



**USOPC
PARALYMPICS
CREATIVE/SOCIAL**

7.9.21

We launched

**SHOW THE WORLD
WE ARE TEAM USA**



A female athlete in a blue and white striped shirt is captured mid-air, performing a high jump over a yellow bar. She is wearing a blue and white striped shirt, blue shorts, and black athletic shoes with green accents. The background is dark, and the scene is set against a blue gradient background.

But our mission is to enable everyone to

**SHOW THE WORLD
WE ARE TEAM USA**

(too)

**To achieve our mission, we need to become
part of mainstream conversation.**

**So let's do that
by putting the Paralympics in a place that's impossible to miss:**

Everyday Conversations

We'll tap into popular
gif and meme culture.



We'll join in existing, everyday conversation by leveraging popular tags to introduce + showcase our Paralympic athletes.

We'll enable fans to naturally share paralympic content in ways they already share content. To do this, we'll "flood the zone" on Giphy with new gifs made from existing footage, shoot outtakes and new clips.

The gifs will be accessible for the visually impaired, using alternative text, source audio and audio descriptions.



Sample list of popular tags, actions & content buckets to leverage

Let's gooooo

Hungry

Tired

No

Mind blown

Happy Birthday

Hey, hi, hello

What's up

Shook

Shocked

No way

Speechless

Excited

Whatever

Love

Woo hoo

Thumbs up

Shrug

Bye

Yes

Mad

Bored

Excited

Happy

Sassy

Nervous

Relaxed

Suspicious

Stressed

Crying

Dancing

Running

Spinning

Swimming

Waiting

Laughing

Dreaming

What?

Thumbs up

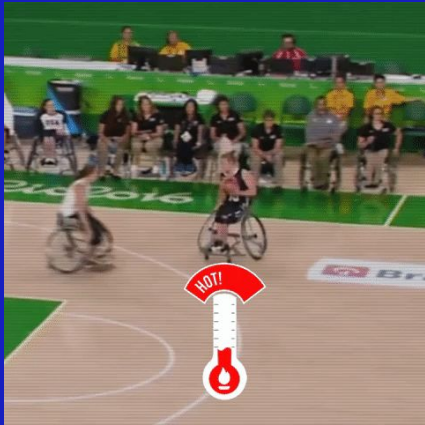
Good luck

Get Money

OMG

You're Welcome

Shrug



Giphy is a platform where we already have a presence.

GIPHY @username + tag to search within a verified channel

WE ARE TEAM USA

Team USA
@teamusa

Tokyo Olympics >

1.1K GIF Uploads **1.7B** GIF Views

The Official GIPHY of the United States Olympic & Paralympic Committee, celebrating and empowering Team USA Athletes.

www.teamusa.org

Follow on:

Throwback >

This screenshot shows the Giphy profile for Team USA. At the top, there's a search bar and a banner with the text "WE ARE TEAM USA". Below that is the profile name "Team USA" with the handle "@teamusa". It features a "Tokyo Olympics" category and statistics showing 1.1K GIF uploads and 1.7B GIF views. A bio describes it as the official Giphy of the United States Olympic & Paralympic Committee. There are social media follow buttons and a "Throwback" section with a carousel of images.

GIPHY Search all the GIFs and Stickers

International Paralympic Committee
@paralympics

Stories >

172 GIF Uploads **131.4M** GIF Views

Meet Jessica Long
Feb 5, 2021

Clips >

The International Paralympic Committee (IPC) is the global governing body of the Paralympic Movement. The IPC organizes the Summer and Winter Paralympic Games, and serves as the International Federation for nine sports, for which it supervises and organizes the World Championships and other competitions.

This screenshot displays the Giphy profile for the International Paralympic Committee. It includes a search bar, the profile name "International Paralympic Committee" with handle "@paralympics", and a "Meet Jessica Long" story from Feb 5, 2021. The profile has 172 GIF uploads and 131.4M GIF views. A bio explains the IPC's role as the global governing body of the Paralympic Movement. There are also social media follow buttons and a "Clips" section.

