



# 2017 POLAR PLUNGE PLUNGER SOCIAL MEDIA GUIDE

[www.plungeillinois.com](http://www.plungeillinois.com)



## POLAR PLUNGE



FOR SPECIAL OLYMPICS ILLINOIS

Presented By:

**GEICO**  
geico.com

# Social Media Guide

## Getting Started

### Official 2017 SOILL Polar Plunge Hashtag: **#PlungeFor**

Follow and share your stories using the hashtag #PlungeFor.

- ◆ Browse our guides & tools at [www.plungeillinois.com](http://www.plungeillinois.com)
- ◆ Like us on Facebook: [www.facebook.com/specialolympicsillinois](http://www.facebook.com/specialolympicsillinois)
- ◆ Follow us on Twitter: [www.twitter.com/SO\\_Illinois](http://www.twitter.com/SO_Illinois)
- ◆ Post your #PlungeFor selfies, videos & stories on Instagram: @SpecialOlympicsIllinois. [www.instagram.com/specialolympicsillinois](http://www.instagram.com/specialolympicsillinois)
- ◆ Find us on Snapchat: **soillinois**
- ◆ Need inspiration? Watch & share our videos on YouTube: [www.youtube.com/SOIllinois](http://www.youtube.com/SOIllinois)
- ◆ **WE WANT YOUR STORIES!** Email us anytime to share why you, your friends, family & companies #PlungeFor Special Olympics Illinois: [tcrudef@soill.org](mailto:tcrudef@soill.org). (Of course there will be prizes!)



**RESOURCES:** TO DOWNLOAD & INCLUDE IN POSTS/TWEETS!

**COVER PHOTOS:** <http://bit.ly/2eGOLWp>

**COUNTDOWN PHOTOS:** <http://bit.ly/2eNlTOB>

**INSPIRATION #PlungeFor PHOTOS:** <http://bit.ly/2eH62Cm>

**#PlungeFor SIGN (Print, Pose, Post):** <http://bit.ly/2ewezKB>

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# POST

### Use these sample Facebook posts & resources to get your friends & family involved with your #PlungeFor efforts:

Today I registered to #PlungeFor the athletes of @Special Olympics Illinois (or insert who/what)! Join me on my journey & help me reach my goal of XXX: [LINK TO DONATION PAGE].

I'm going to #PlungeFor @SpecialOlympicsIllinois at the XXX Plunge on XXX date. Join my team. Can't make it? Then consider making a donation to my plunge: [LINK TO DONATION PAGE].

People #PlungeFor @SpecialOlympicsIllinois for so many reasons, but mine hits home. Read my story here & consider donating today: [LINK TO DONATION PAGE]

Never plunged into freezing cold water before? I can help you with that. Plunge with me [LINK TO DONATION PAGE] or register for one of the 22 Polar Plunges in Illinois: [www.plungeillinois.com](http://www.plungeillinois.com)

It's gonna be frigid! This Winter I will #PlungeFor the athletes of @Special Olympics Illinois. You might be asking yourself what this Plunge is. Well, participants like me will raise a minimum of \$100 in donations from friends, family and co-workers in exchange for taking an icy dip in an Illinois lake. Support me and these amazing athletes by making a gift to my page today: [LINK TO DONATION PAGE].

With every gutsy splash, I'll be helping @Special Olympics Illinois athletes discover how glorious it is to be a Special Olympics champion. Support me as I help transform a life: [LINK TO DONATION PAGE].

Want me to wear something silly when I #PlungeFor [tag] Special Olympics? Be the highest donor and your wish is my command: [LINK TO DONATION PAGE]!

BRRRR-ING IT ON! In XXX DAYS I will break out my swim gear, sunglasses and mittens and #PlungeFor (or insert who/what): [LINK TO DONATION PAGE].

