

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

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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.

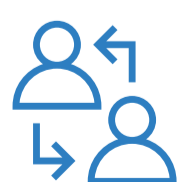
2020 CAMPAIGN WEBSITE:

<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



Campaign Activities for Each Campaign Day



Step-by-Step Instructions for Creating Campaign Content



Strategies for Driving Diversity & Inclusion After the Campaign