



# 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 the perfect 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.**

[CLICK HERE TO 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]**

I'm Plunging for inclusion on **[date]**! Please consider making a donation on my personal fundraising page to help me earn awesome incentives and support Special Olympics Minnesota: **[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]**

Plunging is more fun with friends. ❤️ Join my Polar Plunge team at **[location]** on **[date]**! Use the referral link on my page to join team **[team name]**: **[insert personal link]**



# 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.**

[CLICK HERE TO 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 #FreezinForAReason

I'm so excited to share that I'm Plunging for inclusion on [**date**]. That's right, I'm taking the Polar Plunge, and I would love your support! Donate to support @SOMinnesota's mission of inclusion at the link in my bio. #PlungeMN #FreezinForAReason

### 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 #FreezinForAReason

Want to help me in making Minnesota a more inclusive place for all? Join my Polar Plunge team! We're Plunging for inclusion on [**date**] at [**location**]. Head to the link in my bio to join team [**team name**]! #PlungeMN #FreezinForAReason

**PLUNGEMN.ORG**



# X (TWITTER)

X is a good place to share quick updates and engage in conversation with your followers. Try starting a conversation about why you support Special Olympics Minnesota or encourage people to retweet your call for donations! Don't forget links!

[CLICK HERE TO DOWNLOAD X IMAGES](#)

## COPY + PASTE POSTS 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

Help support thousands of individuals with intellectual disabilities in Minnesota by donating to my Polar Plunge page. Together, we can make our great state more inclusive for all! Donate: **[insert personal link]**

### 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

Join me at the Polar Plunge on **[date]** in **[location]**! If you've never taken the Plunge before, I promise it will be a blast. And best of all, you'll be supporting @SOMinnesota's mission of inclusion! Join my team: **[insert personal link]**