



# RECRUITMENT SOCIAL SHARING

Utilize Facebook, Twitter, Instagram and LinkedIn to reach out to your friends and family when recruiting people to join your team! Make sure that you link your Plunge Account team page to your posts so it's super easy for people to register and join the right team.

## TIPS

Get creative! Feel free to share pictures and videos to your posts. Check out Polar Plunge on YouTube for some great videos.

Have a personal story? Share it with your followers and let them know why you Plunge.

Tag Polar Plunge and Special Olympics Minnesota in your posts!



@PlungeMN | @SOMinnesota



@PlungeSOMN | @SOMinnesota



@PlungeMN | @SOMinnesota

## SAMPLE POSTS

*Help me support the 8,200+ athletes who participate in Special Olympics Minnesota - join me in taking the Polar Plunge page! #PlungeMN <insert link to Plunge team page>*

*You can make a difference! Join me in taking the Polar Plunge for Special Olympics Minnesota! #PlungeMN <insert link to Plunge team page>*

*'Tis the Plunge season! Help me support Special Olympics Minnesota by joining me in taking the Polar Plunge! #PlungeMN <insert link to Plunge team page>*