GIPHY @username + tag to search within a verified channel

Olympics
@olympics

Stories >

1.3K GIF Uploads **2B** GIF Views

The official GIPHY page of the Olympics, inspiring people through the Olympic values of friendship, respect, and excellence.

www.olympics.com

Follow on:

Best Moustaches in Olympic History >

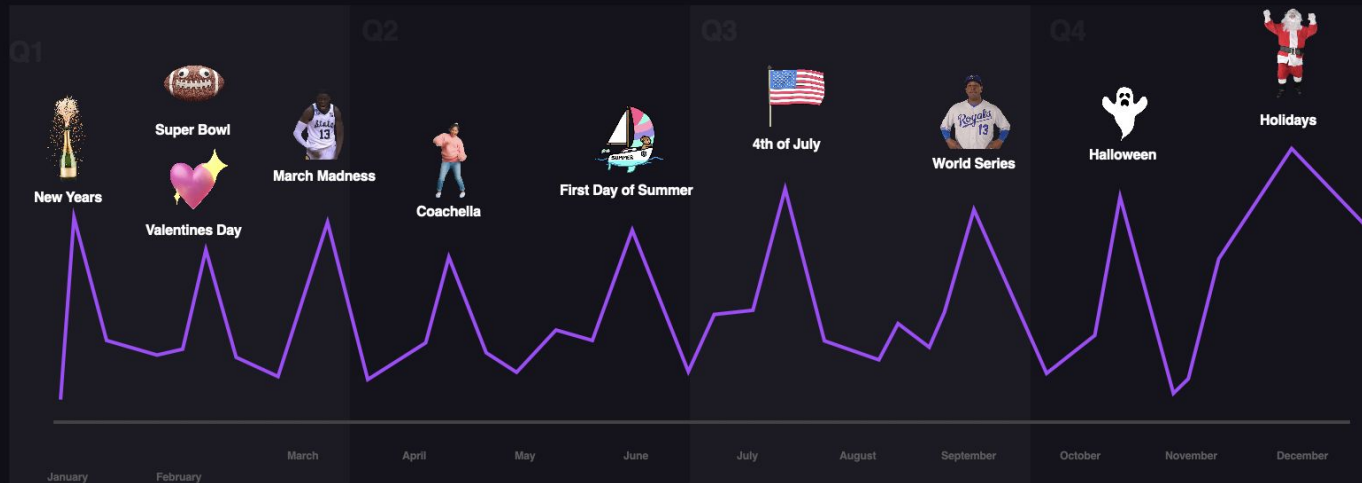
Search Olympics GIFs

All the Olympics GIFs

This screenshot shows the Giphy profile for the Olympics. It features the Olympic rings logo, the profile name "Olympics" with handle "@olympics", and statistics of 1.3K GIF uploads and 2B GIF views. The bio states it's the official Giphy page of the Olympics. There are social media follow buttons, a "Best Moustaches in Olympic History" category, a search bar for "Search Olympics GIFs", and a "All the Olympics GIFs" section at the bottom.

And we know usage spikes during cultural moments.

CULTURE CONTROLS COMMUNICATION



*Graph reflects search traffic spikes that are correlated with what is going on in culture at that moment.

We'll kick it all off with the Giphy Opening Ceremonies, by so when our athletes enter the world's stage – they'll also be represented in the world of social conversation.



A group of Team USA Olympians are marching at night, carrying the American flag. They are wearing dark jackets with the USA logo and white pants. The scene is illuminated by stadium lights, and the background shows a large crowd of spectators.

During the Olympics, we'll have key Team USA Olympians share these gifs on their own social media channels, so a whole new audience of Olympic fans can get to know and love our Paralympic athletes.

What better way to get fans to celebrate with us and

SHOW THE WORLD



WE ARE TEAM USA

USOPC SOCIAL MEDIA TRAINING STORIES

7.20.21



FEMITA AYANBEKU

Training Stories – Show the World: Femita Ayanbeku

Throughout the video, we'll pepper in clips, photos and cutaways to illustrate the discussion.

Open with a graphic for the “SHOW THE WORLD” social series.

SUPER: **SHOW THE WORLD**
 Femita Ayanbeku

Introduce the first topic with a graphic.

SUPER: **SHOW THE WORLD**
 how you train.

Femita talks to camera as we cut in footage from the shoot, archival clips and personal photos provided by Femita.

FEMITA: **The thing I love most about training is running.** (Laughs)

 Usually I'm out on the track and in the gym Monday, Tuesday,
 Thursday, Friday. And then Wednesday is more of an active rest
day.

So maybe like yoga, pilates...whatever I'm feeling that day.

FEMITA: **Covid put me out of the gym. But when you're in para, or just being**
 an athlete in general, you have to get creative. I was
 using...anything I could use in the house as weights. ... My legs.
 (Laughs) **The heaviest leg is probably like 4 pounds. So that was**
difficult because I had to do a lot of reps.



