



Eunice Kennedy Shriver Day

Social Media Activation

Here's how you can help spread the word about Eunice Kennedy Shriver Day (EKS Day) on September 24, 2011 via your personal social media accounts:

- + "Like" Special Olympics on Facebook and invite your friends to do the same. Our goal is to have one Facebook friend for every one of our 3.75 million athletes!
 - o Facebook link here <http://www.facebook.com/#!/SpecialOlympics>
- + Change your Twitter background to support EKS Day.
 - o [EKS Day Twitter background](#)
- + Change your Facebook or Twitter profile pictures to the EKS Day image.
 - o [EKS Day profile picture](#)
- + Donate your Facebook status for the day. Facebook Post ideas include:
 - o Today is Eunice Kennedy Shriver Day – a celebration of the extraordinary legacy of Special Olympics' founder. Join me and play unified to live unified. <http://www.eksdays.org>
 - o Celebrate Eunice Kennedy Shriver Day and be a fan of @Special Olympics. <http://www.eksdays.org>
 - o Today I'm donating my Facebook profile picture to help promote Eunice Kennedy Shriver Day. Join me! Download the EKS Day profile picture for your account too! http://media.specialolympics.org/soi/files/resources/EKS-Day/EKSDay_Profile_Pic.jpg
- + Donate your Twitter* status for the day. Potential tweets could include:
 - o Honor the legacy of Eunice Kennedy Shriver on September 24 and Play Unified to Live Unified. Learn how! www.eksdays.org #EKSDay
 - o I'm donating my Twitter background to promote #EKSDay. Join me! Download the EKS Day background for your page too! <http://j.mp/939HOi>
 - o I'm donating my Twitter profile pic to promote #EKSDay. Join me! Download the EKS Day profile pic for your page too! <http://j.mp/cGQSR2>
 - o Celebrate Eunice Kennedy Shriver Day and be a fan of @SpecialOlympics. www.eksdays.org #EKSDay

*Please note, in your tweets, please use the hashtag "#EKSDay" and/or "@SpecialOlympics" (as opposed to "Special Olympics") so that we can see and aggregate all the tweets on EKS Day and so your followers can easily follow our Special Olympics handle.

- + Share the EKS Day video PSA on You Tube, Facebook and Twitter!
http://www.youtube.com/watch?v=pVjz1p_M8Kw
- + Embed the #EKSDay Twitter widget on your blog or website. Just place the embed code below into your HTML editor!

```
<script src="http://widgets.twimg.com/j/2/widget.js"></script>
<script>
new TWTR.Widget({
  version: 2,
  type: 'search',
  search: '#EKSDay',
  interval: 6000,
  title: 'EKS Day',
  subject: 'Celebrate Eunice Kennedy Shriver Day on Sept. 24',
  width: 250,
  height: 300,
  theme: {
    shell: {
      background: '#8ec1da',
      color: '#ffffff'
    },
    tweets: {
      background: '#ffffff',
      color: '#444444',
      links: '#1985b5'
    }
  },
  features: {
    scrollbar: false,
    loop: true,
    live: true,
    hashtags: true,
    timestamp: true,
    avatars: true,
    toptweets: true,
    behavior: 'default'
  }
}).render().start();
</script>
```