



**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.

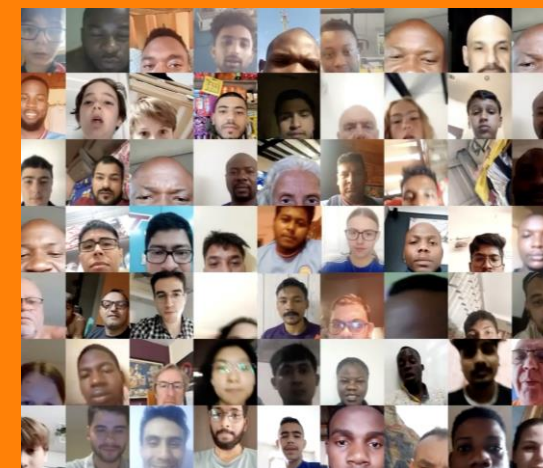
## Community recognition



### 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



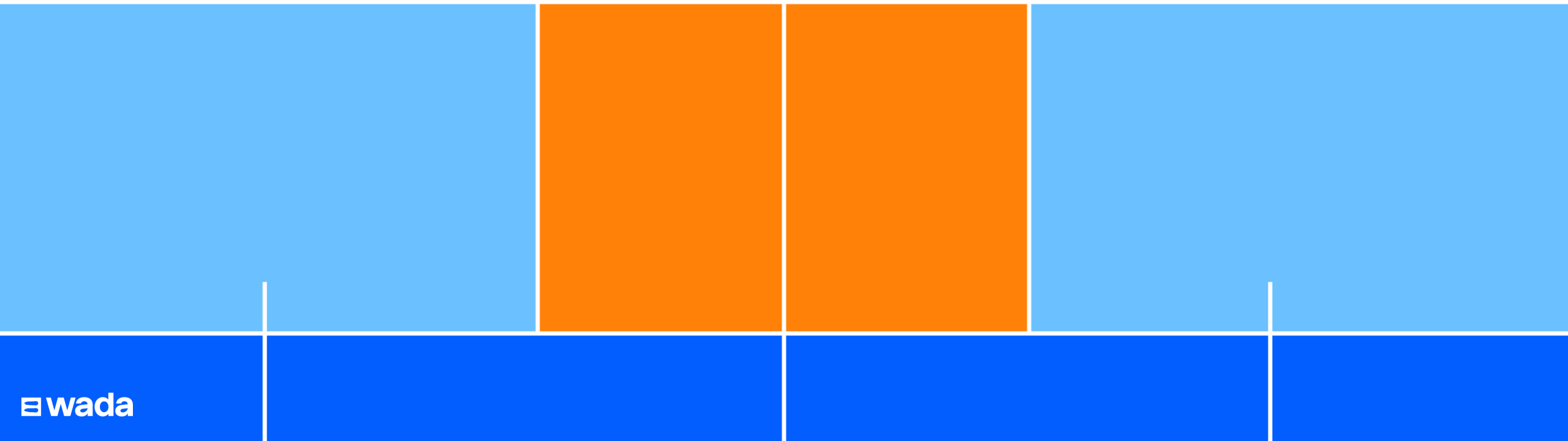
A collection of posts shared on social media using campaign hashtags.

