

2021 NCAA Diversity & Inclusion Social Media Campaign



Presented by NCAA Minority Opportunities and Interests Committee and National Student-Athlete Advisory Committee

CAMPAIGN DATES: Oct. 19-21, 2021

CAMPAIGN HASHTAG: #NCAAInclusion

NCAA INCLUSION CONTACT: Niya Blair Hackworth (nblair@ncaa.org)



Day 1

Tuesday, Oct. 19

My Voice, My Platform

Exploring student-athletes' identities, perspectives and experiences.



Day 2

Wednesday, Oct. 20

Championing Change

Outlining personal and institutional action steps for inclusive excellence.



Day 3

Thursday, Oct. 21

Belonging Is ...

Defining belonging to support fostering communities of belonging within athletics.

2021 CAMPAIGN WEBSITE:

#NCAAInclusion

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

- Planning Strategies for the Campaign
- Ideas for Hybrid Engagement
- Step-by-Step Instructions for Creating Campaign Content
- Campaign Activities for Each Campaign Day
- Strategies for Driving Diversity & Inclusion After the Campaign

