



SOCIAL MEDIA

Social media can have a large impact on your fundraising efforts! Check out these tips on how to use social media before, during and after the Plunge!

#GoForTheCold #PlungeDE

Create posts about everything related to the Plunge! Let everyone know that you are “Going for the Cold” and supporting our Special Olympics Delaware athletes! Some examples are:

“I’m freezin’ for a reason for the @Lewes Polar Bear Plunge benefiting Special Olympics Delaware to provide support to more than 4,200 athletes! #PlungeDE #GoForTheCold

“Help me raise awareness for @SODelaware athletes - join me and #GoForTheCold at #PlungeDE!”

“Today, I challenged myself to raise \$100 for #PlungeDE and the athletes of @SODelaware. Help me reach my goal and donate to my Plunge page - thank you!”

FACEBOOK

- Like us: <https://www.facebook.com/plungeDE>
- Share a post from our Facebook page
- Make your own Polar Bear Plunge an event on Facebook. Invite friends to support your fundraising effort!
- Share why you are Plunging and what your goal is
- Post Plunge photos - always a great way to share about your Plunge experience!
- Post a shout-out to your donors when they pledge a donation. Tag them in your post!
- Use Hashtags like #GoForTheCold and #PlungeDE on Facebook
- Don’t forget to thank your friends on Facebook after you take the Plunge!

TWITTER

- Follow us at <https://www.twitter.com/SODelaware>
- Retweet a tweet about the Plunge
- Use the Hashtag #PlungeDE and #GoForTheCold to follow Plunge chatter
- Share why you are taking the Plunge in 280 characters!

INSTAGRAM

- Let your pictures speak for themselves! Use photos and videos to capture your Plunge!