

## SOCIAL MEDIA

Facebook, Instagram, Twitter and Snapchat are incredibly powerful tools for fundraising. It has become common practice for plunge participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

### facebook/instagram

- Like us on facebook: facebook.com/plungevirginia or instagram: @specialolympicsva
- Share a post from our facebook/instagram page
- Make your plunge an event on Facebook and invite friends to join you or donate to your efforts
- Update your status:
  - Share why you are plunging and what your goal is; don't forget to include your donation link
  - Shout outs: post a shout out to your donors when they pledge
  - If you've plunged before, post a picture of your jump along with your donation request
  - Here are two sample posts, too:
    - Why wait until next summer to hit the beach/pool/river (*choose one*)!? Grab your swimsuit and join ME at the coolest event this year - the Polar Plunge for Special Olympics Virginia! Here's how you can join my team: (*include Classy link*). #plungeva
    - I'm ready to CHILL OUT at the Polar Plunge for Special Olympics Virginia! Did you know a \$10 donation can make a difference? Will you consider making a gift to support me and 21,000+ Special Olympics Virginia athletes? (*include "where does your money go" graphic with post + your fundraising link*) #plungeva
- Set your profile picture/cover image to a picture of you plunging, or the costume you'll be wearing

### twitter

- Follow us: @polarplungeva
- Retweet one of our tweets - be sure to use the #plungeva hashtag!
- Tweet a photo of you taking the plunge, if you've done so before. If you're a rookie, tweet a photo of your costume. Don't forget to ask for support!
- Create an engaging 140 character message that shares why you are taking the plunge or invite people to join your team. Here are two sample posts, too:
  - Are you cool?! Prove it and join my Polar Plunge team this (*insert date/location*). DM me for details! #plungeva
  - I'm ready to CHILL OUT at @polarplungeva for @solympicsva but I need your help! (*insert donation link*) #plungeva
- Shout outs: tweet each time you receive a new pledge!
- Set your profile picture and header image to a photo of you plunging

### snapchat

- Snap your plunge experience! Share your plunge prep, costume ideas and, of course, all the fun you have at the actual plunge
- Look for Polar Plunge geofilters when you're out at a plunge!