## 2020 NCAA DIVERSITY & INCLUSION SOCIAL MEDIA CAMPAIGN

### QUICK FACTS

- **Campaign Dates:** October 27-29, 2020
- **Campaign Themes:** My Story Matters (Day 1), I've Got Your Back (Day 2), Together We Rise (Day 3)
- **Campaign Hashtag:** #NCAAInclusion
- **NCAA Inclusion Contact:** Niya Blair Hackworth (nblair@ncaa.org)

### My Story Matters

**Day 1 | Tuesday, Oct. 27**

Exploring student-athletes' identities, perspectives, and experiences.

### I've Got Your Back

**Day 2 | Wednesday, Oct. 28**

Showcasing support for each other to foster inclusive environments.

### Together We Rise

**Day 3 | Thursday, Oct. 29**

Outlining personal action steps for collaboration & inclusive excellence.

### 2020 CAMPAIGN WEBSITE:

http://www.ncaa.org/about/resources/inclusion/social-media-campaign

Don't know how to get started? On this year's campaign website, you will find:

- Planning Strategies for the Campaign During the COVID-19 Pandemic
- Ideas for Remote Engagement
- Step-by-Step Instructions for Creating Campaign Content
- Campaign Activities for Each Campaign Day
- Strategies for Driving Diversity & Inclusion After the Campaign