## 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.

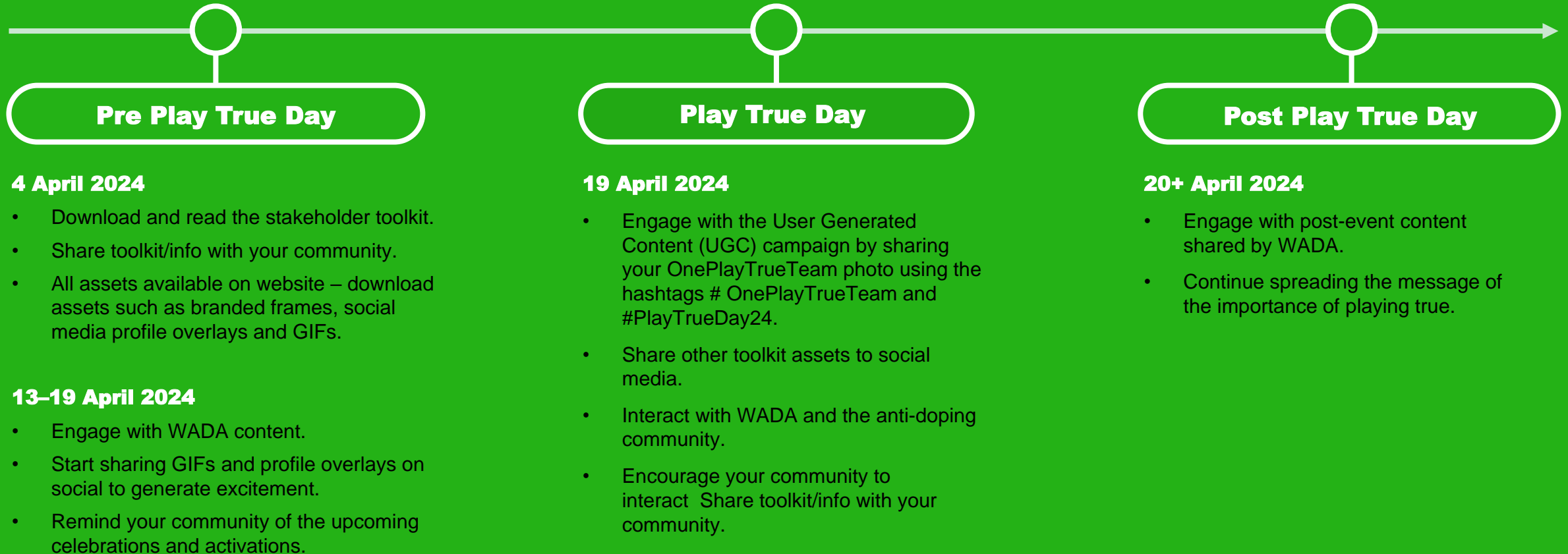
## Engage with us

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

**[CLICK TO ACCESS ASSETS](#)**



# Activating the campaign: your timeline



# Assets available to you

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

# OnePlayTrueTeam crests



## What are these?

The new and updated OnePlayTrueTeam crests.

## How should you use them?

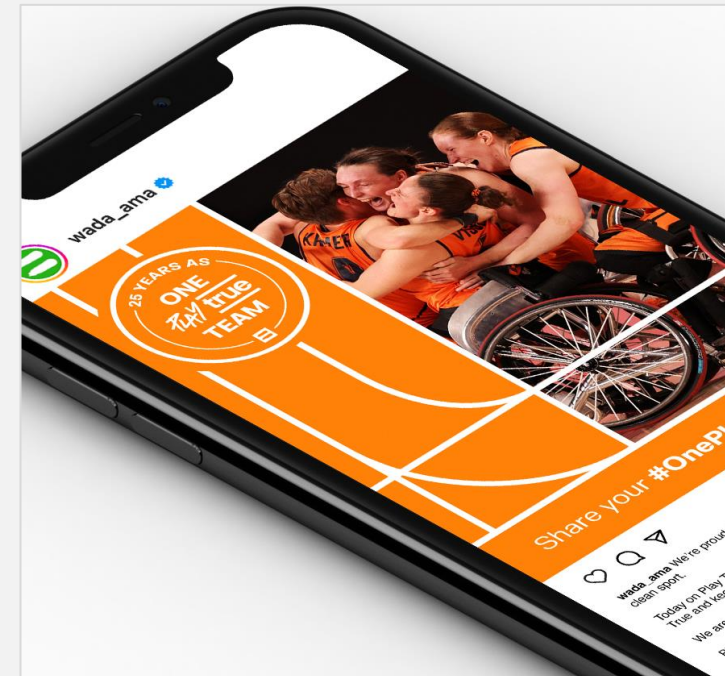
They can be added to images or simply shared to social.

