

**Special  
Olympics**  
Slovakia



## Overview of the Erasmus+ Collaborative Partnerships project:

**ENCOURAGING THE SOCIAL INCLUSION OF  
YOUTH WITH INTELLECTUAL DISABILITIES  
THROUGH SPORTS**

**SocPORT**

**SocPORT**



ENCOURAGING THE SOCIAL INCLUSION OF YOUTH  
WITH INTELLECTUAL DISABILITIES THROUGH SPORTS



Co-funded by the  
Erasmus+ Programme  
of the European Union



## Participants in the project:

- Number of participants: 33
- Number Male: 22
- Number Female: 11
- Number of people with disability: 15
- Number of members of sport organizations involved: 44
- Number of participants under 18 years old: 14
- Number of 19-30 years old: 4
- Number of participants 31 – 45 years old: 5
- Number of participants 46 -60 years old: 8
- Number of participants over 61 years old: 0
- Total number of participants: 40
- Number of mobilities: 38



## Intellectual output number #15:

Marketing & Recruitment; Marketing plan template [Educational toolkit]

**Leading organization: SO Slovakia**

*Issued materials in pdf form in English language:*

**Educational tool guide** concerning the following topics:

- Increase player safety on social media
- Decrease abuse
- Improve tolerance
- Safeguarding at social media
- How to behave on social media

**AUTHOR: Eva Gažová & co.**

**Educational material** concerning the following topics:

- Marketing & Recruitment
- What is Marketing and why do we need it
- Benefits of Marketing
- Developing the strategy – making a Marketing Plan
- Components of a marketing plan

**AUTHORS: Melika Ahmetovic, MPhil  
Prof. Dr. Alma Dizdarevic**

<b>Output number</b>	#15
<b>Output's title and type</b>	Marketing & Recruitment; Marketing plan template [Educational toolkit]
<b>Start and end date</b>	M20 – M21
<b>Leading organisation</b>	SOSK
<b>Participating organisation(s)</b>	SOSRB, LMU, SOBiH, SOBG, CJL, SocI, TRAKDOSK, To Ergastiri, SOSK
<b>Language(s)</b>	EN
<b>Output description (including its form, impact and transferability)</b>	<ul style="list-style-type: none"> <li>Form: Presentation &amp; Lecture delivered at event; Guide and Document template distributed among participants in print and electronic form; all published on SocPORT website</li> <li>Impact: Raise awareness and understanding about game rules. Increase player safety, improved conduct of players and coaches in general and towards game officials, decrease abuse, improve tolerance</li> <li>Transferability: Transferable to all sport bodies, athletes and coaches</li> </ul>
<b>Please describe the tasks leading to the production of the intellectual output and the applied methodology.</b>	<ol style="list-style-type: none"> <li>1. Collect data &amp; Information</li> <li>2. Prepare presentation, lecture</li> <li>3. Prepare marketing plan template</li> <li>4. Prepare guide</li> </ol>
<b>Number and profile of staff involved ('manager', 'teacher/trainer/researcher', 'technician', 'administrative staff'). Please justify it and link it to concrete tasks.</b>	LMU DE 2 Teacher 1 Technician SOBiH BA 1 Technician SOBG BG 1 Teacher 1 Technician CJL SI 1 Technician SocI BA 1 Teacher 1 Technician TRAKDOSK TR 1 Technician To Ergastiri GR 1 Teacher 1 Technician SOSK SK 1 Technician SOSRB RS 1 Technician
<b>Media</b>	



Co-funded by the  
Erasmus+ Programme  
of the European Union



## Intellectual output number #15: Marketing & Recruitment; Marketing plan template [Educational toolkit] Educational tool guide/ AUTHOR: Eva Gažová & co.



Co-funded by the  
Erasmus+ Programme  
of the European Union



### Educational Tool Guide Increase player safety on Social Media Decrease abuse Improve tolerance Safeguarding at Social media How to behave on Social media



**Social media** is a very wide concept. It includes not only Instagram, but also Facebook, TikTok, Twitter, YouTube and more. In Slovakia and around the world, one of the most popular social media is Instagram, where probably the most influencers, celebrities and athletes "live".

Thanks to social media, athletes can be closer to wider society. They show them more about themselves, their goals and their journey to success. On the other hand, community have the opportunity to get to know athletes better and start to admire them also in real life.



