

6 Resources you should be using



1. Flyers

- Flyers are an easy way to reach your audience, whether through a newspaper insert or through schools and businesses. Having something tangible gets you one step closer to your audience reading your message.
- We have flyer templates already made where we can input your event information.
- Send us an email with all of the important details, such as what, when, where and who to contact, and make sure to include your Community Resources Director on the email.
- If you have any photos that you would like to see on the flyer, send those along, and we can test them in our template.

2. Facebook Events

- According to Facebook, more than 60% of people discover events through their News Feed.
- The best part about using Facebook events is that they are very user-friendly! See the How-To Guide for step-by-step instructions to creating an event on Facebook.
- Share, share, share! Make sure you and other local program leadership, such as your committees, athlete leaders, etc., RSVP “Yes” to the event and share it on their personal pages. **The more you share, the more people you reach!**

3. SmugMug Photo Galleries

- <https://specialolympicsnc.smugmug.com>
- We may not have a photo of every athlete from every county at an event, but our volunteer photographers do a great job capturing photos representing each county.
- Download a picture straight from the website for the best quality.

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**Special
Olympics**
North Carolina



4. Media Alert & Contact Lists

- Media Alerts are a great way to let the media in your area know what is going on in your Special Olympics program.
- We have created media alert templates for you to easily update with information with your local program's event.
- Additionally, we have contact lists for each county. You can either use your own contacts or we can provide you with our list.
- eNR PR is the service we use to create and distribute our press releases and media alerts. We are able to send out media alerts for your program through eNR, as well.

5. Katie

- Reach out to SONC's new Manager of Communications and Social Media for any social media needs.
- She can create graphics, flyers, content, videos, etc. for you.
- Our information can be found on the website, www.sonc.net, and also here:
 - Rachel McQuiston, VP of Communications, rmcquiston@sonc.net
 - Katie McGhee, Mgr of Communications and Social Media, kmcghee@sonc.net

6. Animoto

- Many of us may think we can't create videos like what we see on Facebook, but that is where Animoto comes in! Animoto is a user-friendly, cost-effective platform anyone can use to create professional videos on a computer or a mobile device.
- We have an account that you can use, so no need to spend extra money!
- You don't just have to use video footage! Have some great photos? Use them to tell your program's story through a slideshow video.