

SOCIAL MEDIA

Social media can be a great tool to help recruit teammates and reach your fundraising goals. Check out these tips for using social media before, during and after the Plunge!



Like Us • Follow Us • Tag Us



Facebook: [@SODelaware](#)



Instagram: [@specialolympicsde](#)

Use the official event hashtag: **#PlungeDE**

Sample Posts

"I can bear it! Can you? I am doing the Polar Bear Plunge to provide support for the thousands of Special Olympics Delaware athletes!"

"Can you bear it? Join me for the Polar Bear Plunge and help me make a difference in the lives of the athletes of Special Olympics Delaware."

"Not willing to bear the icy Atlantic? You can still support the Plunge by helping me reach my fundraising goal. Please consider donating to my page [\[insert link\]](#)."

Tips and Tricks

- Add a great photo or video from a previous Plunge to catch your followers' attention.
 - 1st time plunging? Check out our archive of [photos](#) you can download for free.
- Share **why** you are Plunging and what your fundraising goal is.
- Post shout-outs to your donors on social media when they pledge a donation.
- Not feeling creative? Be on the lookout for our posts and share them to your followers.
- After your Plunge, post photos and thank donors – prove you really went through with it!
- If you don't want to hop in the icy Atlantic, take the virtual plunge. Get creative! Plunge in your backyard, schoolyard, anywhere you would like and then post it to social media and tag our social media accounts.

NOTE: We know that Facebook and Instagram offer donation tools, but those are difficult for us to track. Instead, we ask that you please **use only your Classy online fundraising page** – and use social media to share that link!