#### "Do you know who is an 'Influencer'?"

"Influencer" is a person who has great power to influence other people's opinions and behaviour through social media. Yes, an "influencer" is able to convince people that "that this Demisport and Macron T-Shirts are a must-have, because I have them and they're really cool! YOU can be the SPECIAL OLYMPICS influencer.



#### HOW to start?

You must fill in your profile with your sport and one sentence that best describes you. Please attached specialolympics website. If you want to gain followers and become a SPECIAL sports influencer one day, your Instagram profile should be public.



#### WHAT IT MEANS?

Find here a brief explanation of Instagram icons.

**DIRECT** gets you in the messages. Don't be afraid to interact with your "followers". Ignore messages that are vulgar or offensive and don't dwell on them. Unfortunately, people are different and apart from the majority who will cheer you on, support you and admire you, there will be a few haters.

**CAMERA** - add a story to your profile.

**PLUS** - use this button to add a new photo or video to your profile.

**SMALL PERSON ICON** - click on the Small Person icon or your photo to go to your profile, where you can edit information about yourself and see your board.

**HOME** - takes you to your message board where you can view your posts from profiles you follow yourself.

**HEART** - under this icon you will find all the information about who has given you a "fol-



#### TELL YOUR STORY

People love stories very much.

Your fans and "followers" will be much happier to follow you if you "tell" stories on your Instagram.

It doesn't have to be anything overwhelming. Just being an athlete, living for your sport and wanting to be the best at it - is huge. For example, you can post pictures how you got started in the sport, who got you into it (add a few childhood photos), tell a funny stories from trainings, family, free time, competitions or share your emotions. Your life, your sport is a story.

Do you know which language 90% of population can understand? EMOGINES

Use emogines a lot.

Talk to public and they'll listen.



#### SHOW YOURSELF IN ACTION, BUT ALSO OUTSIDE OF IT

You know what's the best part of being an SPECIAL athlete on social media? Your content can have two levels. First, you can show yourself in action at a trainings or competitions and Second, you can show yourself at home or with friends.

Many professional athletes who are active on social media say that their most popular content is documenting their daily lives, for example: competitions, training at the gym, walking the dog or a family birthday party and so many other activities.

**HINT:** Be positive



#### THE DARK SIDE OF SOCIAL MEDIA

There are more than 1 billion active users on Instagram every month. A huuuuuge number right? Social media is not only a tool for entertainment, but also a tool for public opinion and yourself presentation.

#### Remember!

Social media is a public space from which the „world“ takes information for example for journalistic output. YOU need to be careful about what and how YOU write on YOUR profile and shares it with the world.

**Everything you post on Instagram is your responsibility and you can't undo it.** It can easily happen that one evening you post a status on Instagram or Facebook in a rush of emotion that you may not have really meant, and the next day you regret it. Yes, once you will be a world-class SPECIAL OLYMPICS athlete, that can happen too. **You are the representative of your SPECIAL OLYMPICS sport, don't forget that.**

#### What status doesn't belong on a social media site?

A SPECIAL athlete also can be a personality that can influence millions of people. You want to be super SPECIAL STAR, maybe you want to be a HERO or a ROLE MODEL. You can be all and for a lot of people and they will behave after you.



#### YOU CANNOT

\* Under no circumstances should vulgar words that might hurt or offend someone be posted on your social media.

\* Instagram is not a place where you can attack someone or have a conflict with them. If you have a problem with a teammate, friend, coach, or anyone in your circle, work it out privately.

\* Disagreements are perfectly normal in life, not everyone will always agree with you and you won't always agree with others either.

\* Exchanging harsh comments publicly under a status or slandering in "stories" is not right nor professional.

\* Insulting on social media is taboo and can get you in big trouble.

\* No statuses that insult races, nationalities, minorities, genders - anyone - do not belong not only on social media, but also not in the life of an SPECIAL athlete who represents freedom, fair - play and respect.

--> before you post something on Instagram, and you are not sure, ask someone and think together if it is appropriate to post it.

#### Put the criticism behind you

Remember that the only constructive criticism you should take to heart should come from your coach or those closest to you. If someone write you something wrong you may absolutely not care about it and you must ignore it.



