

**BACKGROUND:** As *Olympians Made Here* and *Paralympians Made Here* relaunch this fall, athlete storytelling has become the foundation of the effort. Any Team USA athlete who competed collegiately or is currently competing collegiately is encouraged to participate and celebrate their collegiate experience. Educating your audiences and college audiences on the importance of the college system will help shine light on your school programs during these uncertain times. Throughout the 2020-2021 academic year, there will be three social activations:

- **October 13, 2020:** Value of college sports. Use the social template to describe how college shaped you.
- **January 25, 2021:** Unify school community. Share how your school and school community helped you grow.
- **April 13, 2021:** Why I play. Share why you chose your sport and/or what got you into your sport.

**BEST PRACTICES:** While there are many ways an athlete can participate in the campaign, the below suggestions have been prioritized to help guide you. Please review the below and reach out to [OlympiansMadeHere@usopc.org](mailto:OlympiansMadeHere@usopc.org) or [ParalympiansMadeHere@usopc.org](mailto:ParalympiansMadeHere@usopc.org) with any questions.

### **Participate in quarterly social posts**

Mark your calendars for the above quarterly social activation dates. Prior to each quarterly activation, the USOPC will provide you with a customized graphic that you can post on your social channels. While participating, please:

- When you post your graphic to Instagram, please be sure to also include the post on Twitter. Schools primarily use Twitter to reach their audiences and posting your graphics to both platforms will allow schools to interact with your posts and get your stories out to their stakeholders/communities.
- Tag your school program (@NDFencing, etc.) and use #OlympiansMadeHere or #ParalympiansMadeHere.
- Retweet and celebrate your school's #OlympiansMadeHere or #ParalympiansMadeHere posts.

Sample social copy will be provided with each graphic; please tailor the copy in a way that is authentic to your experience and reach out to the collegiate partnerships team with questions.

### **Tell your story online**

Throughout the campaign, the USOPC will facilitate athlete storytelling on [OlympiansMadeHere.org](http://OlympiansMadeHere.org)/[ParalympiansMadeHere.org](http://ParalympiansMadeHere.org) as part of a collegiate testimonial series. Athletes will be asked to reflect on the below questions and provide their thoughts and experiences in a Q&A format. A member of the collegiate partnerships team is available to assist, and athletes are encouraged to contact [OlympiansMadeHere@usopc.org](mailto:OlympiansMadeHere@usopc.org) or [ParalympiansMadeHere@usopc.org](mailto:ParalympiansMadeHere@usopc.org) if they wish to be involved. During the course of the campaign, the USOPC may proactively reach out to athletes to solicit interest in the collegiate testimonial series.

1. Why did you choose your college, and what did you like most about being a student-athlete there?
2. How did competing collegiately help prepare you for competing on Team USA?
3. How did (or will) going to college prepare you for life?

### **Connect with your school**

Athletes are encouraged to reach out to their school's athletic department and ask how they may be able to participate in their school/conference campaign efforts. Schools are eager to share your stories. Schools may be interested in filming you for a video or interviewing you for a podcast or web story. If you need an introduction into your school, please contact:

- PMH: [Cecelia.Bolin@usopc.org](mailto:Cecelia.Bolin@usopc.org); [Calli.Doggett@usopc.org](mailto:Calli.Doggett@usopc.org) OMH: [Elizabeth.Wyman@usopc.org](mailto:Elizabeth.Wyman@usopc.org)

**COMMUNICATIONS SUPPORT:** The USOPC is planning a November/December 2020 webinar to aid athletes in their campaign and advocacy efforts; in the meantime, please reach out to any of the below individuals with questions:

- Athlete media relations: [Olivia.Truby@usopc.org](mailto:Olivia.Truby@usopc.org) (media relations manager)
- Digital media: [Hannah.Miller@usopc.org](mailto:Hannah.Miller@usopc.org) (associate director, social media content & strategy)
- Athlete storytelling: [Kara.Tanner@usopc.org](mailto:Kara.Tanner@usopc.org) (manager, digital content)