

## RIO 2016 50 DAYS TO GO SOCIAL CAMPAIGN

### Timeline

Thursday 16<sup>th</sup> June – **50 Days to Rio 2016 Opening Ceremony**

Wednesday 22<sup>nd</sup> June – **50 Days to Men's Tee Off**

Tuesday 28<sup>th</sup> June - **50 Days to Women's Tee Off**

### What is it?

Over the coming 3 weeks there will be 3 separate 50 days to go milestones. The first will be celebrated across all sports as it is the official countdown to the Rio 2016 Opening Ceremony. The second 2 will be specifically relevant to golf giving us a great opportunity to own the conversation on social around the Olympics on those days.

We are appealing to all the federations and players to join in with these significant countdown milestones to help spread the word, build excitement for the return of golf to The Olympics and combat some of the negative press that has recently been circulating.

### What are we asking from you?

1. To please share the content which we will be posting from the Olympic Golf social media accounts on the days noted in the timeline above, and encourage others in your networks to do the same:

[www.facebook.com/olympicgolf2016](http://www.facebook.com/olympicgolf2016)

[www.twitter.com/OlympicGolf](http://www.twitter.com/OlympicGolf)

[www.instagram.com/olympicgolf2016](http://www.instagram.com/olympicgolf2016)

We will be posting twice during the each day - at approx. 11am and 4pm (BST). We will email the link to these posts around when live as a reminder.

Elements to include:

- @OlympicGolf
- #RoadtoRio
- 50 days to go
- A share/retweet of our posts or one of the attached pieces of content if you want to post natively.

2. If you are planning to post your own content around this milestone please let us know so we can schedule in a share of your posts.