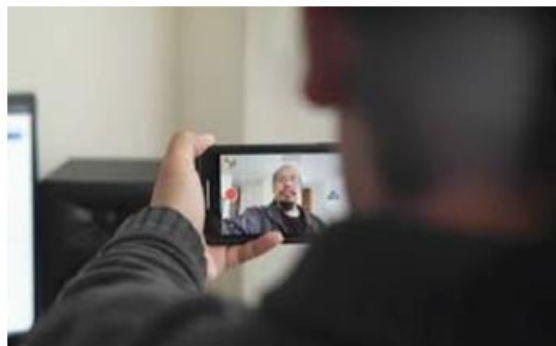
Co-funded by the  
Erasmus+ Programme  
of the European Union



### 5. Do Not Use Filters



### 6. Make Sure You Are Close Enough To Be Heard



### 7. After Recording, Check Video To Make Sure It Looks And Sounds Good



Pictures Source



### Block Vulgar People and Haters

Yes, everyone can have an opinion, but remember that your Instagram profile is yours and you can have the people you want on there. If someone writes you a vulgar or even inappropriate message or comment, block them. And they won't make your life miserable anymore.

GOOD LUCK with your Instagram.  
**BE SPECIAL & STAY SAFE**

**GOOD LUCK with your SOCIAL MEDIA.  
BE SPECIAL & STAY SAFE!**



#### 1. Always Hold The Phone Horizontal When Recording Video



#### 2. Make Sure the Camera Is At Eye Level



#### 3. Find A Position Where The Sun Has Even Lighting



#### 4. Manually Set Light Exposure and Focus





Co-funded by the  
Erasmus+ Programme  
of the European Union



Special  
Olympics  
Slovakia



## Intellectual output number #15:

Marketing & Recruitment; Marketing plan template [Educational toolkit]

Educational material / AUTHORS: Melika Ahmetovic, Mphil & Prof. Dr. Alma Dizdarevic



**MARKETING AND RECRUITMENT**  
Intelektual Output #15  
Educational Material



Co-funded by the  
Erasmus+ Programme  
of the European Union

Melika Ahmetovic, MPhil  
Prof. Dr. Alma Dizdarevic



MARKETING AND RECRUITMENT



### WHAT IS MARKETING AND WHY DO WE NEED IT?



Image source: <https://www.bwl-marketing.de/marketingdefinition/>

In theory, various definitions of marketing can be found.

The American Marketing Association, for example, tries it this way:

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Simply put, marketing is all about the needs of (potential) customers or users.

The aim is to incorporate their wishes and expectations into all corporate decisions and thus achieve certain corporate goals.  
The primary aim is, of course, to increase sales or, in terms of sport, the participation of different target groups.

Accordingly, marketing in a company or a sport club is always associated with the analysis, planning, implementation and control of corporate activities.  
Marketing is therefore a central function of the management and thus an important component of sport clubs administration.

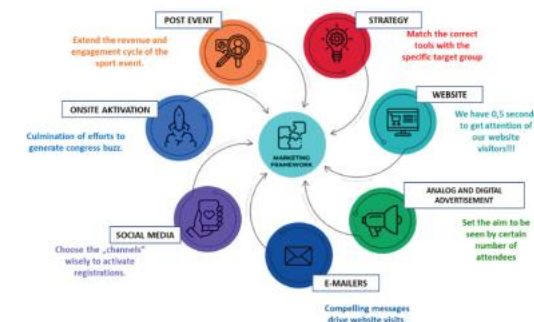
Therefore, anyone who thinks that marketing solely means advertising - is wrong, because advertising is only a small part of it.

"A marketing strategy is a plan of what and how the sport club is going to promote itself" ([www.sportenglandclubmatters.com](http://www.sportenglandclubmatters.com)).



MARKETING AND RECRUITMENT

Different channels have different strengths and weaknesses. Once you have developed your sports organization's message, it's time to select the right distribution channels to reach your target audience. These could include social media marketing channels, like Facebook and Twitter, or content marketing options, such as blogs or email. What's best is the best choice all depends on what is right for your target audience. Since social media marketing is ever-evolving, keep experimenting with different content on new channels and platforms.



