



Special Olympics
Unified Champion
Schools®

**#UnifiedGeneration
Correspondent**

Position Title: #UnifiedGeneration Correspondent

Working with: SO Program UCS Liaison; SONA UCS

Overview

We have seen so much creativity on how Special Olympics Programs are using social media to #stayconnected to their athletes and the wider community. Specifically on the Special Olympics North America (SONA) account, our U.S. Youth Ambassadors have been taking the initiative in creating fun activities as way for others to engage with us on Instagram. We recognize that youth leaders across the U.S. have inspired ideas and we would like to provide an opportunity to bring them into the fold. This role is intended for YAC members or Unified Club members who have shown an interest in social media promotion and content creation. This can be a Unified pair or an individual, with a maximum number of two youth leaders per SO Program.

Duties and Responsibilities

- Review Brand Ambassador & Storytelling Training
- Submit social media content from your State Program to the Manager, Digital Communications
 - Instagram DM Group or Slack channel to be promoted on SONA channels. This content could include but is not limited to:
 - National Holidays (i.e. Best Friends Day - June 8th, July 4th)
 - Events that are happening at the local level (i.e. Virtual Opening Ceremonies)
- Post about SONA regional initiatives such as
 - Examples include: U.S. Youth Ambassador campaigns, Wellness Wednesdays or International Dance Day from either a personal profile, Unified Club profile, or a State YAC profile (Instagram preferred)
- *Optional:* Participate in monthly calls to brainstorm with other members of the #UnifiedGeneration and also hear about SONA region and SOIHQ organization-wide initiatives from the Manager, Digital Communications