



#TheEventThatChangedMe

We're looking to create a surge of personal on social media about how the impact events have had on people's lives.

The aim is to create a really big splash ahead of the tenth anniversary of the London 2012 Games and the opening of Birmingham 2022!

To participate, share your story from Wednesday 20 July with the hashtag **#TheEventThatChangedMe** and tag three people, and Spirit of 2012, to keep it going!





Example post for organisations

“65% of the UK believe that the 2012 Olympics and Paralympics are still having an impact today. We’re asking our followers: which event made the most impact on your life? Share yours with #TheEventThatChangedMe @Spiritof2012”

Example personal posts

“#TheEventThatChangedMe was the London 2012 Games. Being a volunteer there started a lifelong love of volunteering for me! [Tag three people] what are yours?”

“#TheEventThatChangedMe was the centenary of women’s suffrage. I became more politically aware and a proud feminist. I want to hear from [Tag three people]”

“#TheEventThatChangedMe was The Queen’s Platinum Jubilee. We threw a street party and I got know my neighbours, some of whom I’d never met. We made friends for life! I’m tagging [Tag three people]”



Campaign hashtag: #TheEventThatChangedMe

Twitter: @Spiritof2012

Instagram: @Spiritof2012hq

Facebook: /Spiritof2012

LinkedIn: /Spiritof2012

Video content and graphics

We'd love you to share your own images, but we also have videos and graphics (and pre-written alt text) that you can use, download them here:

<https://spiritof2012trust.egnyte.com/fl/Ey30Qqts9s> (Password: TETCM2022)





Please add alt text to images for people with visual impairments and screen readers. Simply press +ALT button on image and cut & paste text below into box.



TETCM 1: One of the London 2012 Gamesmakers holding a bullhorn, transitions to image of two women reading a programme from Coventry City of Culture 2021. A quote which says "It just made me feel a lot happier". Text says: Which events have made a difference to your life? Share yours. #TheEventThatChangedMe. Spirit of 2012 and London 2012 10th anniversary logos.



TETCM 2: Podium at London 2012 transitions to a volunteer at Hull City of Culture. A quote which says "It's changed how I see and judge myself". Text says: Which events have made a difference to your life? Share yours. #TheEventThatChangedMe. Spirit of 2012 and London 2012 10th anniversary logos.



Alt text for graphics (cont.)



TETCM 3: Hull City of Culture volunteers transitions to image of London 2012 Gamesmakers. A quote which says "I'll never forget that experience, ever". Text says: Which events have made a difference to your life? Share yours. #TheEventThatChangedMe. Spirit of 2012 and London 2012 10th anniversary logos.



TETCM 4: London 2012 Gamesmakers transitions to people cheering on a cycling race. A quote which says 'I'm so empowered, it can't end here.' Text says: Which events have made a difference to your life? Share yours. #TheEventThatChangedMe. Spirit of 2012 and London 2012 10th anniversary logos.