



How to Spread the Word

This March, use social media to Spread the Word to promote inclusion, respect, and acceptance. Below, find sample Tweets, Facebook posts, and information on how to create your video message to share your participation in this global campaign and call others to action!

Twitter

We have provided the tweet below that everyone can use and is exactly 140 characters: Please tweet out the pledge to your networks throughout the month of March, specifically on Spread the Word to End the Word Awareness Day, March 2nd. The pledge is:

I pledge #Respect thru my words & actions. Will you? Pledge now to create communities of inclusion for people with IDD

Facebook

On Facebook, you can use the same pledge as Twitter but can include more characters since there is no constraint on number of characters. Ideas for engagement include:

- Share a picture of yourself with a Best Buddies Ambassador to get maximum engagement on your Facebook post and personalize the content
- Take a picture of yourself in an R-word or Best Buddies shirt and post with your pledge
- Share pictures of banners being signed in your school and community
- Showcase the mission in action: where are you and what are you doing to activate change in your community? Share it on Facebook with a drive to take the pledge

Recommended pledge for Facebook: I pledge #Respect through my words & actions. Will you? Pledge now at www.r-word.org to create communities of inclusion for people with intellectual disabilities.

Video Messaging

We encourage you to tape a video message using the Facebook text above and adding 'My name is FIRST LAST and I pledge #Respect' at the beginning of it. Share this video on your social media pages, with your school and community leaders, and encourage others to do that same to draw attention to the campaign and the site.