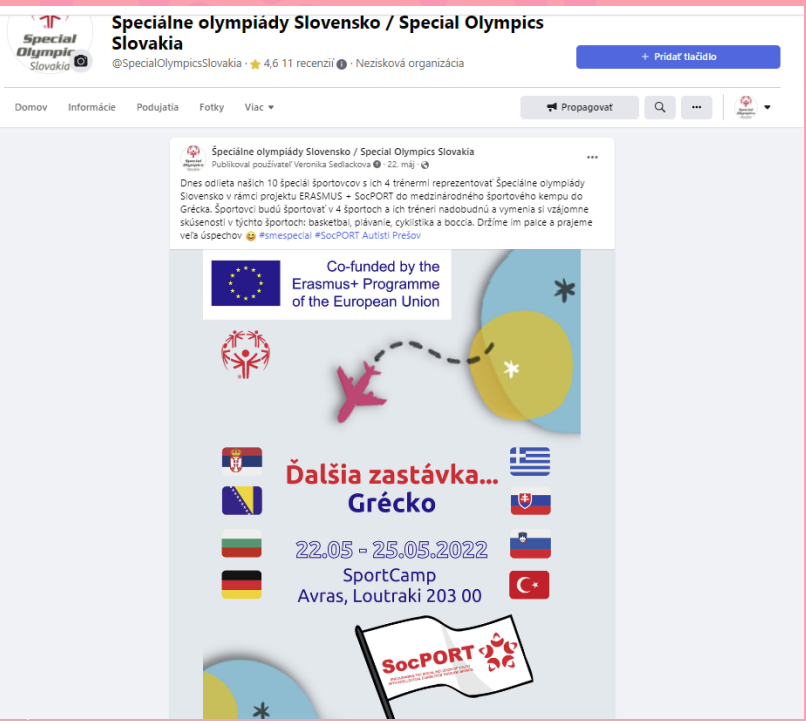
### Plan Special Events

Special events such as promotional days are a mainstay of the sporting world and they can draw new audiences that might not normally be exposed to a particular sports organization. By merging new and old audiences, the sport organization can quickly increase its fan base.

### Create Partnerships

Almost all sports marketing strategies involve partnerships with influencers or charities. Sports organizations often highlight their sponsorship of a charity within their community. This usually raises the profile of both organizations and attract the new audiences.

# Disemitation of the project: Social Medias: *Facebook*



**Špeciálne olympiády Slovensko / Special Olympics Slovakia**  
@SpecialOlympicsSlovakia • 4,6 11 recenzii • Nezisková organizácia


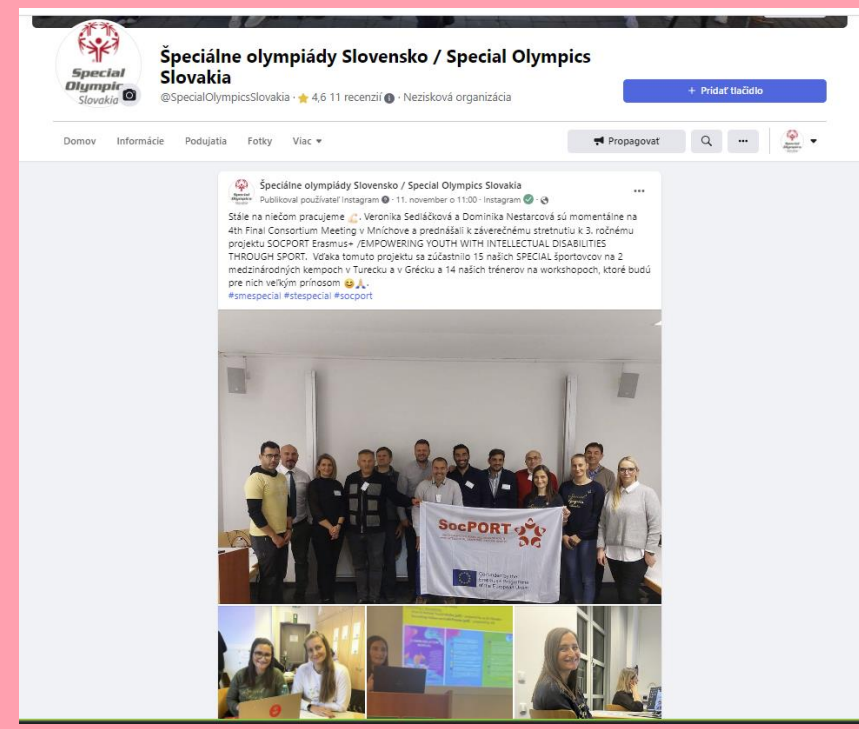
Publikoval používateľ Veronika Sedláčková • 22. máj

