



**Play True Day 2024
Stakeholder Toolkit**

Celebrate Play True Day!

19 April 2024

Join the global anti-doping community and pledge your support to the world's biggest team playing for clean sport – the #OnePlayTrueTeam.

This year, we're also celebrating a milestone 25 years of WADA and the #OnePlayTrueTeam.

So, let's make this Play True Day the biggest and the best ever.





Play True Day

What is Play True Day?

A time for the global anti-doping community to come together and pledge/show support for clean sport and playing true.

Why celebrate?

Keeping sport fair and clean is a community effort. Play True Day unites our community and celebrates this effort.

Play True Day goals

1. Unite the anti-doping community.
2. Encourage fair/clean sport for all.

Join the celebration!



We invite you to join us in 3 activities this year ...

- 1** Communicate with and encourage your community to engage in Play True Day.
- 2** Download and share the OnePlayTrueTeam assets from our website (available from 05 April 2024).
- 3** Engage with the UCG campaign by sharing a photo of your OnePlayTrueTeam on social media on 19 April 2024.



Why get involved?

Show your support

We all have a part to play in keeping sport clean and fair for everyone. Play True Day is an opportunity to show your commitment to the cause.

Get the recognition you deserve

This year, we'll recognise those who go the extra mile to Play True or participate in Play True Day with personalised graphics on social media.

Campaign content





Campaign focus

- 1 25 years of Playing True**

We're celebrating 25 years of WADA and the OnePlayTrueTeam.
- 2 Stakeholder involvement**

You're receiving this toolkit because we want to grow our incredible community.
- 3 UGC campaign**

We want our community to use the assets provided and share a photo of their #OnePlayTrueTeam on Play True Day.

Content to look out for on social media

Refreshed film



Pre Play True Day

An updated OnePlayTrueTeam film that celebrates 25 years of WADA and Playing True.

UGC campaign



During Play True Day

Ask the community to share a picture of their OnePlayTrueTeam – and share the best ones.

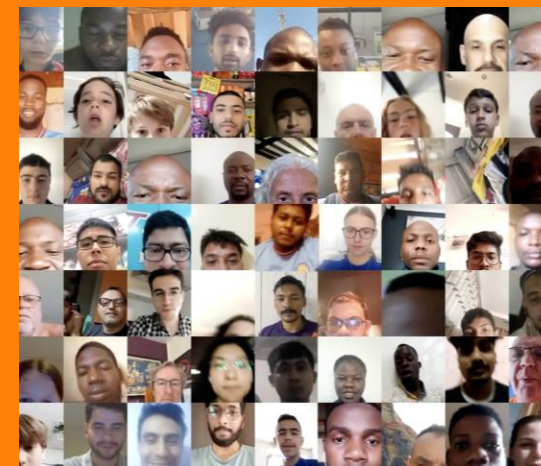
Community recognition



Pre & post Play True Day

Celebrate organisations/ members dedicated to Playing True.

Team photo



Post Play True Day

Collate the best OnePlayTrueTeam content to create a photo of the world's biggest team.

Content to look out for on our website

Campaign information



An overview of the campaign and how to get involved.

Social media wall



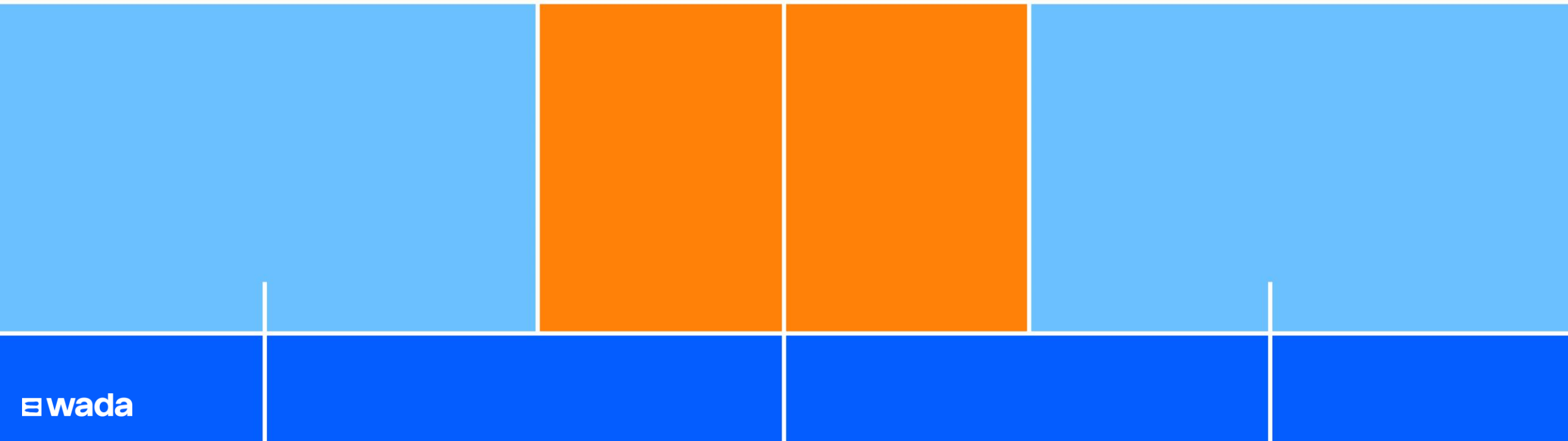
A collection of posts shared on social media using campaign hashtags.

