



2014 Warrior Games

Army Social Media Tool Kit

Prepared by:



WTC
U.S. ARMY

WARRIOR TRANSITION COMMAND
SOLDIER SUCCESS THROUGH FOCUSED COMMITMENT

Warrior Games Description

Warrior Games is a joint endeavor between the U.S. Olympic Committee (USOC) and the U.S. Department of Defense. From 28 September – 4 October, more than 150 wounded, ill or injured athletes from the Army, Marine Corps, Navy, Coast Guard, Air Force and Special Operations Command compete for gold in seven sports. The competition is hosted by the U.S. Olympic Committee's Paralympic Military Program in Colorado Springs, Colorado.

Warrior Games Events

Athletes compete in archery, cycling, shooting, swimming, track and field, sitting volleyball and wheelchair basketball. Some athletes will also compete for the title of Ultimate Champion, a pentathlon-style event that pits warriors against each other in a variety of disciplines.

Logos

Warrior Games Logo*:



Warrior Transition Command Logo*:



**These logos can be used for editorial purposes only.*

Key Messages

Key Messages – Army:

1. We take care of all our Soldiers – wounded, ill or injured.
2. Our Soldiers are resilient – capable of overcoming any challenge.
3. Warrior Games demonstrates the importance of the Warrior Care and Transition Program in the recovery and transition of wounded, ill and injured Soldiers.
4. Warrior Games highlight the value of Adaptive Reconditioning in a Soldiers' recovery and Soldiers at all 26 Warrior Transition Units throughout the country incorporate adaptive reconditioning into their recovery plans.
5. Adaptive reconditioning helps enable healing in a multitude of ways: mentally, emotionally, physically and personally.

Key Messages – DOD:

1. These games symbolize to all wounded, ill and injured services members across the nation and around the world that they can recover successfully and lead fulfilling lives whether they remain in the military or transition out.
2. The athletes are the embodiment of our Nation's spirit and serve as role models for others to emulate.
3. Military medical departments are able to quickly and efficiently move a wounded service member from the battlefield to stateside hospitals in record time as demonstrated at no other period in history. This ability greatly facilitates the recovery of wounded, ill and injured service members, and allows many of them to regain the ability to participate in activities such as the Warrior Games.

Social Media Posts

Spread the word on social media by using these pre-written posts:

| | |
|---|---|
|  | Cheer on wounded warriors competing in the #WarriorGames2014 from September 28-October 4, 2014. Stay tuned to [TAG U.S. Army Warrior Transition Command] and check out the Warrior Games webpage for more information: www.WTC.army.mil/fb/wg_2014.html |
|  | Good luck to all of the wounded warrior athletes competing at #WarriorGames2014. [TAG U.S. Army Warrior Transition Command] is your source for Warrior Games updates before, during and after the competition. Visit the Warrior Games webpage for more information: www.WTC.army.mil/fb/wg_2014.html |
|  | Want to keep up with #WarriorGames2014 action? Check out [TAG U.S. Army Warrior Transition Command] for the latest information on the Army Team as they compete for gold in seven sports. Learn more about the athletes and the competition: www.WTC.army.mil/fb/wg_2014.html |

| | |
|---|--|
|  | Cheer on wounded warriors competing in #WarriorGames2014 September 28-October 4. Follow @ArmyWTC for updates. bit.ly/1oAURqU |
|  | Follow @ArmyWTC for #WarriorGames2014 updates as the Army team competes for gold September 28-October 4. bit.ly/1oAURqU |
|  | Good luck to wounded warriors competing in #WarriorGames2014 September 28-October 4. Follow @ArmyWTC for more info. bit.ly/1oAURqU |

Useful Links

[WTC Website](#)

[WTC Twitter](#)

[WTC Warrior Games](#)

[WTC YouTube](#)

[WTC Warrior Games Athletes](#)

[WTC Flickr](#)

[WTC Facebook](#)

2014 Warrior Games Good Luck Message Social Media Campaign

What are the Warrior Games?

The Warrior Games are a joint endeavor between the U.S. Olympic Committee (USOC) and the U.S. Department of Defense. From September 28 - October 4, 2014, more than 150 wounded, ill or injured athletes from the Army, Marine Corps, Navy, Coast Guard, Air Force and Special Operations Command compete in seven sports (archery, cycling, shooting, swimming, track and field, sitting volleyball and wheelchair basketball). The competition is hosted by the USOC's Paralympic Military Program in Colorado Springs, Colorado.

