

STUDENT ATHLETE AMBASSADOR SOCIAL MEDIA CALENDAR

As a Special Olympics Minnesota Student Athlete Ambassador, you are expected to post at least 8-10 times from August 2023 - May 31, 2024. Seven templates are provided in this Dropbox. For the remainder of your posts, choose how you would like to highlight SOMN! Here are a few ideas:

- Share your favorite SOMN memory
- Share why you became a Student Athlete Ambassador
- Talk about your Unified experience

Please tag @sominnesota so we can reshare your content and use your own photos, videos and messaging to personalize your posts!

September: Welcome Post

Caption: I am so excited to share that I will be partnering with Special Olympics Minnesota as a Student Athlete Ambassador! Throughout the year, I will be sharing about my Special Olympics Minnesota experience and participating in various events and fundraisers.

(Insert personal experience here).

Follow along to learn more about Special Olympics Minnesota! #LiveUnified

September: Apparel Fundraiser Post

Caption: Calling all fans of inclusion! The Special Olympics Minnesota Student Athlete Ambassadors are hosting an apparel fundraiser! All proceeds support Special Olympics Minnesota athletes and programming.

Show off your support of Special Olympics Minnesota with these limited edition items. Follow the link in my bio to order by October 6!

October 2: Apparel Fundraiser Reminder Post

Caption: Only five more days to order your limited edition Special Olympics Minnesota apparel! Remember: all proceeds support SOMN athletes and programming, which means you are directly supporting inclusion!

My favorite item is the *(insert favorite item)*. What are you gonna get?!

December 7: Happy Birthday SOMN Post

Caption: Happy birthday, Special Olympics Minnesota!

On this day in 1973, Special Olympics Minnesota became an official organization. For the last 50 years, they have led the charge in inclusive programming, expanding every year to support more Minnesotans with and without disabilities. Here's to the next 50 years and beyond of changing the game!



- January TBD:** Live Unified Day
Caption: Today is Live Unified Day!

Live Unified Day is a day to spread the word about the #InclusionRevolution. It's a day to advocate to ensure that everyone has the right to play, learn and thrive in our communities.

Today, I will be celebrating Live Unified Day by *(insert personal messaging here)*. Join me in honoring living Unified today and everyday!

- April:** General Awareness Post
Caption: Special Olympics Minnesota has grown and evolved over the years, but its mission has stayed the same: create a new world of inclusion and acceptance for people with intellectual disabilities.

While sports are at its core, SOMN also provides health and wellness, leadership and school programs that focus on community inclusion. And it's easy to get involved! You can be involved as a volunteer, coach, athlete, Unified partner and more.

(Insert personal story about SOMN involvement)

Message me to learn more about getting involved!

- May:** Summer Games Volunteer Post
Caption: Can you believe it's almost summer already?

One of my favorite parts about summer is the Special Olympics Minnesota Summer Games! The games feature competitive play, sportsmanship, inclusion and more. And SOMN needs volunteers to run this awesome event!

Check out the link in my bio to sign up for a shift!

- Anytime:** Additional Post (Required)
- Anytime:** Additional Post (Optional)
- Anytime:** Additional Post (Optional)