Downloadable assets



A space to download campaign assets for use on social media.

How can you support?



How to get involved

Use toolkit assets

download and share OnePlayTrueTeam assets on social media. Share photo of your OnePlayTrueTeam on Play True Day.

Rally your community

tell your community about the Play True Day campaign and activations. Share information to encourage them to participate.

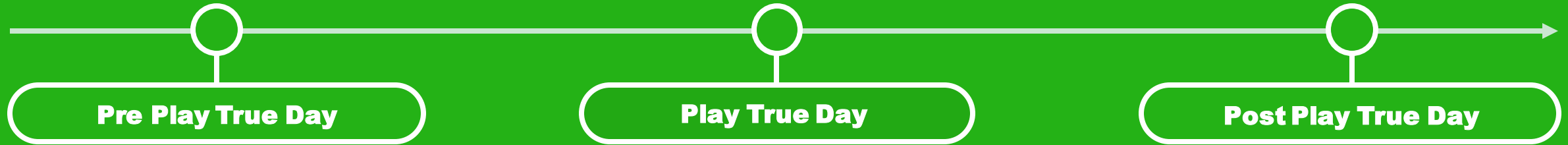
Engage with us

engage with WADA content on social media pre, during and post Play True Day.

[CLICK TO ACCESS ASSETS](#)



Activating the campaign: your timeline



Pre Play True Day

w/c 1 April 2024

- Download and read the stakeholder toolkit.
- Share toolkit/info with your community.
- All assets available on website – download assets such as branded frames, social media profile overlays and GIFs.

13–19 April 2024

- Engage with WADA content.
- Start sharing GIFs and profile overlays on social to generate excitement.
- Remind your community of the upcoming celebrations and activations.

Play True Day

19 April 2024

- Engage with the User Generated Content (UGC) campaign by sharing your OnePlayTrueTeam photo using the hashtags #OnePlayTrueTeam and #PlayTrueDay24.
- Share other toolkit assets to social media.
- Interact with WADA and the anti-doping community.
- Encourage your community to interact. Share toolkit/info with your community.

Post Play True Day

20+ April 2024

- Engage with post-event content shared by WADA.
- Continue spreading the message of the importance of playing true.

Assets available to you

Overview	Format	Type of content	No. of assets	Language available	Availability date	Posting date	Link
Crests	1:1	Image	2	English, French, Spanish	04 March 2024	13-19 April	FIND HERE
Branded frames	4:5	Image	17	English, French, Spanish	04 March 2024	19 April	FIND HERE
Social media profile overlays	1:1	Image	3	English, French, Spanish	04 March 2024	13-19 April	FIND HERE
GIFs	N/A	GIF	4	English, French, Spanish	04 March 2024	13-19 April	FIND HERE

OnePlayTrueTeam crests



What are these?

The new and updated OnePlayTrueTeam crests.

How should you use them?