What is the 2014 Warrior Games Good Luck Message social media campaign?

To show our support for wounded, ill and injured Soldiers and Veterans competing on the Army team for this year's Warrior Games, we invite all Army personnel, organizations, Families and Caregivers to submit a message as a video, photo or comment wishing the Army team good luck at Warrior Games. Be creative; videos can be informal or formal.

How do I participate?

Army personnel, organizations, Families and Caregivers may submit a video, photo or comment on WTC's Facebook or Twitter pages from now through Warrior Games. WTC will post videos on WTC's YouTube channel with some of those videos being featured on the Warrior Games 2014 page of the WTC website (www.WTC.army.mil/warrior_games/).

How will we get the word out?

- WTC Website (www.WTC.army.mil)
- WTC Facebook (www.facebook.com/ArmyWTC)
- WTC Twitter (<https://twitter.com/armywtc/>)
- WTC YouTube (www.youtube.com/user/WarriorCareCom)

We look forward to collecting all good luck messages and motivating the Army team as they head to Colorado for the 2014 Warrior Games. Be sure to check out the current good luck messages from the Secretary of the Army and the Sergeant Major of the Army:
http://www.wtc.army.mil/warrior_games/warrior_games_2014.html

GO ARMY!

**Note: by submitting a video, photo or comment, you are giving WTC permission to place the video, photo or comment on our Facebook page and reproduce the video, photo or comment on print and digital platforms in coordination with Warrior Games. WTC reserves the right to delete any video, photo or comment that violates [WTC's Facebook policy](#).*

2014 Warrior Games Army Team Spirit Poster Challenge

What is the Warrior Games Army Team Spirit Poster Challenge?

To show our support for wounded, ill and injured Soldiers and Veterans competing on the Army team for this year's Warrior Games, we invite all Army personnel, organizations, Families and Caregivers to participate in the 2014 Warrior Games Army Team Spirit Poster Challenge.

What are the Warrior Games?

The Warrior Games are a joint endeavor between the U.S. Olympic Committee (USOC) and the U.S. Department of Defense. From September 28 - October 4, 2014, more than 150 wounded, ill or injured athletes from the Army, Marine Corps, Navy, Coast Guard, Air Force and Special Operations Command compete in seven sports (archery, cycling, shooting, swimming, track and field, sitting volleyball and wheelchair basketball). The competition is hosted by the USOC's Paralympic Military Program in Colorado Springs, Colorado.

VIEW THE POSTERS

Thirteen posters were submitted on Facebook, and we gave people the opportunity to engage and vote on their favorite poster by "liking" individual posters. The most popular posters will be announced on social media September 15, 2014 and will be featured on the WTC website, social media and at the Warrior Games. You can view the [spirit poster album](#) at any time on WTC's Facebook page.

We look forward to a spirited contest leading up to Warrior Games in support of our wounded, ill and injured Soldiers and Veterans.

GO ARMY!

**Note: by submitting a poster you are giving WTC permission to place the poster on our Facebook page and use it in an album and reproduce the poster on print and digital platforms in coordination with Warrior Games. WTC reserves the right to delete any poster that violates [WTC's Facebook policy](#).*

