

Commemorative Torch Run

Social Media Guide

#SpecialOlympics50



Social media will play a vital role in helping promote our LETR Commemorative Torch Run event on Friday, July 20th. We want to make sure our Law Enforcement Torch Run family understands how to best utilize these platforms. If you haven't liked the Law Enforcement Torch Run on Facebook or followed us on Twitter, please do so at:

<https://facebook.com/letr.org>
<https://twitter.com/LETRforSO>
www.instagram.com/LETRforSO

Images **command a lot of attention** when it comes to engagement on Facebook, Twitter and Instagram. Designate someone from your program to take great photos and share them on social media using the hashtag [#SpecialOlympics50](https://twitter.com/LETRforSO). The pound sign (or hash) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords.

Here are some other great social media resources you can use online leading up to July 20: (*Right click each photo to save to your computer or device*)

- Change your Facebook cover photo: [Download Here](#)
- Change your Twitter cover photo: [Download Here](#)
- Change your Instagram Photo: [Download Here](#)
- Change your Social Media Avatar on any platform: [Download here](#)
- Post this promotional photo on your social media channels on non-countdown days: [Download Here](#)
- Post this promotional photo on your social media channels on June 20 (30 days away): [Download Here](#)
- Post this promotional photo on your social media channels on July 10 (10 days away): [Download Here](#)
- Post this promotional photo on your social media channels on July 20 (Day of event): [Download Here](#)

Please share these posts on social media to help promote the LETR Commemorative Torch Run.

- For 37 years, @SpecialOlympics athletes have been supported by the incredible @LETRforSO all over the world. Join our Guardians of the Flame this summer as they join forces to light our Eternal Flame of Hope in Chicago! Sign up to run: <https://bit.ly/2IZqnlw>
- In celebration of #SpecialOlympics50, @LETRforSO will solidify @SpecialOlympics place in history by lighting an Eternal Flame of Hope in their birthplace of Chicago. Join them & reserve your spot in the LETR Commemorative Torch Run: <https://bit.ly/2IZqnlw>
- Run through Solider Field like the very first @SpecialOlympics athletes did! Sign up to run with @LETRforSO in the Commemorative Torch Run during #SpecialOlympics50: <https://bit.ly/2IZqnlw>

Feel free to share these posts on social media to help promote the Special Olympics 50th Anniversary.

- It takes a revolutionary idea to launch a global movement. This July, we celebrate just that! Find out more about #SpecialOlympics50 at www.SpecialOlympics50.org [Download Image](#)
- To celebrate #SpecialOlympics50 & showcase the unifying power of sports on the global-stage, @SpecialOlympics will be hosting the world's 1st ever Unified Cup in Chicago! Learn more about the historic event at <https://goo.gl/2cftCt> #InclusionRevolution
- In June 1982, Chief Richard LaMunyon founded the 1st Law Enforcement Torch Run for Special Olympics in Wichita, Kansas. This July, he will join officers from around the world as we carry the Flame of Hope as part of the @SpecialOlympics50. Sign up to join Chief LaMunyon at www.SpecialOlympics50.org [Download Image](#)

Also, don't forget mention or tag @SpecialOlympics and @LETRforSO on Facebook and Twitter.