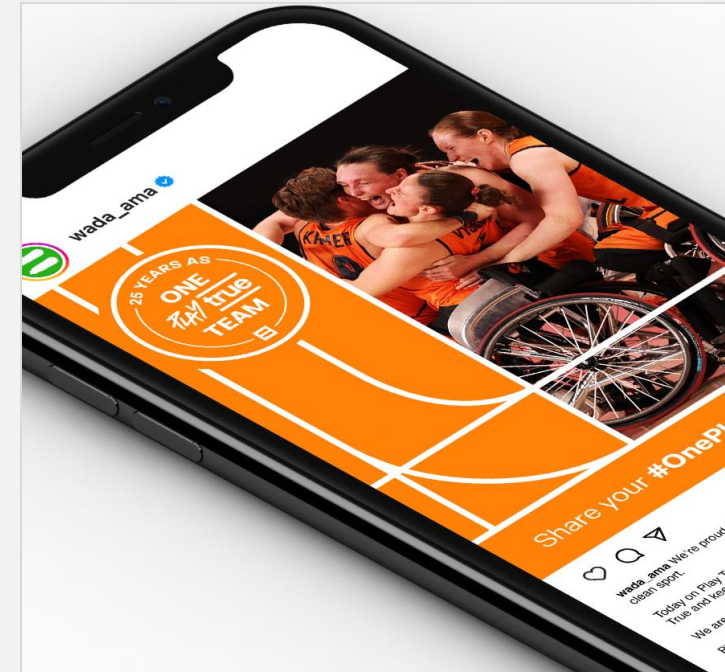
They can be added to images or simply shared to social.

Format

PNG

Available in multiple languages.

Branded frames



What are these?

OnePlayTrueTeam overlays to add to pictures to be shared on social media.

How should you use them?

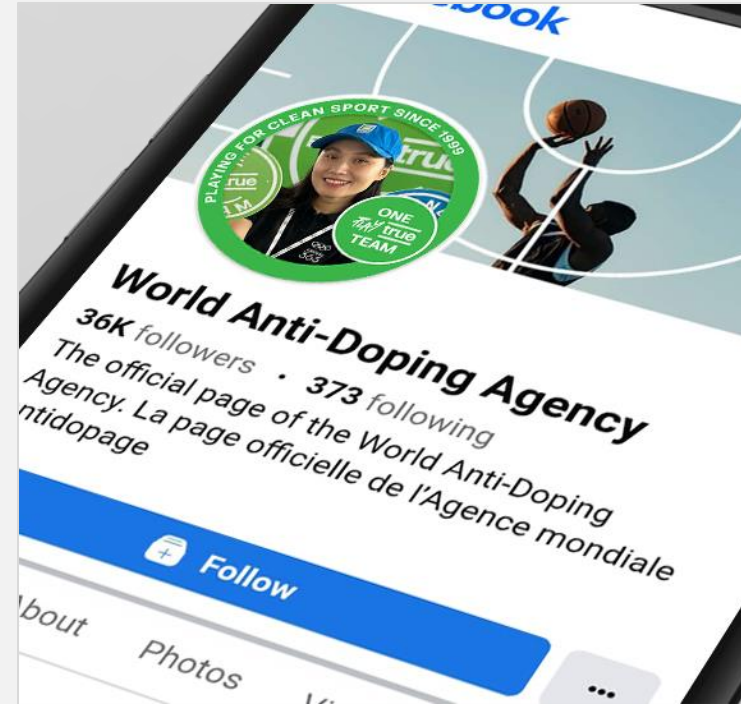
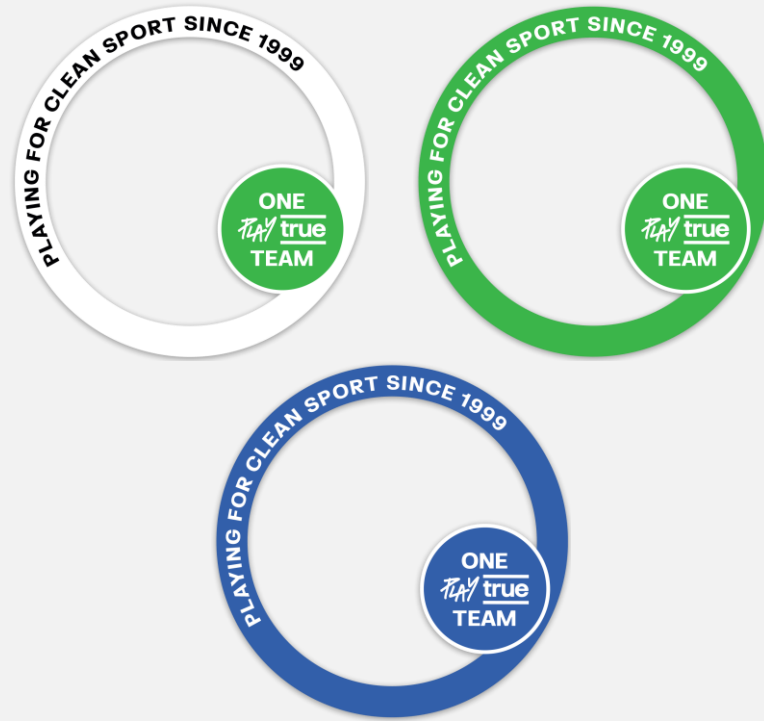
Add the overlay to a picture of your OnePlayTrueTeam and share on social media on Play True Day.

