guide)
- Brand Guidelines (PowerPoint slides)
- Professional Business Card (professional printing)
- Professional Business Cards in Word (in-house printing)
- Professional Letterhead, envelopes (professional printing)
- Social Media Policy, Guide and “How-To” documents
- SOPA Logo 1-Line, SOPA Logo 2-Line, SOPA Logo Centered
- Special Olympics Sports Icons (stick figure icons)
- **NEW!** Organization “Snapshot” Documents/Facts Sheets
- **NEW!** Press Release Templates
- **NEW!** Media Contact List... And More!



# Minimum Standard of PR & Communications

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## 4 Key Minimum Standards

- 1) SOPA Crisis Plan communicated and reinforced by all volunteers
- 2) Program completes and maintains transition to new SOPA branding guidelines
- 3) Program uses media, brochures, fliers and/or newsletters to educate/inform the public.
- 4) Program maintains an updated website and/or local program page on the SOPA website



# Crisis Communications



## #1 - SOPA Crisis Plan communicated and reinforced by all volunteers

### IN CASE OF AN EMERGENCY



#### SOPA Crisis Card

*Follow the steps below...*

1. Survey the situation
2. Contact the proper authorities or emergency personnel (Ex. 911)
3. Assure the safety of those around
4. Notify program manager or  
SOPA contact based on the level of emergency
5. Complete an Incident Report Form

*\*If the situation has the potential to damage SOPA's reputation, you must contact the state office's Crisis Communications Coordinator at **855-701-9030**, who will serve as the single designated spokesperson for media inquiries.*

### WHAT IS AN EMERGENCY ?

- Level 1** Emergency: is a localized emergency, minor incident which city/county volunteers can manage. (Ex. Delayed Event , Injured Participant not requiring hospitalization.)
- Level 2** Emergency: is a moderate to serious emergency, incident, accident or situation that may extend beyond the city/county program's response capability. (Ex. Missing Coach/Athlete, Cancelled Event, Behavioral Crisis .)
- Level 3** Emergency: is a critical incident affecting beyond the immediate area, where extensive aid assistance is required. (Ex. Fire, Bomb Threat, Fatal Accident, Contagious Health Threat, Criminal Activity.)

#### IMPORTANT NUMBERS:

**Local Program Manager - \_\_\_\_\_**  
**Crisis Communications Coordinator - 855-701-9030**

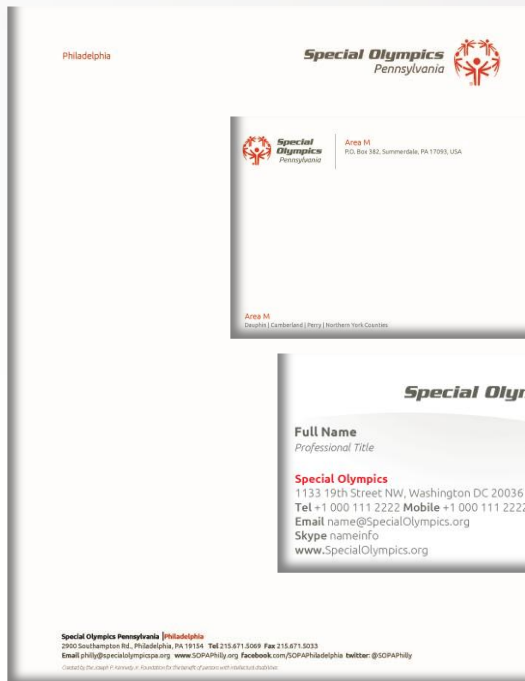
**NOTE: Some Level 2 and ALL Level 3 Emergencies Require Notifying The State Office!**  
*If in doubt, contact the Crisis Communications Coordinator.*

- ▶ One Voice in Speaking to Media during Crisis
  - ▶ Nicole Jones – Sr. Director of Communications (will be onsite Sunday afternoon at Welcome Reception to meet/greet)

# Brand Guidelines



## #2 - Program completes transition to new SOPA branding guidelines



### Simple Steps

1. Decide with your team on the name of the team, choose what represents you and empowers you!
2. Choose the way you will write the name, use large bold fonts to get your name visible.
3. You can choose to represent your team through a letter, an icon, or a motif. You can also simply write out the name of the team. Choose whatever feels empowering for you.
4. Use your team mark on your t-shirts and as an identifier for the team.



