

SOCIAL MEDIA TOOLKIT



Social media is a great tool that you can use to ask for support as you prepare to take the Polar Plunge! In this toolkit, you will find tips, captions and graphics to make fundraising and recruitment on social media a breeze.

Tips & Best Practices

- Include the link to your personal Polar Plunge fundraising page in all of your posts so it's super easy for friends and family to donate directly to you
- Get creative! Your own photos and videos of past Plunges or Plunge prep are likely to get the most buzz on social media.
- Have a personal story? Share it with your followers and let them know why you Plunge for Special Olympics MA
- Make sure you're following Special Olympics Massachusetts social media accounts, and tag us whenever you post on social media



Special Olympics Massachusetts



@SpOlympicsMA



@SpecialOlympicsMA



@SpOlympicsMA

FACEBOOK



Facebook is a great place to showcase your entire Polar Plunge journey! It's easy to share photos, videos and links, and you can encourage family and friends to share your Plunge posts.

You can easily share your fundraising page directly through Donor Drive.

Can't think of your own caption? We've got you covered!

FUNDRAISING

It's that time of year again ❄️ Time to take the Polar Plunge for Special Olympics Massachusetts! I'll be jumping into freezing cold water on [date], all to support the thousands of Special Olympics athletes across the state! 🏠

Consider making a donation on my personal fundraising page: [insert personal link]

RECRUITMENT

I'm Plunging this year and you should too! ❄️ 🏠 Join me at the [location] Polar Plunge on [date], or find a location near you! Use the referral link on my Plunge page to sign up: [insert personal link]

DIY PLUNGE

This year, I'm taking the Polar Plunge at home! 🏠 🏠 You can support Special Olympics Massachusetts by donating to my DIY Plunge or signing up to Plunge with me (wherever you want!) at [insert personal link].

INSTAGRAM



Use Instagram to share photos and videos of your Plunge experience. From registration to fundraising to documenting the big day, your followers will love your Plunge updates! Be sure to update the link in your Instagram bio with your personal Plunge page.

Can't think of your own caption? We've got you covered!

FUNDRAISING

I'm being cold and getting cold at the [location] Polar Plunge on [date], and I would love your support! ❤️ Donate to support the thousands of Special Olympics athletes in Massachusetts through the link in my bio. #BeBoldGetCold #PolarPlungeMA

RECRUITMENT

This winter, I've decided to embrace the cold and support @SpecialOlympicsMA by taking the Polar Plunge! ❄️🌊 Consider this post your official invitation to join me! Register today through the link in my bio. #BeBoldGetCold #PolarPlungeMA

DIY PLUNGE

This year, I'm taking the Polar Plunge at home! 🏠🌊 You can support @SpecialOlympicsMA by donating to my Virtual Plunge or signing up to Plunge with me (wherever you want!) at [insert personal link].

TWITTER



Twitter is a great place to share quick updates and engage in conversation with your followers. Try starting a discussion about why you support Special Olympics Massachusetts or encourage people to retweet your ask for donations! And don't forget to include links!

Can't think of your own caption? We've got you covered!

FUNDRAISING

! If you haven't already heard, I'm taking the Polar Plunge on [date] in [location]! ❄️🌊 Please support me and @SpOlympicsMA by donating to my Plunge page: [insert personal link] #BeBoldGetCold #PolarPlungeMA

RECRUITMENT

I'm so excited to be taking the Polar Plunge for @SpOlympicsMA, and I would love if YOU joined me 🧡 Join me: [insert personal link] #BeBoldGetCold #PolarPlungeMA

DIY PLUNGE

I'm ready to take the Plunge... at home! 🏠🌊 Help me reach my fundraising goal or join me by taking the Plunge for @SpOlympicsMA. Learn more: [insert personal link]

TIKTOK



Use your personal TikTok account to get creative and share fun, engaging videos with your followers. Try documenting your Plunge journey through a variety of trending TikTok challenges and dances.... or create your own! Be sure to tag us!

Can't think of your own caption? We've got you covered!

FUNDRAISING

I'm taking the Polar Plunge for @SpOlympicsMA. You can help by donating to my page: [insert personal link] #PolarPlunge #PolarPlungeMA #BeBoldGetCold #fyp #winter #cold #inclusion

RECRUITMENT

I'm so excited to be taking the Polar Plunge for @SpOlympicsMA, and I would love if YOU joined me. Sign up: [insert personal link] #PolarPlunge #PolarPlungeMA #BeBoldGetCold #fyp #winter #cold #inclusion

DIY PLUNGE

I'm ready to take the Polar Plunge at home! Learn more: [insert personal link] #PolarPlunge #PolarPlungeMA #BeBoldGetCold #fyp #winter #cold #inclusion