TITLE CARD GRAPHIC
CUSTOM FOR EACH ATHLETE



ATHLETE VIDEO

Training Stories – Show the World: Femita Ayanbeku PAGE 2

SUPER: **SHOW THE WORLD**
what's tough about training.

FEMITA: The thing I dislike the most is how much my leg sweats. I have to take it off like, I don't even know, more than ten times during practice, and that gets pretty annoying.

SUPER: **SHOW THE WORLD**
your training jams.

FEMITA: My go-to is Nikki. That's my spirit mother. Nikki Minaj. So as long as I hear some Nikki before I run, then I'm ready to go. (Laughs)

SUPER: **SHOW THE WORLD**
what you do during downtime.

FEMITA: Outside of training and competing, I like to do adventurous things. Probably too much, my coach would say, but I like to go hiking, I like to go kayaking, I'm like super adventurous about the outdoors.

Most people don't know that I like to write poetry. ... If somebody is annoying me or making me really, really happy, I write about them.
(Laughs)

SUPER: **SHOW THE WORLD**
what people should know.

FEMITA: Number one thing, the Paralympics is not the Special Olympics...Just getting people to understand the difference.



ART CARD GRAPHIC
CREATED FOR EACH QUESTION



ATHLETE VIDEO

Training Stories – Show the World: Femita Ayanbeku PAGE 3

FEMITA: Overall, just that, all of the athletes in para are just that, we are athletes, we work just as hard, we train just as hard, and we just want the same respect and just to be treated equally like our counterparts.

...I think if we continue to get the word out and show the world what we're doing, it will get bigger and the sport will be able to grow.

Cut to the wrap-up from the :30 and :60 of Femita on the track.

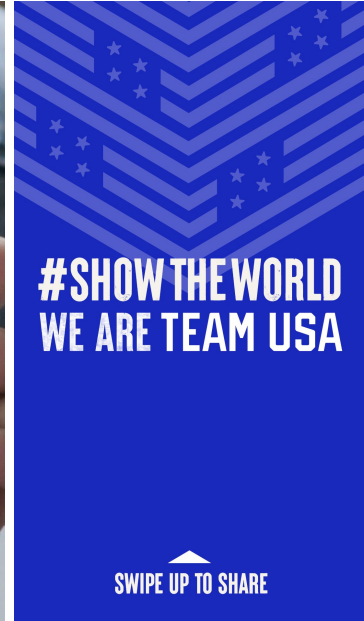
FEMITA: Let's make the Paralympics impossible to miss.
And together, we'll show the world.

SUPER: **#SHOWTHEWORLD**
We Are Team USA

Note: In the wrap-up for other athletes, we'll provide the flutter-cut of summer Paralympic events, resolving on a "Show the World we are Team USA" graphic.



EXISTING END MNEMONIC
SHOWING MULTIPLE EVENTS



OUTRO TITLE CARD
WITH CALL TO ACTION

CODY JUNG

Training Stories – Show the World: Cody Jung

Throughout the video, we'll pepper in video clips, photos, and cutaways to illustrate the discussion.

Open with a graphic for the “SHOW THE WORLD” social series.

SUPER: **SHOW THE WORLD**
 CODY JUNG

Introduce the first topic with a graphic.

SUPER: **SHOW THE WORLD**
 WHAT YOU LOVE ABOUT TRAINING

CODY talks to camera as we cut in footage from the shoot, archival clips and personal photos provided by CODY.

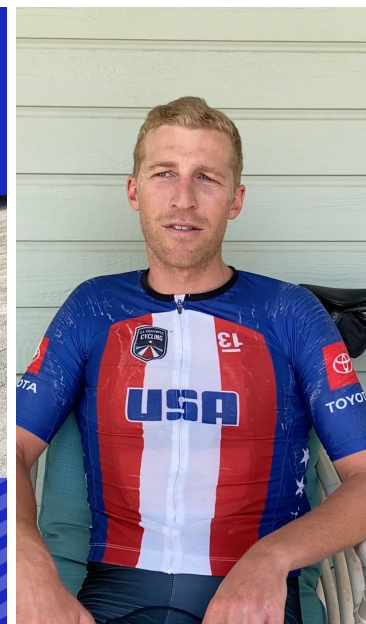
CODY: (:37) **What I love most about training is getting to be outside on the bike / (:56) the challenge of competing against myself, and always making myself a little bit better.**

SUPER: **SHOW THE WORLD**
 HOW COVID-19 AFFECTED TRAINING

CODY: (1:37) **The Covid experience didn't affect my training too much.**
 (1:22) **It was some of the best training experience I've had, because there were no cars on the road.**



TITLE CARD GRAPHIC



ATHLETE VIDEO

Training Stories – Show the World: Cody Jung PAGE 2

SUPER: **SHOW THE WORLD**
WHAT YOU DO DURING DOWNTIME

CODY: (1:57) I really love to hang out with my wife Evelyn, and my one year old daughter Emmy. We like to do things like hiking, we've already gone on a camping trip, and I also enjoy going to the beach with our dog Maple.

