

**Spread the Word Inclusion  
Action Kit**



**SOCIAL MEDIA ACTIVATION: A REVOLUTION FROM YOUR PHONE**

- **Social media** has proven to be a very effective way to raise awareness for **Spread the Word**.
  - Allows people to engage in conversations that help **change attitudes** and **drive people to pledge** at [www.spreadtheword.global](http://www.spreadtheword.global).
  - Here are some of the more robust social media channels that you can join discussions, subscribe to videos or follow conversations online:

**Facebook**

Facebook is a simple, but effective engagement tool to **Spread the Word** about inclusion to your friends and family. You can activate on Facebook by:

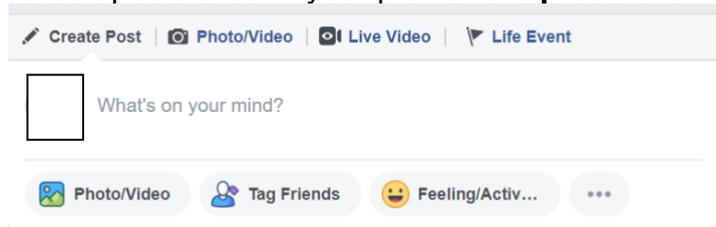
1. Visiting and liking our Spread the Word Inclusion page at:  
<https://www.facebook.com/PledgetoInclude/>

Our Spread the Word team will be posting articles, videos, and activation events. You can use these posts to re-share on your own pages – along with your own



narrative on inclusion!

2. Use your own status update area in your profile for **Spread the Word Inclusion:**



- Post links to videos about the Spread the Word from our website or Facebook Fan Page.
- Post a message and share a photo encouraging your friends to take the inclusion pledge (you can even make sure to tag them in your post to challenge them on the pledge!):
  1. “I pledge #friendship through my words and actions. Will you (@ \_\_\_\_\_)? Pledge now at [www.spreadtheword.global](http://www.spreadtheword.global) to create communities of respect for people with intellectual disabilities and #PledgetoInclude
  2. “I just pledged to make the world a more accepting and inclusive place for people with intellectual and developmental disabilities. I hope you will pledge too! #PledgetoInclude <http://www.spreadtheword.global>”
  3. “Join our movement! Pledge for Inclusion! #PledgetoInclude [spreadtheword.global](http://www.spreadtheword.global)”

**Twitter**



Twitter is an engaging social media channel to share your thoughts on how you plan to spread inclusion. Twitter is most effective when you use hashtags in order to help build the movement. You can activate on Twitter by:

1. Visiting and following **Spread the Word Inclusion** at @PledgetoInclude – <http://twitter.com/PledgetoInclude.com/>
2. Utilizing the main hashtag when tweeting about the campaign. The official hashtag of the campaign is **#PledgetoInclude**.
3. A few sample tweets to help you Spread the Word:
  - I pledge #Inclusion through my words & actions. Will you? Pledge now to create communities of respect for people with disabilities <http://spreadtheword.global>
  - Language affects attitude. Attitudes impact action. Make your pledge to choose respectful people first language # <http://spreadtheword.global>
  - "I took a pledge for #Inclusion, and you can too! Just go to [spreadtheword.global](http://spreadtheword.global) to help respect the unique abilities of everyone #PledgetoInclude"
  - Be a Fan of Inclusion. Help create opportunities for inclusive activities in your school or community #PledgetoInclude <http://spreadtheword.global/>
  - "I pledged! Eliminate exclusionary actions and pledge. Stand up for yourself and others by pledging #Inclusion! <http://spreadtheword.global>
4. When you see positive tweets in support of Special Olympics, Best Buddies or Inclusion, retweet them and thank the originating handle and follow them!
5. Tweet at your favorite celebrities and ask them to support Spread the Word!

### **Instagram**

Instagram is a social media platform dedicated mostly to sharing ideas via pictures. Instagram, like Twitter, is very effective when using hashtags and tagging other accounts to build the campaign. To engage Instagram, you can:

1. Follow **Special Olympics** Instagram account
2. Post photos sharing your
  - a. Thoughts on inclusion
  - b. Experience participating in an inclusive event
  - c. Time organizing and carrying out one of many **Spread the Word activation opportunities**
3. Make sure to include the hashtag **#PledgetoInclude**
4. Tag your friends, family, and local news reporters to Spread the Word!

### **Blogosphere and other tips**

→ There are conversations taking place every day about **inclusion**, people with intellectual disabilities, sports, or friendship.

- Find a subject that interests you and **engage in those online communities** and conversations and help spread the word about this campaign in those communities.
- Keep the interactions **respectful** and **forward moving** by always encouraging people to join us and learn more.
- Whenever you see media items posted on any site like YouTube, Facebook, Twitter, etc it is likely there will be negative comments toward our efforts.
  - Use those comments as an opportunity to engage the person in conversation.
  - **Offer thoughtful counterpoints** to their arguments!
- Do not let negativity from immature people online get you down. You already know why you are passionate about this campaign.
  - Prepare a few lines of text expressing your feelings and why this matters to you. Have it ready to engage in positive conversation. We cannot effect change without confronting the attitudes we hope to change.
  - Arm yourself with your honest feelings and words and a well thought out **statement of compassion**.
  - Most people will respond to this positively. Those who don't, brush it off, its' likely they've heard your message and it sticks with them, maybe they pledge next year or the year after!

### **Social Media Activation Calendar Days**

Take action on your favorite social media platforms (Facebook, Twitter, Instagram, etc) on these days of inclusion year-round!

- October 11: **International Day of the Girl**
  - Post a picture with a girl with intellectual disabilities who inspires you
  - Explain how you plan to be more inclusive and empowering of women with intellectual disabilities with the hashtag **#GirlTakeover**
- December 10: **International Human Rights Day**
  - Share how you plan to promote justice, freedom, and inclusion for those with intellectual disabilities using the hashtag **#StandUp4HumanRights**
    - Tag friends and family
- December 18: **International Migrants Day**
  - Share your experience being a migrant with intellectual disabilities with the hashtag **#WithDignity**
  - Explore how those with and without intellectual disabilities share the migrant experience
- March 1: **Zero Discrimination Day**
  - Wear black to symbolize zero tolerance for discrimination of those with intellectual disabilities
  - Post a picture decked out in black with the hashtag **#ZeroDiscrimination**



- Use the hashtag to share your plan on how you hope to end discrimination of those with intellectual disabilities in your community!
- March 4: **Spread the Word: Inclusion Day!**
  - Attend/host a local pledge event/rally and post about your experience with the hashtag **#PledgetoInclude**
  - Post a comment on Twitter, Instagram, or Facebook about what inclusion means to you
    - Use the hashtags **#PledgetoInclude** and **#SpreadtheWord**
  - Create a video speaking about inclusion and how you plan to be more inclusive in your community
    - Post it online, share it on Special Olympics Facebook page, tag friends and family, and use the hashtag **#PledgetoInclude**