



SOCIAL MEDIA TOOLKIT

Social media is a great tool that you can use to ask for support as you prepare for and 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 your personal Plunge link in all of your posts so it's super easy for friends and family to donate directly to you or use your referral link to register.
- 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.
- Make sure you're following the Polar Plunge and Special Olympics Minnesota accounts, and tag us whenever you post on social media!



[@PlungeMN](#) | [@SOMinnesota](#)



[@PlungeSOMN](#) | [@SOMinnesota](#)



[@PlungeMN](#) | [@SOMinnesota](#)



[@PlungeMN](#) | [@SOMinnesota](#)



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. **Important reminder: Don't create a Facebook Fundraiser! That money will not count toward your fundraising total for the Plunge.**

[DOWNLOAD FACEBOOK IMAGES](#)

COPY + PASTE FACEBOOK CAPTIONS BELOW:

FUNDRAISING

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

VIRTUAL PLUNGE

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



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.**

[DOWNLOAD INSTAGRAM IMAGES](#)

COPY + PASTE INSTAGRAM CAPTIONS BELOW:

FUNDRAISING

I'll be freezin' for a reason at the **[location]** Polar Plunge on **[date]**, and I would love your support! Donate to support the thousands of Special Olympics athletes in Minnesota at the link in my bio. #PlungeMN

RECRUITMENT

This winter, I've decided to embrace the cold and support @SOMinnesota by taking the Polar Plunge! Consider this post your official invitation to join me! Register today at the link in my bio. #PlungeMN

VIRTUAL PLUNGE

This year, I'm taking the Polar Plunge at home! You can support @SOMinnesota by donating to my Virtual Plunge or signing up to Plunge with me (wherever you want!) at the link in my bio. #VirtualPlungeMN



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 Minnesota or encourage people to retweet your ask for donations! And don't forget to include links!

[DOWNLOAD TWITTER IMAGES](#)

COPY + PASTE TWEETS BELOW:

FUNDRAISING

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

RECRUITMENT

I'm so excited to be taking the Polar Plunge for Special Olympics Minnesota, and I would love if YOU joined me! Join me: **[insert personal link]** #PlungeMN

VIRTUAL PLUNGE

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