

JUNE 30 – JULY 8, 2017

U.S. ARMY

CHICAGO, IL

A female athlete is shown in a blue racing wheelchair on a red track. She is wearing a black long-sleeved shirt with 'ARMY' printed on it, a black helmet, and sunglasses. Her arms are raised in a celebratory gesture. The background is slightly blurred, showing other people and structures.

2017 WARRIOR GAMES

SOCIAL MEDIA TOOLKIT

WCT.ARMY.MIL

2017 WARRIOR GAMES SOCIAL MEDIA TOOLKIT

Introduction

The 2017 Department of Defense Warrior Games will be held June 30 – July 08 in Chicago, Illinois. Approximately 265 wounded, ill and injured service members and veterans from across all military branches will compete for gold, including 40 athletes that make up Team Army.



The DoD Warrior Games showcase the resilient spirit of our wounded, ill and injured service members. After overcoming a significant illness or sustaining serious physical and behavioral injuries, these athletes continue to prove their strength and ability to adapt and overcome, despite life-altering challenges.

Key Messages

MAIN MESSAGE 1:

Warrior Games demonstrate the importance of the Warrior Care and Transition Program in the recovery and transition of wounded, ill and injured Soldiers.

MAIN MESSAGE 2:

Warrior Games highlight the value of adaptive reconditioning, as part of a Soldier's holistic recovery and wellness plan.

MAIN MESSAGE 3:

Adaptive reconditioning activities can be an integral part of a Soldier's Comprehensive Transition Plan and help to build resilience, strengthen relationships and improve self-confidence.

MAIN MESSAGE 4:

Wounded, ill and injured Soldiers, regardless of whether they return to duty or transition to veteran status, will always remain part of the Army family.

MAIN MESSAGE 5:

We take care of our wounded, ill and injured Soldiers.

MAIN MESSAGE 6:

Wounded, ill and injured Soldiers are resilient and capable of overcoming any challenge.

Hashtags

Use #TeamArmy, #ArmyWarriorCare and #WarriorGames to cheer on wounded Soldiers and veterans!

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Facebook



Facebook is a great platform to share #TeamArmy news, photos and video from Warrior Games and tell the inspiring stories of our wounded, ill and injured Soldiers.

- Like our page: www.facebook.com/ArmyWCT
- Share our content on your page
- Write your own post cheering on #TeamArmy at Warrior Games and tag us using @Army Warrior Care and Transition
- Tell us you are going (or will follow the action online) here: <https://www.facebook.com/events/290084631416297/>

SCHEDULED POSTS:

Help us spread the word about Warrior Games and support Team Army! Simply use one of the posts below or create your own. Don't forget to tag us!

- @U.S. Army Warrior Care and Transition is your source for everything #TeamArmy during the 2017 @Warrior Games. Follow your favorite athletes on their journey to gold! [link to www.wct.army.mil/wg_events/warrior_games_2017.html]
- Cheer on our wounded, ill and injured Soldiers and veterans on #TeamArmy at the 2017 #WarriorGames in Chicago from June 30- July 08! Be sure to check out @U.S. Army Warrior Care and Transition's page for live updates and stories.
- Got motivation? Watch our wounded, ill and injured Soldiers and veterans compete across seven adaptive sports during the 2017 #WarriorGames. [link to www.wct.army.mil/wg_events/warrior_games_2017.html]
- They are brave. They are proud. They are resilient. They are #TeamArmy 2017. Watch them fight their way to gold starting June 30. [link to www.wct.army.mil/wg_events/warrior_games_2017.html]
- Good luck to all of the athletes competing in the 2017 #WarriorGames in Chicago! Cheer on #TeamArmy and follow @U.S. Army Warrior Care and Transition to catch all the action!



2017 WARRIOR GAMES SOCIAL MEDIA TOOLKIT

Twitter



Throughout Warrior Games training and competition, we will send out #TeamArmy updates, scores, photos, videos and athlete interviews on Twitter.

- Follow us: www.twitter.com/ArmyWCT
- Use hashtags: #TeamArmy and #ArmyWarriorCare
- Tag us: @ArmyWCT

TWITTER SCHEDULED POSTS

- Are you ready for #WarriorGames?? Cheer on #TeamArmy wounded, ill and injured Soldiers and veterans June 30 – July 08! <https://go.usa.gov/xN5Td>
- Good luck to all of the #woundedwarriors competing in #WarriorGames June 30 – July 08! Hooah! <https://go.usa.gov/xN5Td>
- #WarriorGames athletes demonstrate their strength and #resilience from June 30-July 08. RT to show support for our #woundedwarriors!
- Need #inspiration? Read stories from #TeamArmy #woundedwarriors here: <https://go.usa.gov/xN5Td> #WarriorGames
- Will #TeamArmy win gold at the @DeptOfDefense @WarriorGames?? Don't miss any of the action. Follow @ArmyWCT

