



2018 PLUNGER SOCIAL MEDIA GUIDE

Special Olympics Illinois & Illinois Law Enforcement Torch Run

Page 2: OFFICIAL HASHTAG & CHANNELS TO FOLLOW

Page 3: "DAYS OUT" CALENDAR DATES

Pages 4-6: SOCIAL MEDIA POST IDEAS & PHOTOS

Page 7: IPHONE VIDEO SHOOTING TIPS

Pages 8: SNAPCHAT



OFFICIAL 2018 SPECIAL OLYMPICS ILLINOIS POLAR PLUNGE HASHTAG:

#PlungeWITH

Follow and share your stories using the hashtag #PlungeWITH

- ✓ Browse our guides & tools at www.plungeillinois.com
- ✓ Like us on Facebook: www.facebook.com/specialolympicsillinois
- ✓ Follow us on Twitter: www.twitter.com/SO_Illinois
- ✓ Post your #PlungeWITH selfies, videos & stories on Instagram: @SpecialOlympicsIllinois.
www.instagram.com/specialolympicsillinois
- ✓ Find us on Snapchat: **soillinois**

Need inspiration? Watch & share videos from our [YouTube Channel](#)

SOCIAL SPOTLIGHTS: Email us your #PlungeWITH stories and have the chance to be featured on our social media channels, website, newsletter and more – of course prizes too! Email Teresa at tcrudele@soill.org

2018 Polar Plunge Resources – Use & Share!

[Facebook Cover Photos](#)

[#PlungeWith Sign - Print, Pose, Post](#)

[Online Registration Instructions](#)

[Polar Plunge Business Cards](#)

[Polar Plunge Email Banner](#)

[Plunger Guide](#)

[Team Captain Toolkit](#)

[Cool School Challenge Guide](#)



PLUNGE “__ DAYS OUT” DATES

**Suggestion: Create calendar reminders with your Plunge “XX Days Out” dates.*

FEBRUARY 18 th PLUNGE	
100	Nov 10, 2017
75	Dec 5, 2017
50	Dec 30, 2017
25	Jan 24, 2018
15	Feb 3, 2018
10	Feb 8, 2018
5	Feb 13, 2018
1	Feb 17, 18

MARCH 4 th PLUNGE	
100	Nov 24 th
75	Dec 19 th
50	Jan 13 th
25	Feb 7 th
15	Feb 17 th
10	Feb 22 nd
5	Feb 27 th
1	March 3 rd

FEBRUARY 24 th PLUNGE	
100	Nov 16 th
75	Dec 11 th
50	Jan 5 th
25	Jan 30 th
15	Feb 9 th
10	Feb 14 th
5	Feb 19 th
1	Feb 23 rd

MARCH 9 th PLUNGE	
100	Nov 29 th
75	Dec 24 th
50	Jan 18 th
25	Feb 12 th
15	Feb 22 nd
10	Feb 27 th
5	March 4 th
1	March 8 th

FEBRUARY 25 th PLUNGE	
100	Nov 17 th
75	Dec 12 th
50	Jan 6 th
25	Jan 31 st
15	Feb 10 th
10	Feb 15 th
5	Feb 20 th
1	Feb 24 th

MARCH 10 th PLUNGE	
100	Nov 30 th
75	Dec 25 th
50	Jan 19 th
25	Feb 13 th
15	Feb 23 rd
10	Feb 28 th
5	March 5 th
1	March 9 th

MARCH 3 rd PLUNGE	
100	Nov 23 rd
75	Dec 18 th
50	Jan 12 th
25	Feb 6 th
15	Feb 16 th
10	Feb 21 st
5	Feb 26 th
1	March 2 nd

MARCH 25 th PLUNGE	
100	Dec 15 th
75	Jan 9 th
50	Feb 3 rd
25	Feb 28 th
15	March 10 th
10	March 15 th
5	March 20 th
1	March 24 th



SOCIAL MEDIA “__ DAYS OUT” POST IDEAS

- Don't forget to include your [plunge donation link](#) in every post.
- Make it personal! Include stories, photos and/or videos of why you will #PlungeWITH Special Olympics Illinois this season.

