

Thank you for your interest in participating in the *Olympians Made Here* and *Paralympians Made Here* collegiate solidarity campaigns! We're excited to include your voice in the relaunch on Oct. 13, 2020. Upon completing registration, a member of the collegiate partnerships team will reach out to you with a customized graphic that you can post on Oct. 13. We recognize that college was important to your development as an athlete, but also instrumental in your personal development. Join us in celebrating the greater value of sport.

While you post to your Instagram account, please be sure to also post to Twitter. Schools and conferences use Twitter as their primary social channel, and they will be able to interact with your messages if posted to Twitter. Below please find instructions and sample social copy to guide you – please reach out to the collegiate partnerships team with any questions at [OlympiansMadeHere@usopc.org](mailto:OlympiansMadeHere@usopc.org).

### SOCIAL CAPTION INSTRUCTIONS

*Athletes are encouraged to use the social caption to personalize to your collegiate experience. Please follow the directions in the highlighted sections to customize and share your story! Think about how you developed in college and how it shaped you. Please note: the brackets should not be included after the template is updated.*

Without **[ADD school/sport tag]**, I wouldn't be who I am today. Thank you for helping me become a **[\_\_ FILL IN THE BLANK \_\_]** and **[CHOOSE 2020 Olympic hopeful, 2020 Paralympic hopeful, U.S. Olympian or U.S. Paralympian]**!

**[CHOOSE #OlympiansMadeHere or #ParalympiansMadeHere]** **[ADD school hashtag]**

### SAMPLE SOCIAL CAPTION

See below for a complete example - the highlighted sections include the updates made by the athlete.

Without **@DUKEFH**, I wouldn't be who I am today. Thank you for helping me become a **lover of science, passionate educator** and 2020 Olympic hopeful!  
**#OlympiansMadeHere #GoBlueDevils**

### EXAMPLE POST



**EmmaSmith** @EmmaSmith

Without @DukeFH, I wouldn't be who I am today. Thank you for helping me become a better writer, stronger leader and 2020 Olympic hopeful!

#OlympiansMadeHere #GoBlueDevils

