



Spread the Word to End the Word® Action Kit

SOCIAL MEDIA ACTIVATION

Social Media has proven to be a very effective way to raise awareness for **Spread the Word to End the Word™**. Social media will allow you to engage in conversations that help change attitudes and drive people to pledge at www.r-word.org. Here are some of the more robust social media channels that you can join discussions, subscribe to videos or follow conversations online.

Facebook - The official Spread the Word to End the Word Fan Page is www.facebook.com/EndtheWord. You can use your own status update area in your profile to help raise awareness for **Spread the Word to End the Word**.

Post links to videos about the R-word from the R-word website, End the Word YouTube channel or Facebook Fan Page. Post a message encouraging your friends to take the R-word pledge:

- “I pledge #Respect thru my words and actions. Will you? Pledge now at www.r-word.org to create communities of inclusion for people with intellectual disabilities
- “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! <http://www.r-word.org>”
- “Join our movement! Pledge to end the R-word! <http://www.r-word.org>”
- “Language affects attitudes. Attitudes impact actions. Join me and make your pledge to choose respectful people first language at www.R-word.org”

Twitter The official Twitter handle you should follow for **Spread the Word to End the Word** is @EndtheWord – <http://twitter.com/EndtheWord>

When you tweet about the R-word, use the hashtag: #Respect so everyone can follow the conversation. Use <http://search.twitter.com> and put in ‘retard’ to see tweets of people using the R-word. Then tweet @ them and ask them to please stop and take the pledge. A few sample tweets to help you Spread the Word:

- I pledge #Respect thru my words & actions. Will you? Pledge now to create communities of inclusion for people with ID <http://r-word.org>
- Language affects attitude. Attitudes impact action. Make your pledge to choose respectful people first language <http://r-word.org>
- Watch this powerful PSA on the power of words! #Rword <http://j.mp/tDN6uv>
- Have you pledged to help end the use of the #Rword? [http:// r-word.org/](http://r-word.org/)

When you see positive tweets in support of Special Olympics, Best Buddies or the R-word, Re-Tweet them and thank the originating handle and follow them! Tweet @ your favorite celebrities and ask them to support Spread the Word!

You Tube The official Spread the Word to End the Word You Tube channel is <http://www.youtube.com/EndtheRword>

Share or reference the information as provided by Special Olympics in the You Tube Safety Center on inclusive language and mutual respect <http://help.youtube.com/support/youtube/bin/answer.py?answer=143803>

Link or embed the videos on our End The Word channel to your blogs, Facebook profiles, Tweets, or any other way you engage online – the more people that see our messages, the better!

Blogosphere and other tips

There are conversations taking place every day about language, people with special needs, sports, friendship, or any topic you can think of. 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, always encouraging people to join us and learn more.