Official Hashtag: #PlungeWITH

- 1) BRRRR-ING IT ON! In 100 DAYS I will break out my swim gear, sunglasses and mittens and #PlungeWITH [tag who you will #PlungeWITH]. With every gutsy splash, I'll be helping [tag] @SpecialOlympicsIllinois athletes discover how glorious it is to be a Special Olympics champion. Support me and help transform a life today: [LINK TO DONATION PAGE].
- 2) It's gonna be frigid! In 75 DAYS I will #PlungeWITH [tag who you will #PlungeWITH] and @SpecialOlympicsIllinois. You might be asking yourself what is the Plunge? 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]
- 3) Join me or support me as I #PlungeWITH [tag who you will #PlungeWITH] for the athletes of [tag] @SpecialOlympicsIllinois in just 50 DAYS! [LINK TO DONATION PAGE].
- 4) Want me to wear something silly when I #PlungeWITH [tag] @SpecialOlympicsIllinois in just 25 DAYS? Be the highest donor and your wish is my command: [LINK TO DONATION PAGE]!
- 5) Feel the THRILL of the CHILL and #PlungeWITH me or support me as I raise awareness and funds for the athletes of [tag] @SpecialOlympicsIllinois in 10 days! [LINK TO DONATION PAGE]
- 6) 5 DAYS AWAY! You can help me reach my goal by giving a gift of any kind so I can #PlungeWITH [tag who you will #PlungeWith] for @SpecialOlympicsIllinois: [LINK TO DONATION PAGE]
- 7) Today I #PlungeFor the 22,000+ [tag] 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 you haven't made a gift yet, you still have time by visiting [LINK TO DONATION PAGE]. Thank you, friends & family for your support!

FUN SOCIAL MEDIA POSTS WITH PHOTOS

- 8) When I Plunge, I make it possible for @SpecialOlympicsIllinois athletes to compete, take part in educational programming and improve their health and wellness. This is why I ask you to #PlungeWITH me and this is who you help me raise funds for. <https://www.youtube.com/watch?v=LiuFf5feydQ> (*Speechless Video Link*) [LINK TO DONATION PAGE] [Tag who you will #PlungeWITH]
- 9) No Selfie = No proof. Support me as I #PlungeWITH my crew for the ULTIMATE keepsake for good! [LINK TO DONATION PAGE] [Tag who you will #PlungeWITH]
 - o <https://www.flickr.com/photos/specialolympicsillinois/32496851983/in/album-72157677657409454/>
- 10) Will you be BRAVE IN THE ATTEMPT and #PlungeWITH me or sponsor me this Polar Plunge season for @SpecialOlympicsIllinois? [LINK TO DONATION PAGE] [Tag who you want to sponsor you]
 - o <https://www.flickr.com/photos/specialolympicsillinois/33182233551/in/album-72157677602977414/>



- 11) "So you're telling me there's a chance" that you will support my Polar Plunge efforts this season? #PlungeWITH me or support me at [LINK TO DONATION PAGE]!
 - <https://www.flickr.com/photos/specialolympicsillinois/33183440281/in/album-72157677657409454/>
**Click here for additional Dumb & Dumber quotes to utilize in your post!*
- 12) Did you know that for every athlete @SpecialOlympicsIllinois has been able to reach, there's an athlete still waiting on the sidelines? I want to lift up and celebrate EVERY champion with a dream of taking the field, but I can only help do that if friends like you step up. #PlungeWITH me on <insert date> or sponsor me by clicking here: [LINK TO DONATION PAGE] [Tag who you want to sponsor you]
- 13) Looking for TRIBE members who want to #PlungeWITH me on <date> at <location>! Can't plunge? You can still help by sharing my post or making a gift of any amount at [LINK TO DONATION PAGE]!
 - <https://www.flickr.com/photos/specialolympicsillinois/33183444381/in/album-72157677657409454/>
- 14) Doughnut you wanna support my #PlungeWITH efforts this season? You still have time to join my team, create your own or make a donation online today at [LINK TO DONATION PAGE].
 - <https://www.flickr.com/photos/specialolympicsillinois/32839249374/in/album-72157679447605902/>
- 15) Some plunge for fun, but I plunge for a reason. This is why I will #PlungeWITH @SpecialOlympicsIllinois...
 - *Post selfie video explaining why you will #PlungeWith Special Olympics Illinois.*
- 16) ALL FOR ONE & ONE FOR ALL! I'm looking for supporters who want to #PlungeWITH me or sponsor me this season. Learn more and make a gift of any amount to help individuals with intellectual disabilities today: [LINK TO DONATION PAGE]
 - <https://www.flickr.com/photos/specialolympicsillinois/32793423780/in/album-72157677345502864/>
- 17) Every Plunge makes a difference for more than 22,000 Special Olympics Illinois athletes. Special Olympics Illinois offers children and adults with intellectual disabilities year-round sports training and competition. Through Special Olympics' athletic, health and leadership programs, people with intellectual disabilities transform themselves, their communities and the world. #PlungeWITH me, help spread the word and make a gift that matters today at: [LINK TO DONATION PAGE]
 - *Use personal photo or video.*
- 18) Be a SUPERHERO this year when you #PlungeWITH me or sponsor my @SpecialOlympicsIllinois Polar Plunge Team today [LINK TO DONATION PAGE].
 - <https://www.flickr.com/photos/specialolympicsillinois/33641906336/in/album-72157679447605902/>
 - <https://www.flickr.com/photos/specialolympicsillinois/33240677940/in/album-72157681058186916/>
- 19) Help me #PlungeWITH my Huttle Buddies on <insert date> at <insert location>! [LINK TO DONATION PAGE].
 - <https://www.flickr.com/photos/specialolympicsillinois/32781897774/in/album-72157681058186916/>
- 20) Today I challenge all of the PRINCIPALS, TEACHERS & SCHOOL EDUCATORS to #PlungeWITH me on <insert date & location> and help spread the word at your schools: [LINK TO DONATION PAGE]
 - <https://www.flickr.com/photos/specialolympicsillinois/33526339612/in/album-72157679447605902/>