Format

PNG

Available in multiple languages.

Social media profile overlays



What are these?

Overlays to add to your social media profile picture.

How should you use them?

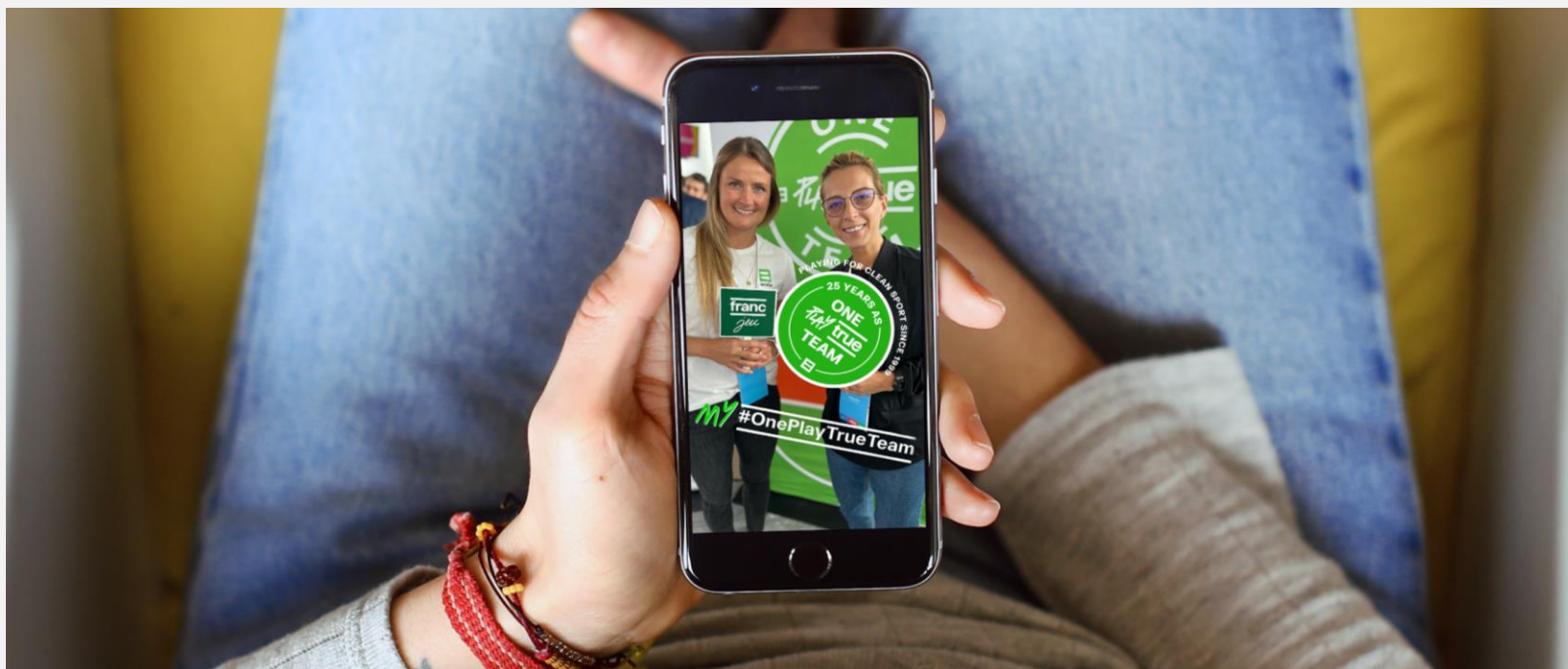
Download and add to your social media profile picture.

Format

PNG

Available in multiple languages.

GIFs



What are these?

An animated version of the OnePlayTrueTeam crest and messaging.

