



Marketing & Communications

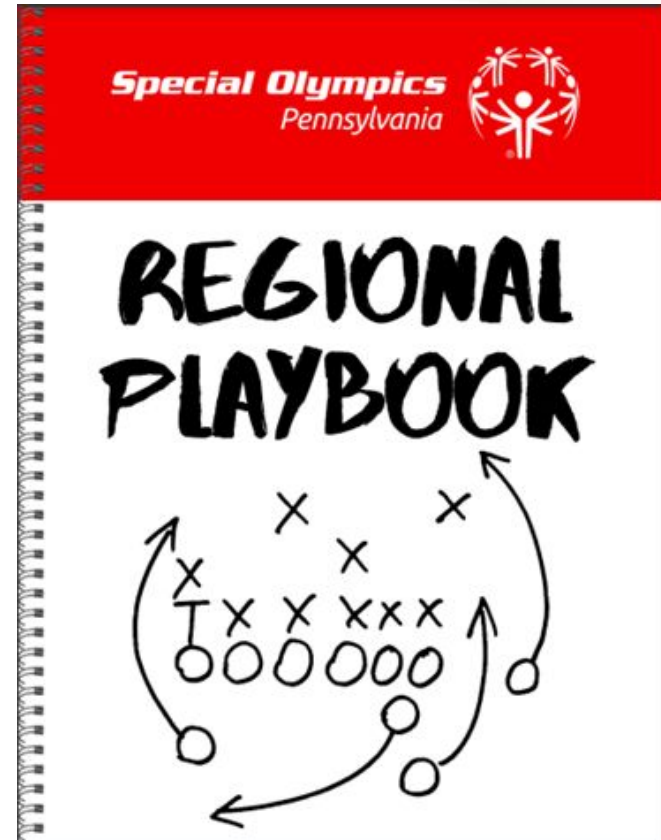
Special Olympics
Pennsylvania



Areas of Focus



- Public Relations
 - Branding, Media Relations, Materials & Web Management
- Social Media
 - Social Media Accounts, Guidelines & Materials



The [Regional Playbook](#) is your roadmap! Found on our [Resources pg.](#)



Public Relations

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Public Relations



BRANDING

>>>Transition to Teams<<<

- Regional branding (or the Region name) will be used across the entire Region.
- Branding for Local Teams will include logos specifically designed for uniforms and social media to include both the region name and local team.
- For those not yet a part of a Region, we will discuss initial transitions to a “Team” structure and other Regional representations.



Brand Transition



Regions

- Region Name will be added to all uniforms
- Team name will be added to all uniforms
- Updated design files will be provided by the State Office

Local Programs

- If you need to purchase uniforms prior to becoming a region, there is a logo format that can be used until your Region has a name!
- Once your Region has a name, it can be added to the uniform instead of replacing it.



Shield Format



All 3 shields are legal.

If ordering shirts before Region Name
Once you have Region Name



Non-Shield Format



TEAM BETHLEHEM

**SPECIAL OLYMPICS
PENNSYLVANIA**



If Purchasing ...

Before Regions

After Region

*Greater Lehigh Valley
Pocono Region*

TEAM BETHLEHEM

**SPECIAL OLYMPICS
PENNSYLVANIA**



TEAM BETHLEHEM

**Greater Lehigh Valley
Pocono Region**

**SPECIAL OLYMPICS
PENNSYLVANIA**



Uniform Requirements



More In-Depth Uniform Information

- Learn about uniform requirements by sport, number placements and sizing by checking out our March 2021 [Lunch & Learn webinar](#) lead by Jennifer Tresp our Training and Unified Sports Director
- The webinar covers standard requirements and briefly recaps information about branding and regionalization.



Found on our [Lunch & Learn](#) webpage



Other Regional Representations



- Other regional representations will focus on use of the regional logo with reference to the affiliated program under its new “Team” name
- For example, the business card example below



Media Relations & Materials



Media Relations

- Media management across the Region will be led by the Regional staff working closely with Local Teams and Community Team Leaders.
- The State will provide updated media contact lists to help facilitate relationship management

Marketing Materials

- Marketing materials will be created at the State/Regional level for use by Local Teams. Templates for these materials will be made available.

Marketing Tools

- [Dropbox](#) will continue to be used as the main “storage house” for all files broken out by Region/Local Team, and updated as Regional representations.

Website Management



- A Regional web presence will be established, resulting in a total of 9 overarching Regional websites statewide.
- Local Teams that have an existing web presence will ultimately transition over to a web construct (pages) that has been created within the Regional site.



Visit
specialolympicspa-glvprr.org
to view our regional structure



Website Highlights



- Consistency - brand, key organizational content, structure
- Moving away from several websites to a total of 10 (SOPA site & 9 Regions)
- Regional Team Pages
- In-depth Training Site Information - specific to region

We continue to expand upon the existing Regional website and plan to add additional features in the near future.



Social Media

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State Social Media Accounts



Special Olympics PA Social Accounts:



facebook.com/SpecialOlympicsPA



[@SpecialOlympiPA](https://twitter.com/@SpecialOlympiPA)



[@SpecialOlympicsPennsylvania](https://www.instagram.com/@SpecialOlympicsPennsylvania)



[flickr.com/photos/specialolympicspennsylvania](https://www.flickr.com/photos/specialolympicspennsylvania)



youtube.com/specialolympicspa

Special Olympics 

Social Media Accts.



Social Media Accounts

- Each Region will have and monitor its own Facebook page that links to the [State Office account](#).

Social Media Account Management and Rights

- Regional staff will manage their accounts and will obtain administrative rights for the Local Team pages within their Region.

Number of Social Media Accounts

- Official social media accounts held by both Regional and Local Teams will be limited to one per platform (Facebook, Instagram, Twitter, etc.); however, they could have several groups created for specific interests.



Social Media Policies & Guidelines



Social Media Materials

- Social Media resources are available [via our Dropbox](#).
- Resources include our Social Media Policy, and Overview and How-To Guide.

Our Dropbox includes a variety of existing tools for Local Programs and we will be expanding the offering for Regional Teams.



Thank you.



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