SUPER: **SHOW THE WORLD**
WHAT EXCITES YOU

CODY: (3:00) I'm really excited to see some of the Para events televised and shown to the world this year.

FEMITA: Let's make the Paralympics impossible to miss.
And together, we'll show the world.

SUPER: **#SHOWTHEWORLD**
We Are Team USA



END MNEMONIC



OUTRO TITLE CARD

ALLIE REILLY

Training Stories – Show the World: Allie Reilly

Throughout the video, we'll pepper in video clips, photos, and cutaways to illustrate the discussion.

Open with a graphic for the “SHOW THE WORLD” social series.

SUPER: **SHOW THE WORLD**
 ALLIE REILLY

Introduce the first topic with a graphic.

SUPER: **SHOW THE WORLD**
 HOW YOU TRAIN

Allie talks to camera as we cut in footage from the shoot, archival clips and personal photos provided by Allie.

ALLIE: (IMG_0904 :03) **My training routine right now is two practices a day, (:14) and that's an on the water session here on the Charles River in Boston. And then the afternoon session we alternate between a weight training program or another on the water session in the afternoons, depending on the day of the week and what the morning session looked like.**

SUPER: **SHOW THE WORLD**
 WHAT YOU LOVE ABOUT TRAINING

ALLIE: (IMG_0904 :02) **My favorite thing about training is probably our water sessions. (:10) My least favorite is probably anything on the rowing machine.**



TITLE CARD GRAPHIC



ATHLETE VIDEO

Training Stories – Show the World: Allie Reilly PAGE 2

SUPER: **SHOW THE WORLD**
WHAT YOU DO DURING DOWNTIME

ALLIE: (IMG_0924 :09) I love going to the beach in the summer. In the winters, I love skiing. (:15) I've been skydiving before, so anything that gets me out in nature and having a good time.

SUPER: **SHOW THE WORLD**
WHAT PEOPLE SHOULD KNOW

ALLIE: (IMG_0920 :04) The “para” in front of Paralympics stands for “in-parallel” to the Olympics. (:13) And paralympians are elite athletes, (:18) just in different sport classes, and we race and train just as hard as anyone else.

FEMITA: Let's make the Paralympics impossible to miss.
And together, we'll show the world.

SUPER: **#SHOWTHEWORLD**
We Are Team USA



EXISTING END MNEMONIC
SHOWING MULTIPLE EVENTS



OUTRO TITLE CARD

BLAKE HAXTON

Training Stories – Show the World: Blake Haxton

Throughout the video, we'll pepper in video clips, photos, and cutaways to illustrate the discussion.

Open with a graphic for the “SHOW THE WORLD” social series.

SUPER: **SHOW THE WORLD**
 BLAKE HAXTON

Introduce the first topic with a graphic.

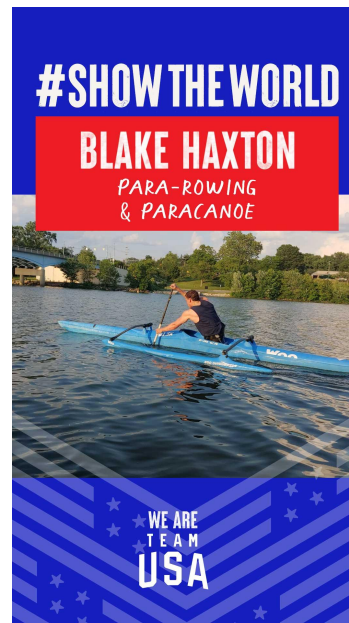
SUPER: **SHOW THE WORLD**
 WHAT YOU LIKE ABOUT TRAINING

Blake talks to camera as we cut in footage from the shoot, archival clips and personal photos provided by Blake.

BLAKE: (:20) **The thing that I like most about training is the return on investment you get, I think. ~~In the canoe and the single, you really know what the outcome's going to be before you start.~~ Whatever you put into it, you get out of it.**

SUPER: **SHOW THE WORLD**
 WHAT ELSE YOU'D LIKE TO TRY.

