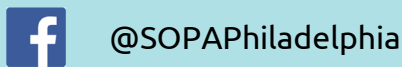


Philadelphia Polar Plunge: Social Media Tips

Social Media Tips Social media can have a large impact on your fundraising efforts! Check out these tips on how to use social media before, during, and after the Plunge!



Official Special Olympics PA – Philadelphia Accounts:



@SOPAPhiladelphia



@SOPAPhilly



@SOPAPhilly



Official Special Olympics PA Accounts:



@SpecialOlympicsPA



@specialolympicspennsylvania



@SpecialOlympiPA

**PHILADELPHIA
POLAR
PLUNGE**

Official Event Hashtags: #PhillyPlunge #FreezinForAReason

Stuck on what to post? Here are some ideas:

- I just signed up for the #PhillyPlunge! Join me and be #FreezinForAReason. (insert personal page link)
- I'm supporting @SOPAPhiladelphia/@SOPAPhilly by taking the plunge at the #PhillyPlunge! Consider warming the hearts of Philadelphia athletes with me by making a donation to my page or joining me in the plunge! (insert personal page link)
- Help me raise awareness for @SOPAPhiladelphia/@SOPAPhilly athletes - join me and be #FreezinForAReason at the #PhillyPlunge
- Today I challenged myself to raise \$100 for the #PhillyPlunge and the athletes of @SOPAPhiladelphia/@SOPAPhilly. Help me reach my goal and donate to my Plunge page - thank you! (insert personal page link)

Notes:

- * Don't forget to include the link to your personal page!
- * Make sure you are tagging our official accounts and using our official hashtags. They should pop up in light blue as you are creating your post on all three platforms

If you have any questions, don't hesitate to ask. Contact Kristin at kcraven@specialolympicspa.org or 610-630-9450 x252