## 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?

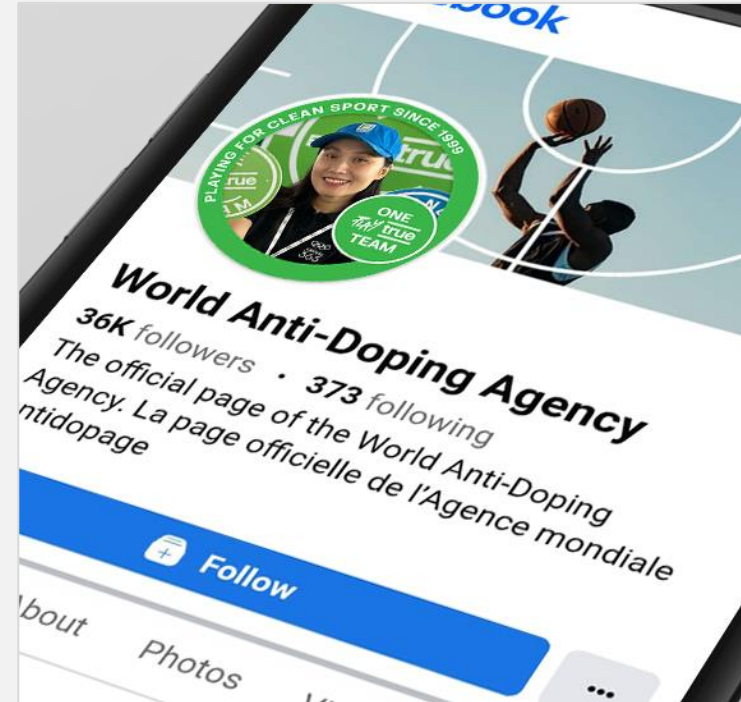
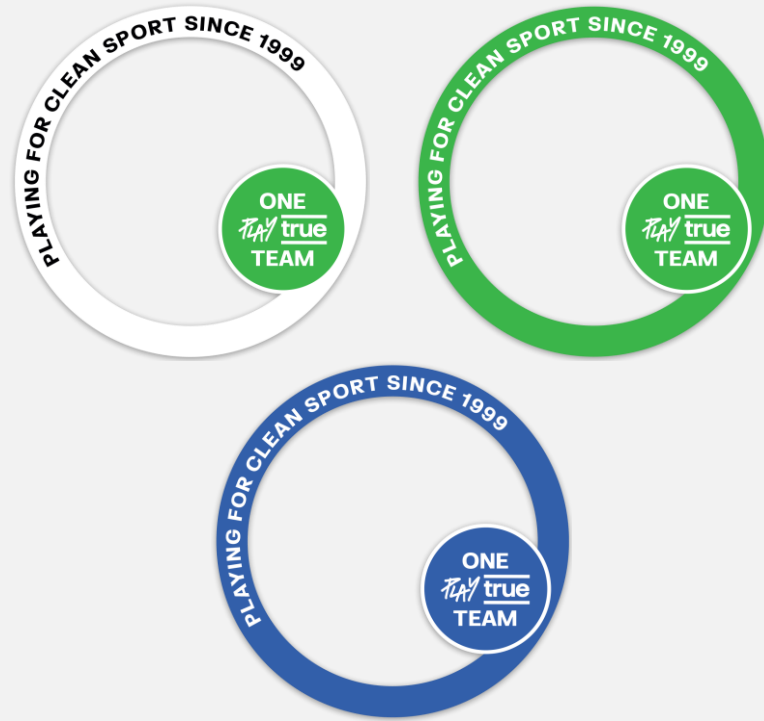
Add the overlay to a picture of your OnePlayTrueTeam and share on social media on Play True Day.

