



MEDIA INTERVIEWS

Before, during, and after Games, SOBC staff and Locals will pitch media outlets. Media decide whether to do stories and interviews. If you're asked to do an interview, you'll be supported – e.g. by your coach(es), your family, your mission staff. At Games, we will only accept interviews at times that work for you and for our team.

- Please do:
 - Relax and be yourself!
 - Share your stories and feelings about your sport and Special Olympics
 - Be clear and positive
 - Think about what you want to say before you start
 - Thank the reporter for their interest
 - Remember you're a representative of Team BC
- Please don't:
 - Speculate
 - Use media interviews to raise concerns
 - Comment on Games issues
 - Use slang or profanity

Sample media interview questions

- How long have you been a Special Olympics athlete? How did you get involved?
- What sports do you participate in? Do you have a favourite?
- What do you like most about your National Games sport?
- What is your proudest achievement with Special Olympics?
- How are you training for the National Games?
- What have your coaches taught you?
- What is your goal for the National Games?

Questions, feedback, ideas?

Please contact Jacob Lee, SO Team BC 2024 Communications Mission Staff

jlee@specialolympics.bc.ca | 604-908-4614



SOCIAL MEDIA

- Please do:
 - Share your athletic achievements
 - Post about your hard work in training
 - Show team spirit
 - Express sportsmanship e.g. cheering for teammates and opponents
 - Use the official names – e.g. Special Olympics Team BC 2024 Training Squad; 2024 Special Olympics Canada Winter Games
- Please don't:
 - Post without thinking
 - Post things that are wrong
 - Complain
- General social media etiquette:
 - Be positive
 - Be kind
 - Have fun!
 - Remember posts can be seen by everyone
- What makes great content:
 - Powerful photos – faces, smiling/athletic effort, in focus, capturing key events/moments
 - Sharing articles from Special Olympics websites
 - Sharing Special Olympics websites
 - Telling your own stories (if you are comfortable)
 - Tag Special Olympics accounts
- Content you're welcome to share:
 - Team BC posts will be on Special Olympics BC's channels with #SOTeamBC2024
 - Facebook, Instagram, YouTube, Flickr, TikTok @specialolympicsbc
 - Twitter @sobcsociety
 - Special Olympics Canada Facebook, Twitter, Instagram @SpecialOCanada
 - SOC Games FB & Instagram @SOCWGCalgary2024, Twitter @SOCWGCalgary24