



EWADA

Play True Day 2025

Stakeholder Toolkit

play
true

It starts
with you



Celebrate Play True Day!

11 April 2025

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

This year, we're shifting the focus from the collective 'we' to the individual 'you.' While we remain part of a united team, each of us has a vital role to play in championing clean sport.

Play True – It Starts With You

So, let's make this Play True Day the biggest and the best yet!





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 – It Starts With You.

2

[Download and share the Play True – It Starts With You assets from our website.](#)

3

Engage with the #PlayTrueChallenge between 10 March – 10 April 2025.

Make sure to nominate friends and team members for them to give it a go!

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

We want the members of our community to be recognized for their participation in Play True Day.

To achieve this, we will create readily available social media graphics that everyone can use across their personal channels.



Campaign content



Campaign focus

1

Shifting the focus to You

This year we are celebrating each individual and the vital part everyone plays in ensuring we maintain clean sport.

2

Stakeholder involvement

You're receiving this toolkit because we want to grow our incredible community.

3

User Generated Campaign (UGC)

We encourage our community to actively use and share the assets in this toolkit on their social channels and join the movement by participating in the #PlayTrueChallenge.

Content to look out for on social media

Refreshed Film



Play True Day Theme Launch

A refreshed video introducing the 2025 message:
Play True – It Starts With You.

#PlayTrueChallenge



Pre & During Play True Day

Inviting the community to join this year's #PlayTrueChallenge and showcase their commitment to Playing True.

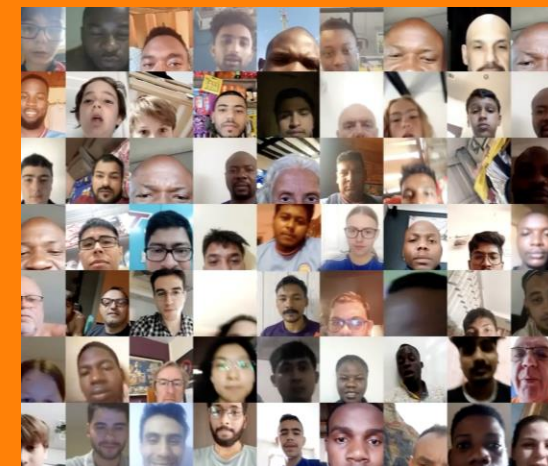
Community Recognition



Pre & Post Play True Day

Celebrating the organisations and members dedicated to Playing True.

Team Video



Post Play True Day

Giant collage of all the #PlayTrueChallenge submissions, featuring dynamic zoom-ins on key individuals to highlight their commitment to Playing True.

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 Play True – It Starts With You assets to use on social media.

Take part in the #PlayTrueChallenge

Share a video of your #PlayTrueChallenge effort in the lead up to Play True Day.