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### Standard Logo:

Are you using the correct brand mark artwork? Review our brand guidelines PDF anytime to ensure that your program is in compliance. The brand guide can be found at via our website's Resources page and design files via

[www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox)

# Marketing Resources

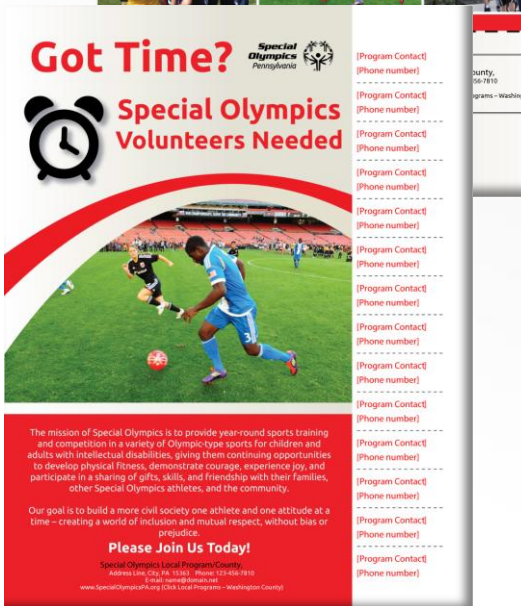
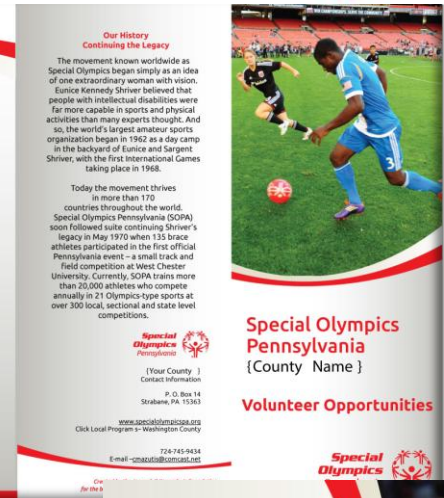
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## Marketing Resources

**#3 - Program uses media, brochures, fliers and/or newsletters to educate/inform the public.**



Find the above resources and more at [www.tinyurl.com/SOPADropbox](http://www.tinyurl.com/SOPADropbox).