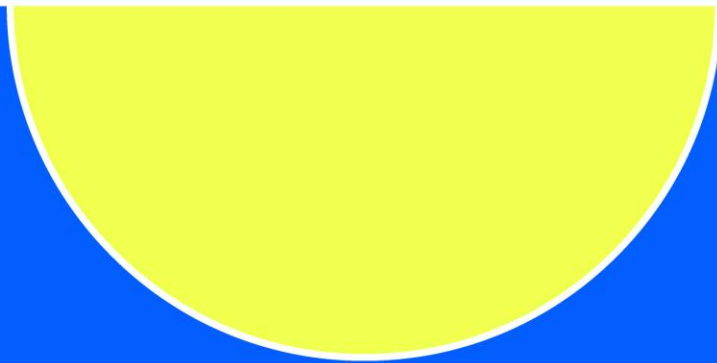
How should you use them?

To be shared on social media or added as a sticker to Instagram Story content.

Format

GIF

Tools & guides



Messaging

Campaign messaging

#OnePlayTrueTeam

Campaign tagline

Join the world's biggest team playing together for clean sport since 1999

Call to action

Pledge your support for clean sport by sharing a photo of your #OnePlayTrueTeam.

Social media caption examples

We're proud to be part of the world's biggest team playing for clean sport. 🏆

Today on Play True Day, we join @WADA in celebrating 25 years of Playing True and keeping sport clean and fair for all. ❤️

We are #OnePlayTrueTeam. Are you?

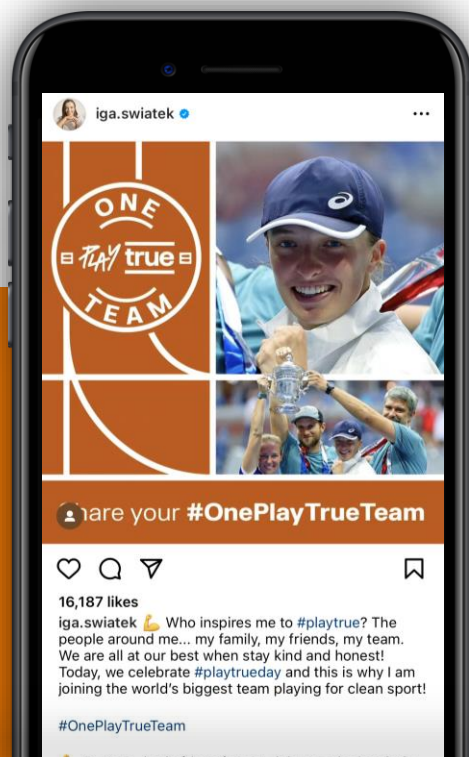
Pledge your support by sharing a photo of your #OnePlayTrueTeam. 📷

Success stories

Take inspiration from those who used campaign assets and successfully engaged with Play True Day last year.

Athlete

Iga Swiatek



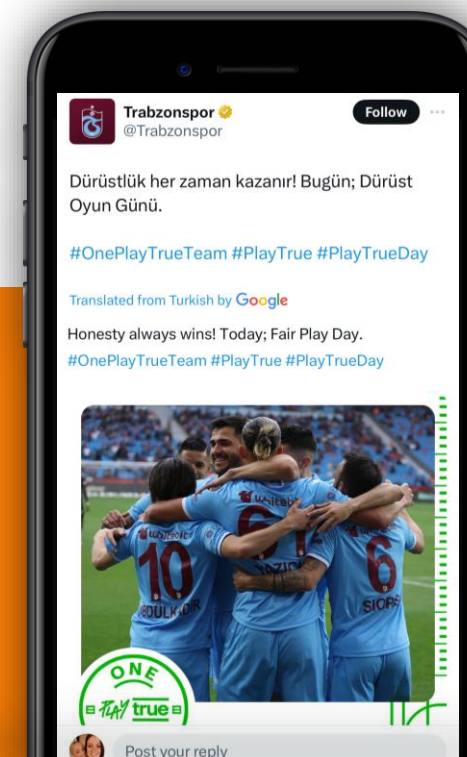
International Federation

FEI



Sports Movement

Trabzonspor FC



Best practice

Dimensions

Instagram	4x5 (photo); 9x16 (video)
Instagram Stories	9x16 (photo/video)
Facebook	16x9 or 4x5 (photo/video); 9x16 (Reels)
LinkedIn	16x9 or 4x5 (photo/video)
X	16x9 or 4x5 (photo/video)

Tags

Instagram	@wada_ama
Facebook	@wada.ama
LinkedIn	@World Anti-Doping Agency
X	@wada_ama

Hashtags

#OnePlayTrueTeam
#PlayTrueDay24
#PlayTrue





 **wada**

Contact details

Please don't hesitate to reach out if you have any questions or need more information.

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