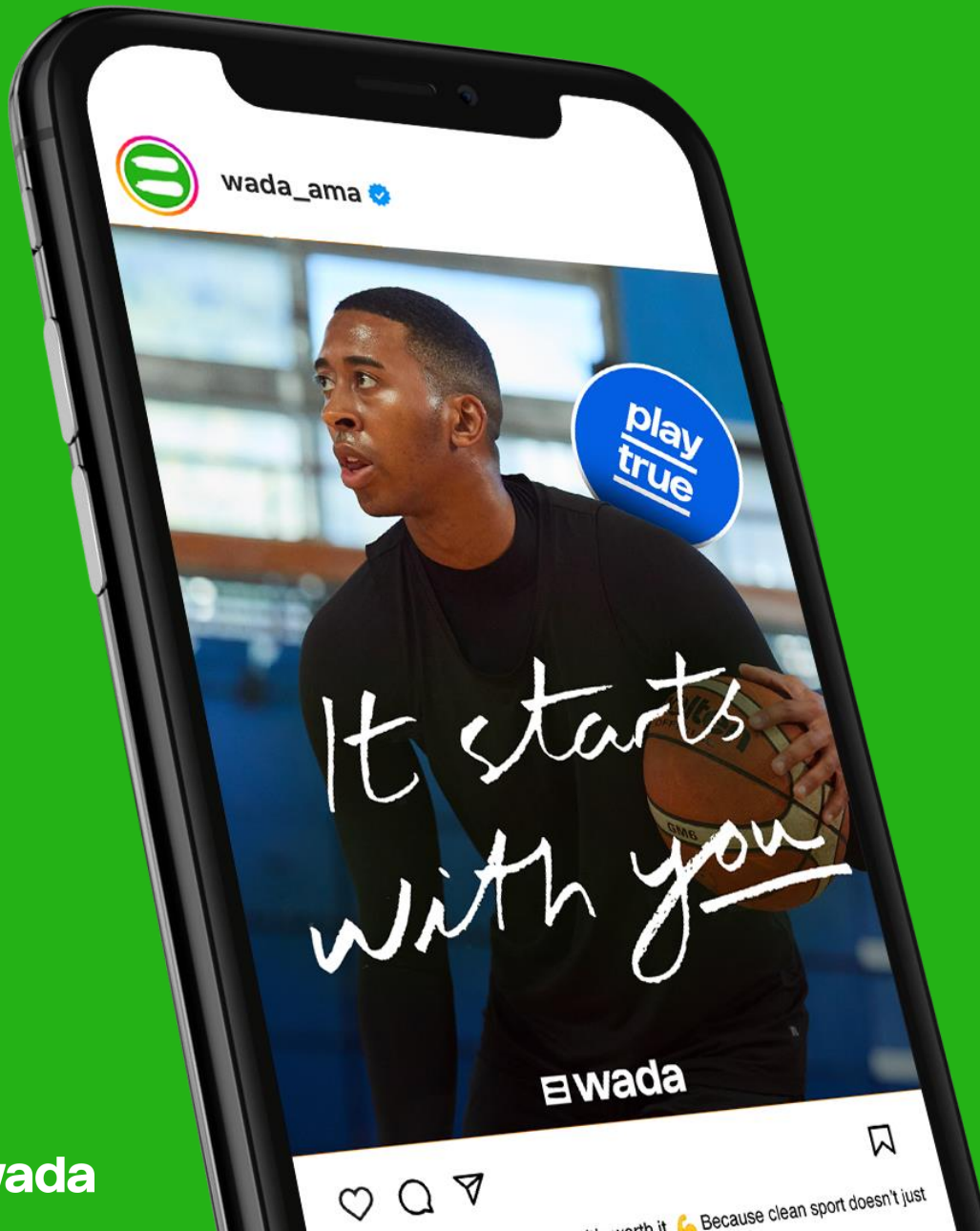
Rally your community

Tell your community about the Play True – It Starts With You 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](#)



#PlayTrueChallenge (10 March – 10 April)

What is it?

We're inviting the anti-doping community to take on the #PlayTrueChallenge.

This is a 30-second fitness-based challenge that calls attention to the effort and dedication of athletes and the importance of fair play.