SCHEDULE OF EVENTS

SEPTEMBER 28 – OCTOBER 3, 2014

| SEP 28 (SUN) | EVENT | LOCATION |
|---------------------|-----------------------------------|---------------------------|
| 2:15 – 3:15 PM | Opening Ceremony* | USOTC Sports Center 1 & 2 |
| 4:00 – 6:00 PM | Sitting Volleyball | USOTC Sports Center 1 & 2 |
| <hr/> | | |
| SEP 29 (MON) | | |
| 8:00 AM – 3:30 PM | Cycling | Fort Carson |
| 5:30 – 7:00 PM | Wheelchair Basketball | USOTC Sports Center 1 & 2 |
| 7:30 – 9:30 PM | Sitting Volleyball | USOTC Sports Center 1 & 2 |
| <hr/> | | |
| SEP 30 (TUE) | | |
| 8:00 AM – 3:30 PM | Swimming | USOTC Pool |
| 5:30 – 7:00 PM | Wheelchair Basketball | USOTC Sports Center 1 & 2 |
| 7:30 – 9:30 PM | Sitting Volleyball | USOTC Sports Center 1 & 2 |
| <hr/> | | |
| OCT 1 (WED) | | |
| 8:00 AM – 3:30 PM | Archery | USOTC Sports Center 1 |
| 5:30 – 7:00 PM | Wheelchair Basketball | USOTC Sports Center 1 & 2 |
| 7:30 – 9:30 PM | Sitting Volleyball (Bronze) | USOTC Sports Center 1 |
| <hr/> | | |
| OCT 2 (THU) | | |
| 8:00 – 3:30 PM | Track and Field | Garry Berry Stadium |
| 5:30 – 7:00 PM | Wheelchair Basketball (Bronze) | USOTC Sports Center 1 |
| 8:00 – 9:30 PM | Sitting Volleyball (Gold) | USOTC Sports Center 1 |
| <hr/> | | |
| OCT 3 (FRI) | | |
| 8:00 AM – 3:30 PM | Shooting | USOTC Range |
| 5:30 – 7:00 PM | Wheelchair Basketball (Gold) | USOTC Sports Center 1 |
| <hr/> | | |
| OCT 4 (SAT) | | |
| 11:00 AM – 1:00 PM | Closing Celebration (Tailgate)* | USAFA Falcon Stadium |
| 1:30 PM | Navy vs. Air Force Football Game* | USAFA Falcon Stadium |
| 2:30 PM | Award Presentation at Halftime* | USAFA Falcon Stadium |

VENUES USOTC = U.S. Olympic Training Center; USAFA = U.S. Air Force Academy

*Invitation Only/Ticket Required

Warrior Transition Command Digital Media Content Calendar – SEPTEMBER 2014

At-a-Glance Calendar – SEPTEMBER 2014

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|---|---|---|--|--|--|---|
| Week 1: 8/31-9/6 | | Labor Day | WG: Poster Contest Suicide Prevention Month | WG: Poster Contest | IG: Meet the Track and Field Army Athletes TBI Video | WG: Poster Contest (Ends) IG: Meet the Wheelchair Rugby Army Athletes IG: Meet the Archery Army Athletes | IG: Meet the Wheelchair Basketball Army Athletes IG: Meet the Indoor Rowing Army Athletes IG: Meet the Road Cycling Army Athletes IG: Event Specific Posts |
| Week 2: 9/7-9/13 | IG: Meet the Sitting Volleyball Army Athletes IG: Meet the Rowing Army Athletes IG: Meet the Swimming Army Athletes | Central Region AWZ Advocate Training Conference (9/8-12) Suicide Prevention Week WG: Poster Contest (Voting starts) | IG: Event Specific Posts WG: Good Luck Message WG: Meet All Athletes | IG: Event Specific Posts IG: Stand-To World Suicide Prevention Day WG: Poster Contest | IG: Event Specific Posts Patriot Day | WG: Poster Contest (Voting ends) Hiring Heroes Career Fair (JBSA) Mercury article | |
| Week 3: 9/14-9/20 | IG: Event Specific Posts | WG: Poster Contest Resilience Training Article | WG: Meet the Army Sitting Volleyball Team WG: Good Luck Message Ribbon Cutting Ceremony | WG: Army Team arrives WG: Meet the Army Archery Team | 2014 INVICTUS GAMES SEPTEMBER 10-14 | | |
| Week 4: 9/21-9/27 | INVICTUS GAMES | WG: Meet the Army Cycling Team | WG: Meet the Army Swim Team | WG: FACEBOOK TOWNHALL WG: Meet the Army Wheelchair Basketball Team | WG: Meet the Army Track and Field Team WG: Stand-To /WG Promo | WG: Training Beging/WG Promo WG: Meet the Army Shooting Team | |
| Week 5: 9/28-10/4 | WG: Opening ceremony WG: Sitting Volleyball | WG: Cycling WG: Wheelchair Basketball WG: Sitting Volleyball | WG: Swimming WG: Wheelchair Basketball WG: Sitting Volleyball | WG: Archery WG: Wheelchair Basketball WG: Sitting Volleyball (Bronze) | WG: Track and Field WG: Wheelchair Basketball (Bronze) WG: Sitting Volleyball (Gold) | WG: Shooting WG: Wheelchair Basketball (Gold) | WG: Closing |
| 2014 WARRIOR GAMES SEPTEMBER 28-OCTOBER 4 | | | | | | | |