## 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.

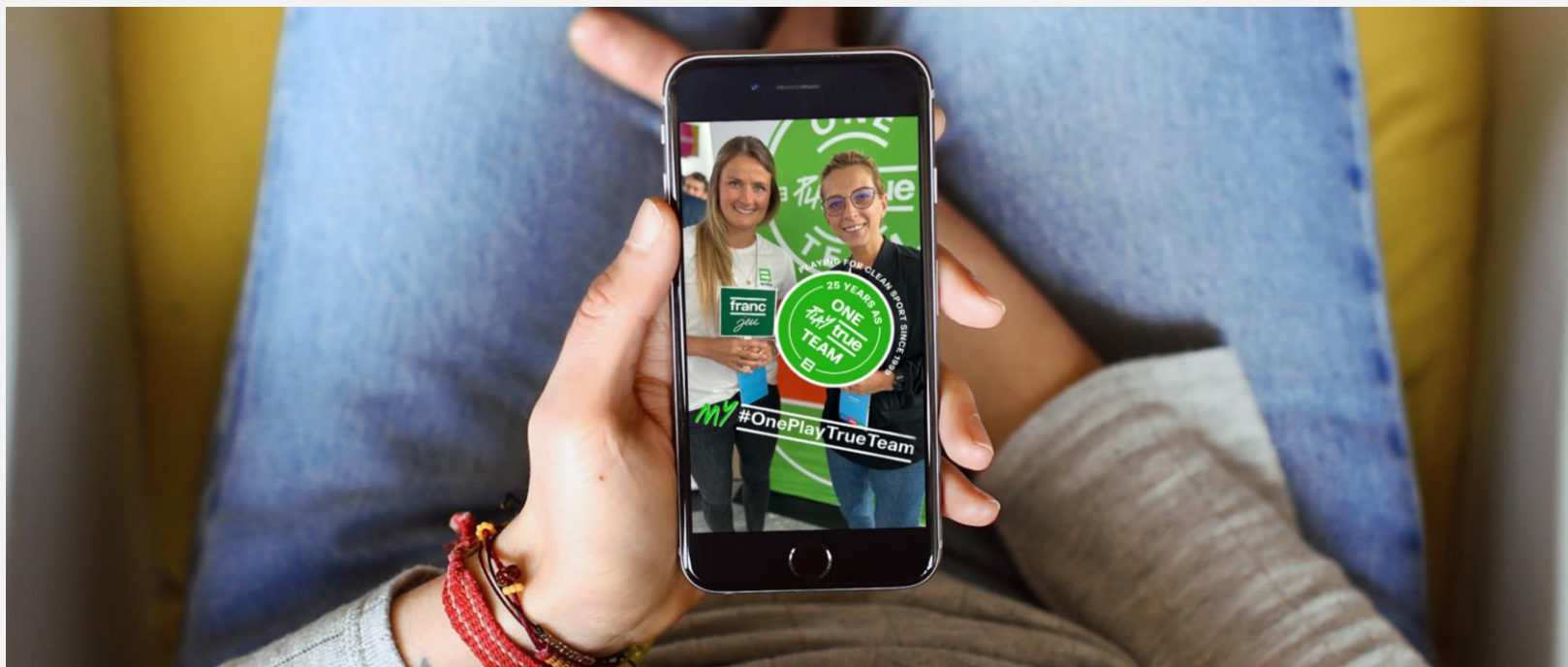
## Format

PNG

Available in multiple languages.



# GIFs



## What are these?

An animated version of the OnePlayTrueTeam crest and messaging.

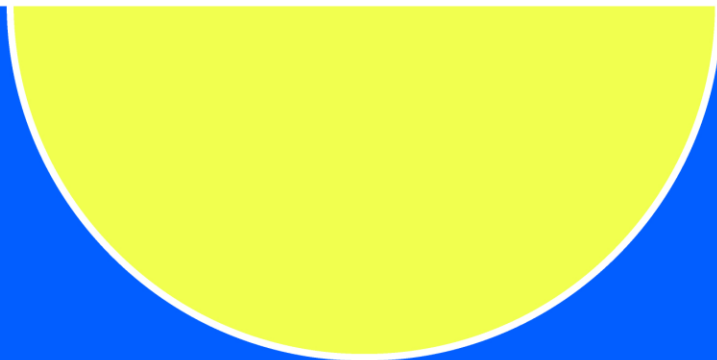
## How should you use them?

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?

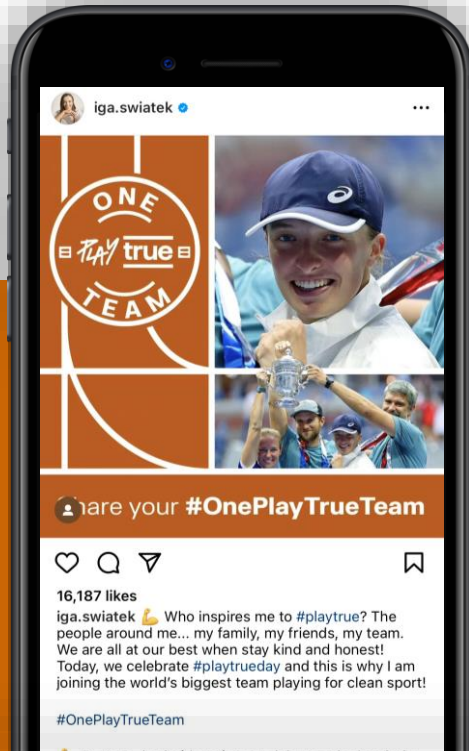
Pledge your support by sharing a photo of your #OnePlayTrueTeam. 📷

# Success stories

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

## Athlete

Iga Swiatek



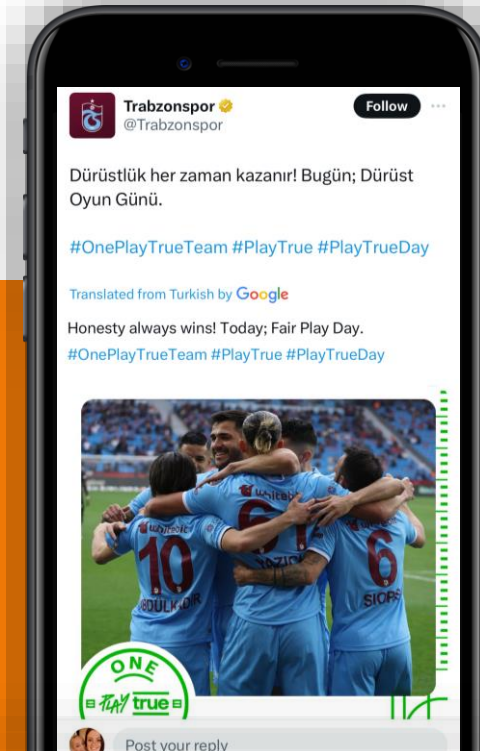
## International Federation

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





**B wada**

## **Contact details**

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

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