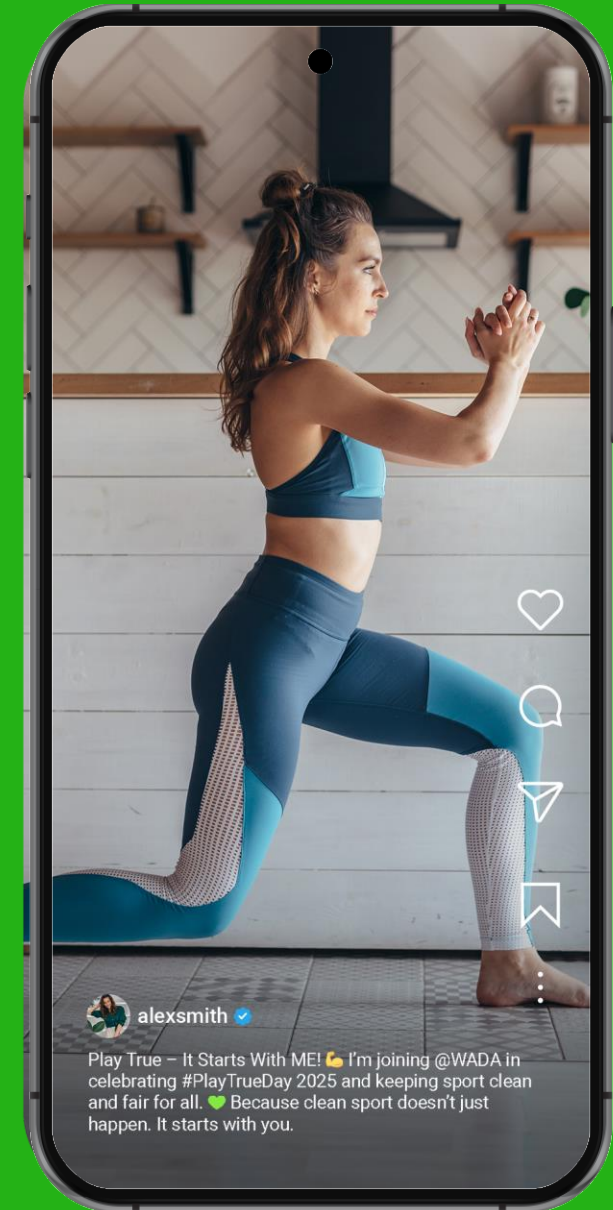
How it works

1. Record yourself doing as many reps of a sport-related action as you can in 30 seconds.
2. Finish your video by walking up to camera and saying: "30 seconds for clean sport. Play True. It starts with me."
3. Nominate 3 friends to join the challenge by tagging them in your caption or calling them out in the video.
4. Share the video on Instagram with the hashtags **#PlayTrueChallenge**, **#PlayTrueDay**, and tagging **@wada_ama**.

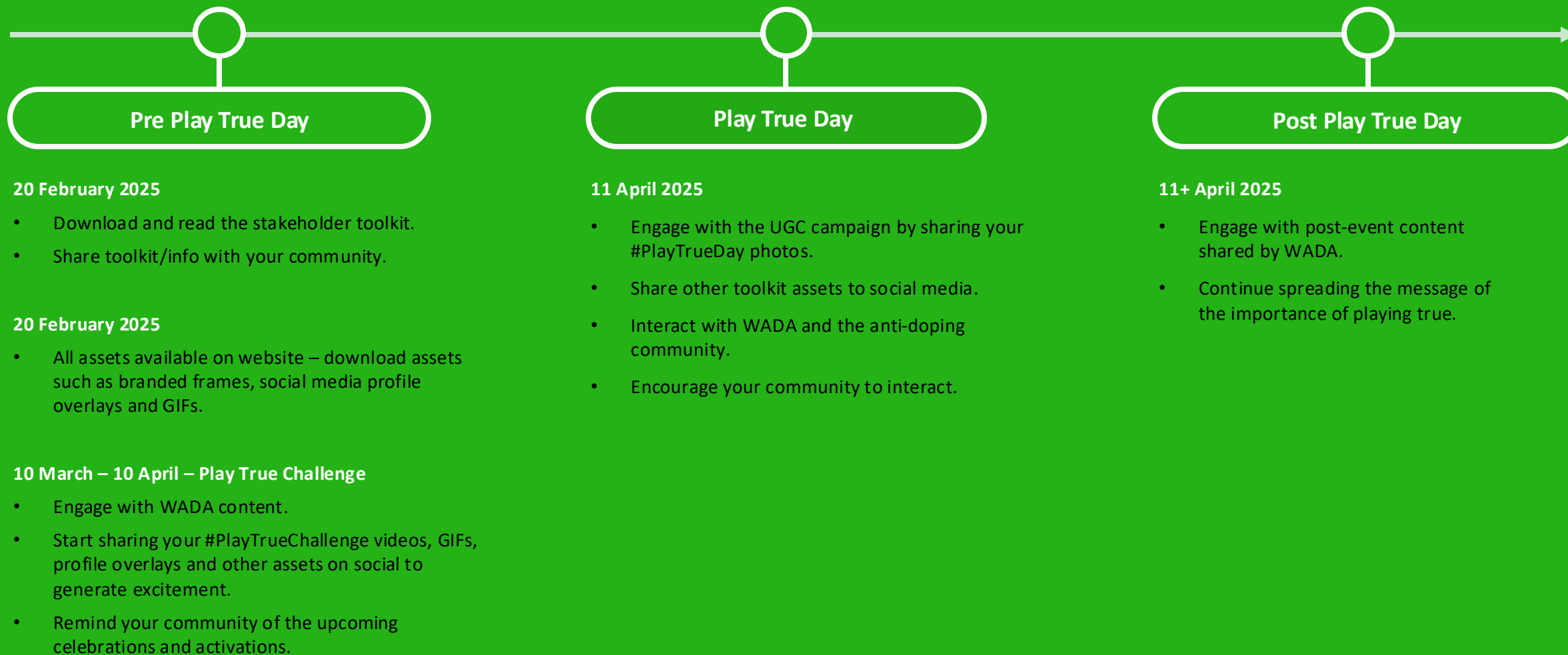
You can submit your video between 10 March – 10 April 2025.

What is a 'sport-related action'?

