



Special Olympics
New York

Thank you for supporting Special Olympics New York! If you're looking for social media guidelines, you've come to the right place.

Social Media Handles (please follow us and tag us in your posts!)

- [Facebook](#): @SpecialOlympicsNewYork
- [Twitter](#): @SpecOlympicsNY
- [Instagram](#): @SpecialOlympicsNY
- [LinkedIn](#): Special-Olympics-New-York
- [TikTok](#): @specialolympicsny

Hashtags

- For general use: #SpecialOlympicsNY, #InclusionRevolution, #ChooseToInclude
- For competitions: #GameChanger, #BeAFan
- For Polar Plunges: #PlungeNation, #FreezinForAReason
- For Unified Sports: #LiveUnified, #PlayUnified, #UnifiedSports

Language Guidelines

- Please omit "the" directly before "Special Olympics New York." Ex. "I'm fundraising for ~~the~~ Special Olympics."
- When referring to our athletes, please use the term "Special Olympics New York [or NY] athlete." Use person-first terminology, i.e. "Person with a disability," not "disabled person." Please do not use the term "Olympian."

Text and Visual Content for Your Posts

- Special Olympics New York provides year-round sports training, athletic competition, and health screenings to 31,000 athletes and Unified partners throughout New York State.
- We are the largest state chapter in the U.S. and sixth largest in the world.
- We partner with about 250 schools statewide to offer Unified Sports, where students with and without disabilities compete on the same teams.
- Please feel free to add any images in [this folder](#) to your posts.

Questions? Please email kmassa@nyso.org. We look forward to making unforgettable experiences with you!