BLAKE: (:51) **If I were not competing in water sports, I would like to try the winter sports. I think skiing and hockey look really, really fun.**



TITLE CARD GRAPHIC



ATHLETE VIDEO

Training Stories – Show the World: Blake Haxton PAGE 2

SUPER: ~~SHOW THE WORLD
YOUR BIGGEST CHALLENGE~~

BLAKE: ~~(1:03) Training for two sports at once has been a challenge. Trying to sort out what to do when is a bit tough. But I think I've got a great coach to help balance that and we'll see if we get good results at the end of the year.~~

SUPER: ~~SHOW THE WORLD
THE BIGGEST MISCONCEPTION~~

BLAKE: (1:29) The biggest misconception, I think, about the paralympics, is that it's all that different from any other athletic competition. Sure, there are plenty of differences, in it's athletes with disabilities, all in relatively similar situations, but I think on the whole you can just approach it like any other competition, and that's how I found it to be on the inside.

FEMITA: Let's make the Paralympics impossible to miss.
And together, we'll show the world.

SUPER: ~~#SHOWTHEWORLD
We Are Team USA~~



EXISTING END MNEMONIC
SHOWING MULTIPLE EVENTS



OUTRO TITLE CARD

BRIANNA SALINARO

Training Stories – Show the World: Brianna Salinaro

Throughout the video, we'll pepper in video clips, photos, and cutaways.

Open with a graphic for the “SHOW THE WORLD” social series.

SUPER: **SHOW THE WORLD**
 BRIANNA SALINARO

Introduce the first topic with a graphic.

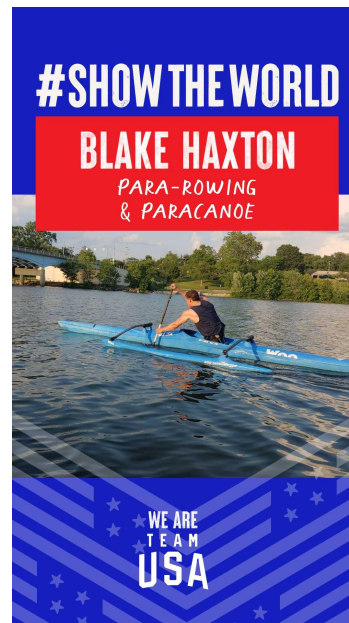
SUPER: **SHOW THE WORLD**
 WHAT YOU LOVE ABOUT TRAINING

Brianna talks to camera as we cut in footage from the shoot, archival clips and personal photos provided by Brianna.

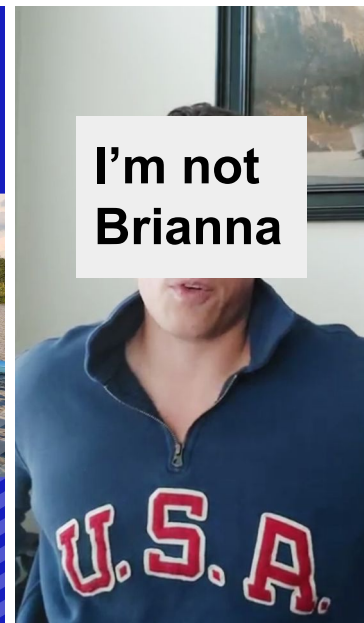
BRIANNA: **I earned my first-degree black belt when I was 14, and I earned my second-degree black belt at 16. What I love most about training is sparring other elite athletes and scoring points.**

SUPER: **SHOW THE WORLD**
 YOUR HOPE FOR THE FUTURE

BRIANNA: **What I hope happens between now and LA 2028 is that Paralympic taekwondo continues to grow, and we gain a lot more athletes specifically within the US. And that I just continue to be part of the Paralympic movement.**



TITLE CARD GRAPHIC



ATHLETE VIDEO

Training Stories – Show the World: Brianna PAGE 2

SUPER: **SHOW THE WORLD**
WHAT IT MEANS TO BE FIRST

BRIANNA: What it means to me to be the first Team USA para-taekwondo athlete is that it's just an honor. I really do want to make history and I am proud that I get the opportunity to while representing our country.

FEMITA: Let's make the Paralympics impossible to miss.
And together, we'll show the world.

SUPER: **#SHOWTHEWORLD**
We Are Team USA



EXISTING END MNEMONIC
SHOWING MULTIPLE EVENTS



OUTRO TITLE CARD

THANK YOU