This can range from anything such as a push-ups, squats, wall balls. Anything you feel comfortable doing!



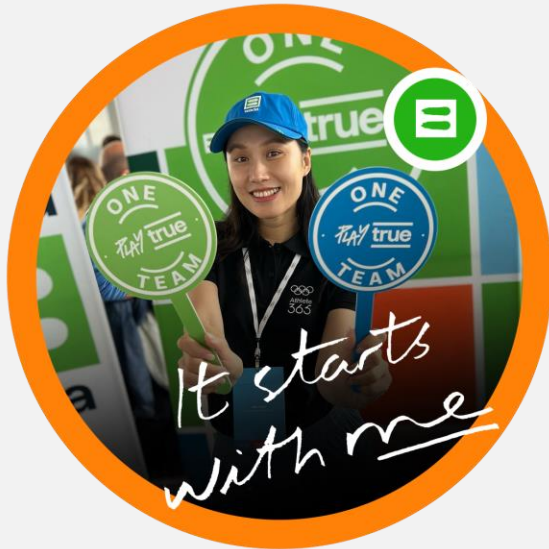
Activating the campaign: your timeline



Assets available to you

Overview	Format	Type of content	Editable?	No. of assets	Language available	Link
Social Media Profile Overlays	1:1	Image	No	3	English, French, Spanish	FIND HERE
Pledge Cards	4:5 & 9:16	Image	Yes	2	English, French, Spanish	FIND HERE
Branded Frames	4:5	Image	No	4	English, French, Spanish	FIND HERE
Quote Graphics	4:5 & 9:16	Image	Yes	2	English, French, Spanish	FIND HERE
Stickers	N/A	Image	No	12	English, French, Spanish	FIND HERE
GIFs	N/A	GIF	No	6	English, French, Spanish	FIND HERE

Social Media Profile Overlays



What are these?

Overlays to add to your social media profile picture.

How should you use them?

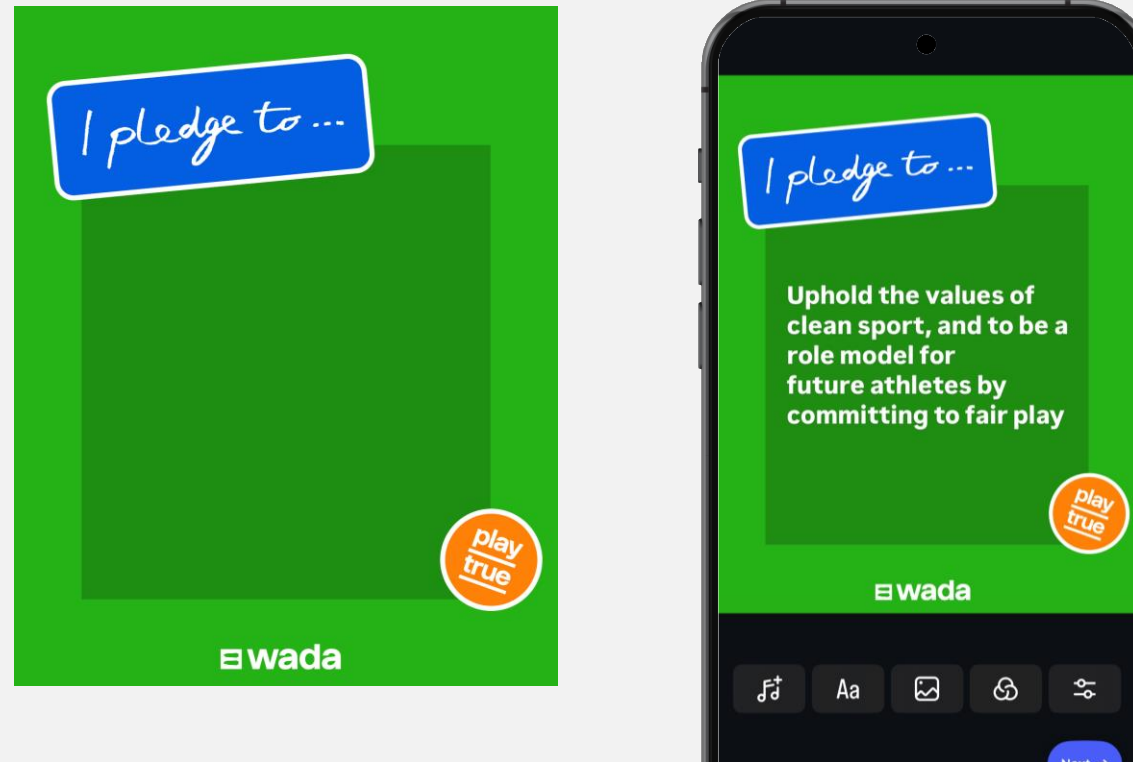
Download and add to your social media profile picture.