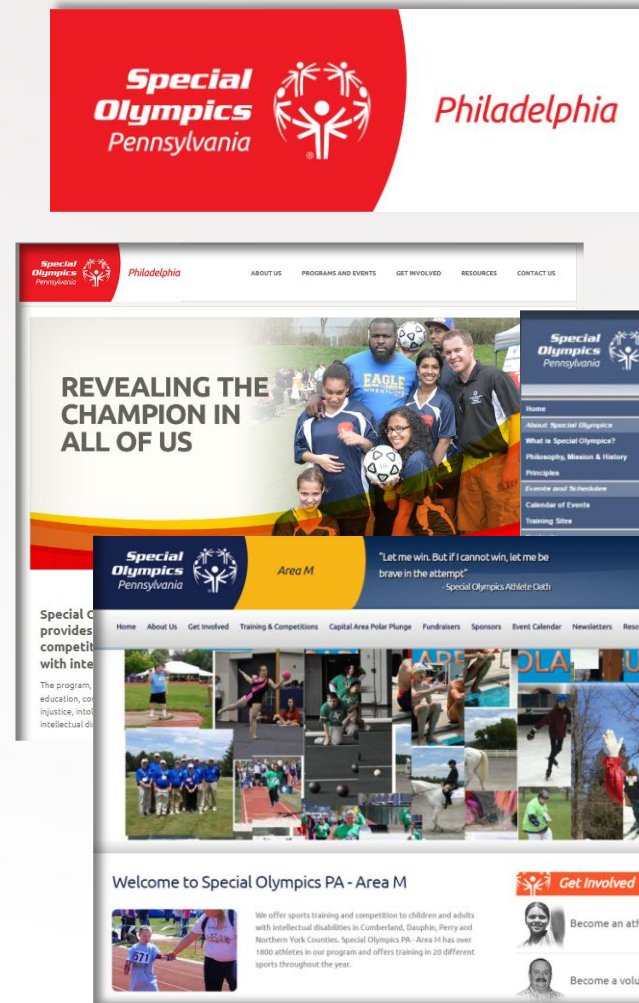
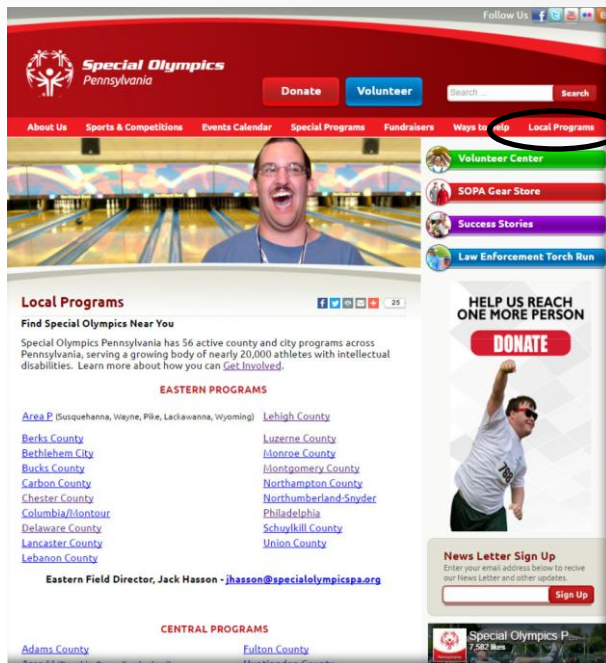
# Updated Website Content



## #4 - Program helps to maintain an updated local program page on the SOPA website and/or website

A page listing local program info. can be found on our site. Please help us to keep this information up-to-date as we work to expand this online feature to accommodate more program content.

Or, work to maintain your own website using the **Banner Design** as a header. Website templates will be available in the future.



# Above Minimum Standards

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# Social Media



Social media includes social networking sites (Facebook/Twitter), video and photo sharing websites (Flickr, YouTube, etc.), blogs, discussion boards/forums (Google groups, Yahoo! Groups, etc.), bookmark sites, and Linklog sites. Find our guidelines on our Resources page.

## Social Media Policy & Guidelines

**I. Purpose**  
The purpose of this policy is to define social media, as well as establish proper social media presence. The policy is designed to assist Special Olympics Pennsylvania interns, volunteers and athletes engaged in social media on behalf of the organization at the program level in understanding the legal, policy, and institutional implications of maintaining social media accounts in an official capacity.

**II. Scope**  
The policy applies to any pre-existing or proposed social media networking site representative of Special Olympics Pennsylvania on a state and local program level. Therefore, this directive applies to each SOPA Social Media Participant who, on behalf of the Special Olympics: (1) opens a social media account in the name of content on a social media account opened in the name of Special Olympics; (3) behalf of the SOPA on a social media account; or (4) is responsible for overseeing official Special Olympics presence on a social media site.

Important note about personal social media activities: This policy is not intended to monitor personal social media activities outside of Special Olympics, using personal devices. However, the line between public and private, personal and professional media. By using a Special Olympics title, identifying oneself as a Special Olympics other affiliation with Special Olympics, stating or implying that one's state or Special Olympics, or posting non-public Special Olympics content or other information of the organization are potentially affected.

**III. Defining Social Media**  
Special Olympics PA (SOPA) defines social media as including all forms of public communications and expressions made public to many audiences.