- 21) Because no matter the temperature, bubbles make everything better! Support me at #PlungeWITH @SpecialOlympicsIllinois this Polar Plunge Season: [LINK TO DONATION PAGE]
 - o <https://www.flickr.com/photos/specialolympicsillinois/33184199091/in/album-72157677659059654/>
- 22) ..because I deserve my princess moment too! Support me as I #PlungeWITH @SpecialOlympicsIllinois on <date> at <location> when you donate [LINK TO DONATION PAGE].
 - o <https://www.flickr.com/photos/specialolympicsillinois/33182066071/in/album-72157681058186916/>
- 23) Hand n' Hand, Together We Stand! #PlungeWITH me and my friends at @SpecialOlympicsIllinois at <location> on <date>: [LINK TO DONATION PAGE].
 - o <https://www.flickr.com/photos/specialolympicsillinois/33494844401/in/album-72157681058186916/>
- 24) I need to add this trophy to my collection, but need YOUR HELP to do so! #PlungeWITH me on <date> at <location> or sponsor me by visiting my page at: [LINK TO DONATION PAGE].
 - o <https://www.flickr.com/photos/specialolympicsillinois/32307918434/in/album-72157680743036626/>
- 25) He nailed his plunge and I can too when you click here to support my @SpecialOlympicsIllinois Polar Plunge team: [LINK TO DONATION PAGE]. #PlungeWITH
 - o <https://www.flickr.com/photos/specialolympicsillinois/33047596131/in/album-72157677345502864/>



Videos Wanted: Pre, During, Post Plunge:

You love taking videos and your friends love seeing them!

- Make your posts personal and create videos asking friends to #PlungeWITH you and family members to sponsor you.
- Tag and thank people directly in your posts and on their pages to show appreciation (and help get noticed).
- Get Creative – Film and Share how you “Train for the Plunge” in videos!

1) Shoot Video Horizontally! This is our #1 tip.



- 2) Keep your videos 60 seconds or less.
- 3) Steady your shot by bracing your elbows tight into your body and hold the phone in front of you with both hands or by resting your elbows on something sturdy.
- 4) Turn on 'Airplane Mode' to avoid interruptions from all those Facebook friends.
- 5) Avoid shooting with bright light on the edge of the frame or near the edges of your shot.
- 6) Tap a darkened area of your shot to balance the levels before shooting. iPhone auto-balances based on what you tap in the frame.
- 7) If you want to retain focus of a subject throughout a continuous shot, tap and hold the subject in the frame to auto-lock focus on that subject/item/person.

Have a video we must see?
Email it to Teresa at tcrudele@soill.org



SNAPCHAT: Follow Us Today!



LOOKING FOR PLUNGERS INTERESTED IN A **SPECIAL OLYMPICS ILLINOIS SNAPCHAT TAKEOVER:**

Special Olympics Illinois is looking for a plungers to “take over” our Snapchat account and create a story from your Plunge perspective. Interested?
Email Teresa at tcrudele@soill.org



50 YEARS
1968-2018

2018 Social Media Guide
For Plungers



LAW ENFORCEMENT TORCH RUN
POLAR PLUNGE.


FOR SPECIAL OLYMPICS ILLINOIS

Good Luck, Plungers!

#PlungeWITH

www.plungeillinois.com