Format

PNG

Available in multiple languages.

Play True Pledge Cards



What are these?

Editable Pledge Cards which you can download and personalise to share on your own channels.

How should you use them?

Use in-app tools to add text to the template and write your Play True pledge in the designated space.

Format

PNG
Available in multiple languages.

Branded Frames



What are these?

Play True – It Starts With Me branded frames to add to pictures to be shared on social media.

How should you use them?

Add the Play True – It Starts With Me branded frames to your photo and share it on social media to celebrate Play True Day.

Format

PNG
Available in multiple languages.

Quote Graphic



What are these?

Editable Quote Cards which you can download and personalise to share on your own channels.

How should you use them?

Add the overlay to a picture of you and add your Play True quote in the space provided. This can be done in-app.

Format

PNG

Available in multiple languages.

GIFs & Stickers



What are these?

Animated Play True – It Starts With Me GIFs & Stickers.

How should you use them?

Animate your social media posts by adding these GIFs & stickers to your posts like Instagram Stories.

Format

GIF & PNG

Tools & guides



Tools & Guides

For Play True Day 2025, there are two ways we would love our community to get involved.

The following slides outline some supporting messaging for you to use on social media.

1

Play True – It Starts With You

This year we are celebrating each individual and the vital part everyone plays in ensuring we maintain clean sport.

2

#PlayTrueChallenge

We're inviting our community to take part in a fun, fitness-based, UGC challenge!

Messaging – #PlayTrueChallenge

Timeline: 10 March – 10 April 2025

Campaign messaging

Play True – It Starts With You

Campaign tagline

Clean sport doesn't just happen.
It starts with you.

Call to action

Pledge your support for clean sport by taking part in the #PlayTrueChallenge.

Social media caption examples

It's not easy, but it's worth it. 💪

30-second reps for the #PlayTrueChallenge and clean sport.
💚

Because clean sport doesn't just happen.
It starts with you. 🙌

I nominate [person 1], [person 2], and [person 3] to pledge their support by attempting the #PlayTrueChallenge.

Play True – It Starts With ME! 🙌

#PlayTrueDay @wada_ama

Messaging – Play True Day

Timeline: 11 April 2025

Campaign messaging

Play True – It Starts With You

Campaign tagline

Clean sport doesn't just happen.
It starts with you.

Call to action

Pledge your support for clean sport by sharing your photos using the #PlayTrueDay hashtag.

Social media caption examples

Play True – It Starts With ME! 💪

I'm joining WADA in celebrating #PlayTrueDay 2025 and keeping sport clean and fair for all. ❤️

Because clean sport doesn't just happen.
It starts with you. 🙌

Show your commitment to Play True by sharing a photo. 📷

#PlayTrueDay @wada_ama

Examples

Take inspiration from those who used campaign assets and successfully engaged with Play True Day 2024.

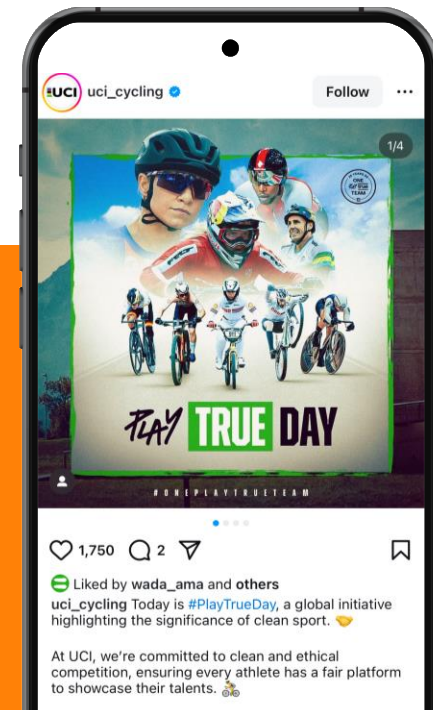
Anti-Doping Sweden
IG post



IJF
IG Post



UCI
IG Post



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	
#PlayTrueDay	
#PlayTrueChallenge	





 **wada**

Contact details

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

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