Dnes odletia našich 10 špeciálnych športovcov s ich 4 trénermi reprezentovať Špeciálne olympiády Slovensko v rámci projektu ERASMUS+ - SocPORT do medzinárodného športového kempu do Grécka. Športovci budú športovať v 4 športoch a ich tréneri nadobudnú a vymenú si vzájomne skúsenosti v týchto športoch: basketbal, plávanie, cyklistika a boccia. Držíme im palce a prajeme veľa úspechov! #smespecial #socport Autisti Prešov

Co-funded by the Erasmus+ Programme of the European Union

**Ďalšia zastávka... Grécko**



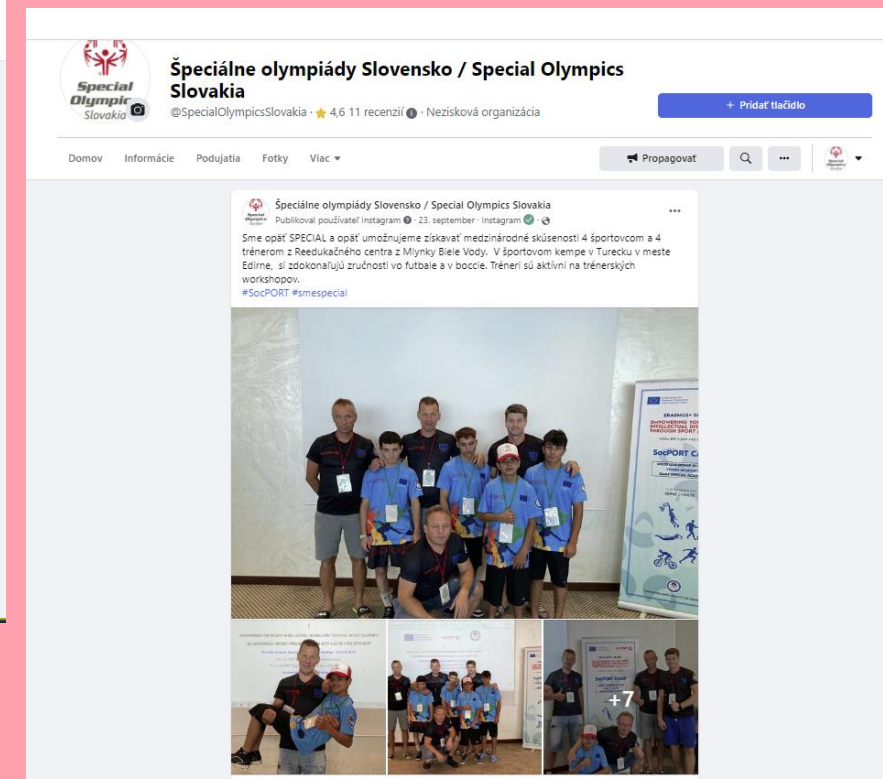
22.05 - 25.05.2022  
SportCamp Avras, Loutraki 203 00

**Špeciálne olympiády Slovensko / Special Olympics Slovakia**  
@SpecialOlympicsSlovakia • 4,6 11 recenzii • Nezisková organizácia

Publikoval používateľ Instagram • 11. november o 11:00 • Instagram





Stále na niečom pracujeme. Veronika Sedláčková a Dominika Nestarcová sú momentálne na 4th Final Consortium Meeting v Mníchove a prednášali k záverečnému stretnutiu k 3. ročnému projektu SocPORT Erasmus+ /EMPOWERING YOUTH WITH INTELLECTUAL DISABILITIES THROUGH SPORT. Vidka tomuto projektu sa zúčastnilo 13 našich SPECIAL športovcov na 2 medzinárodných kempoch v Turecku a v Grécku a 14 našich trénerov na workshopoch, ktoré budú pre nich veľkým prínosom! #smespecial #stespecial #socport

**Špeciálne olympiády Slovensko / Special Olympics Slovakia**  
@SpecialOlympicsSlovakia • 4,6 11 recenzii • Nezisková organizácia

Publikoval používateľ Instagram • 23. september • Instagram

Sme opäť SPECIAL a opäť umožňujeme získavať medzinárodné skúsenosti 4 športovcom a 4 trénerom z Reeducatívneho centra z Myniky Biele vody. V športovom kempu v Turecku v meste Edirne, si zdokonaľujú zručnosti vo futbale a v boccii. Tréneri sú aktívni na trénerských workshopoch. #SocPORT #smespecial

# Social Medias: Instagram

Web: of SO Slovakia: <https://specialolympics.sk/>