Social media includes social networking sites (Facebook/Twitter), video and photo sharing websites (Flickr, YouTube, etc.), blogs, discussion boards/forums (Google groups, Yahoo! Groups, Linklog sites).

**IV. Social Media Use Guidelines**

- All images used on any social networking page must be approved by the program. When medical releases are signed by an athlete's parent/guardian, a photo is granted by default. However, if at any time a request is made to be taken down, it must be done so promptly.
- All Special Olympics language guidelines should be followed. Language the SOPA website under "Press Room."
- No profanity shall be used on any Special Olympics Pennsylvania page, monitored on the posts of fans/friends.

## Social Media Overview

**Social Media Overview**  
As with websites, social media tools such as Facebook and Twitter can be helpful for communicating essential information and up-to-date news about your Local with mass reach. But again, as with websites, they must be carefully created and maintained attentively in order to work effectively.

Think first about what you and your fellow Program Management Team members will have time to maintain, and what you are trying to accomplish in having a social media account.

- Do you want to create a greater sense of community for your athletes and volunteers?
- Do you want to share schedules and program information?
- Do you want to present a source of news for community members trying to learn more about Special Olympics?
- Will you have time to deal with the comments that will come into a Facebook page without approval?
- Will you have time to update your accounts regularly?
- Has a member of your community already started a page/account about your program, and you need to take it over?

Addressing questions such as these will help you determine what you want to do in the realm of social media, what you can do and what your most effective channel will be. (For example, if you don't have time to do both Facebook and Twitter effectively, just choose the right one for you and maintain it well, instead of spreading yourself too thin.)

**Starting a Facebook Page and/or Twitter account:**

- When creating your Facebook Page, please make its name consistent with Special Olympics PA style - i.e. name it "Special Olympics PA - Philadelphia" or "SOPA - Philadelphia" (if you don't like the length of the former).
- In creating your Twitter account, Twitter has limited characters for your handle (account name), so you will have to go with @sopaphilly (upper case/lower case doesn't matter in Twitter handles).
- These conventions help establish your page as an authoritative source, and help maintain a strong Special Olympics presence by programs across the province, country, and globe.
- Please fill out the "Info" sections for your page/Twitter account with material relevant to your local program and the mission and spirit of Special Olympics. Please see Special Olympics PA's accounts for guidance (Facebook: [www.facebook.com/specialolympicspa](http://www.facebook.com/specialolympicspa) | Twitter: @specialolympicspa) and don't hesitate to ask Nicole Jones, SOPA's Director of Communications, if you have any questions. ([njones@specialolympicspa.org](mailto:njones@specialolympicspa.org))
- On Facebook, please bear in mind the fact that what you may have comments appearing frequently on your site without your approval, and someone/multiple people from your program (as you choose to designate) will need to monitor your page to make sure all the dialogue there is respectful and appropriate. We also recommend putting a disclaimer in place on your page (see below for sample text). The SOPA page's disclaimer is contained in the "About" section.

Program Name

Social Media Avatar Only

# Staying Well Informed



The Monthly Update is a tool to enhance communication between Special Olympics Pennsylvania's state office and its volunteer program management team members. Around the beginning of each month, an email update will inform volunteers of the latest news available and accessed via our SOPA website. Just visit our Volunteer Center and click on Monthly Update!

Use the Monthly Update to stay "in-the-know" about any additional resources or general organizational information. As tools are added to the SOPA Dropbox, they will be announced in the Monthly Update.



(<http://www.specialolympicspa.org/monthly-update>).

# Let's Talk



- ✓ Are you promoting your program? How are you promoting your program and where?
- ✓ Is your community aware of your needs?
  - Volunteers Recruitment? Athlete Recruitment? Donations?
- ✓ Tell us about your community?
  - Who is there? What is there? How do folks communicate?
- ✓ How Can the State Office Help Your Local PR and Marketing Needs?
  - Has your program made use of any of our available tools?
  - Does your program have a need for a new tool currently not available?
- ✓ Do you have basic resources like a brochure? A website? A way to be reached easily?