Today I #PlungeFor the 22,000+ @Special Olympics Illinois athletes who inspire me each and every day. This is my \_\_\_\_\_ year Plunging and I couldn't have done it without all of you. If

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# TWEET

### Use these sample tweets & resources to get your followers involved with your #PlungeFor efforts:

Join me or support me...which do you choose as I #PlungeFor @SO\_Illinois!  
[LINK TO DONATION PAGE]

PLUNGE SEASON IS BACK! Support me & @SO\_Illinois as I #PlungeFor XXX.  
[LINK TO DONATION PAGE]

I #PlungeFor @SO\_Illinois because of XXX. Read my story & support me here:  
[LINK TO DONATION PAGE].

Feel the TRILL of the CHILL and join me or support me as I #PlungeFor the athletes of @SO\_Illinois in 100 DAYS! [LINK TO DONATION PAGE]

Will you join the craze as I #PlungeFor @SO\_illinois in XXX DAYS?  
[LINK TO DONATION PAGE]

Donate today to see me Plunge into FREEZING water in just XXX DAYS!  
[LINK TO DONATION PAGE]

In just XXX DAYS I will #PlungeFor acceptance, inclusion & my friends at @SO\_Illinois!  
[LINK DONATION PAGE]

XX DAYS AWAY! You can help me reach my goal by giving a gift of any kind so I can #PlungeFor @SO\_Illinois! [LINK TO DONATION PAGE]

Today I #PlungeFor the 22,000+ @SO\_Illinois athletes who inspire me every day! [LINK TO DONATION PAGE]

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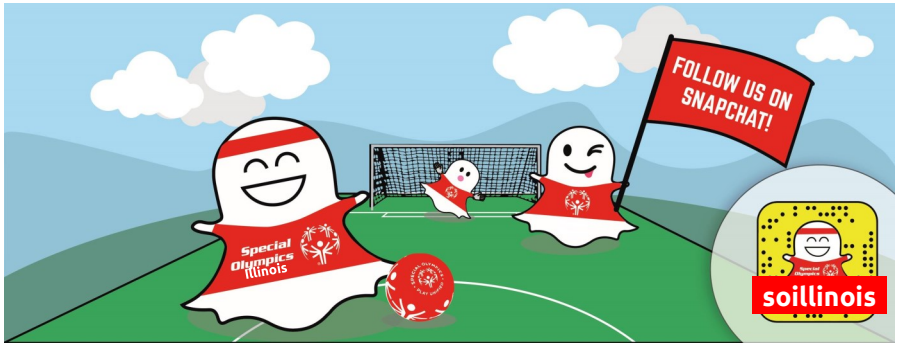
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# POST & SNAP

**Did you know that #PlungeFor is active on Instagram & Snapchat?  
Share your photos and videos of why you are plunging in 2017!**

These platforms are also great for sharing #PlungeFor selfies & group photos. Whether you are making a story or a video, tag @SpecialOlympicsIllinois and show us how you are preparing for your plunge!



**Sample Instagram Caption:** *You can also use any of the FB posts or tweets.*

- ◆ Just training for the @SpecialOlympicsIllinois Polar Plunge that takes place in XXX DAYS! Join me or support me today: [LINK TO DONATION PAGE IN MY BIO]. Thanks!
  - ◇ Don't forget to add donation page link to your bio!

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# MAKE IT PERSONAL

## How to Raise \$150 in Seven Days using Social Media

Day 1—Total: \$30

- \* Send a private/direct message to three friends asking for a \$10 donation (or challenge them to take the Plunge with you).

Day 2—Total: \$60

- \* Send a private/direct message to three favorite relatives asking for a \$10 donation.

Day 3—Total: \$80

- \* Ask one parent and one sibling for \$10 each.

Day 4—Total: \$100

- \* Send a private/direct message to two neighbors for a \$10 donation.

Day 5—Total: \$125

- \* Send a private/direct message to five people from high school, college, a current/old sports group or fraternity for \$5.

Day 6—Total: \$140

- \* Ask you best friend or significant other for a \$15 donation (don't forget to recruit them to Plunge with you)!

Day 7—Total: \$150

- \* Add a personal contribution of \$10 and share it on your social media channels.





***Special Olympics***  
*Illinois*



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