

GLOBAL CORRUPTION REPORT: SPORT

Social media brief

HASHTAG

The hashtag we are using to communicate on the report is **#CleanUpSports** – Please be sure to include this in your tweets. We'll monitor the hashtag to look for good tweets from you to re-tweet!

SAMPLE TWEET (PRE-LAUNCH)

Tomorrow we launch the Global #Corruption Report on sports! It's high time we #CleanUpSports. Stay tuned! *[Insert teaser social media graphic]*

Want to know the biggest #corruption risks in your favorite sport? Stay tuned for our report tomorrow #CleanUpSports *[Insert teaser social media graphic]*

SAMPLE TWEETS (FOR DURING THE LAUNCH)

Why have #sports become so #corrupt? Find out in our new report: *[URL]* #CleanUpSports *[Insert social media graphic]*

Latest sport #scandals show how vulnerable #athletics, #tennis and #football are to #corruption. *[URL]* #CleanUpSports

What's the biggest #corruption risk in sport? Read our new report: *[URL]* #CleanUpSports

Sports should be a force for good in the world – see what MUST be done to #CleanUpSports now: *[URL]* *[Insert social media graphic]*

Where's the money gone? Sports - a multi-billion \$ business - is prone to corruption shows new report *[URL]* #CleanUpSports

No more #corruption scandals: #sports fans, players, sponsors, and sports bodies – it's time to #CleanUpSports *[URL]*

#Brazil spent US\$780mil just for police costs during #FIFA World Cup protests. How many hospitals could that pay for? *[URL]* #CleanUpSports

Tackling football #corruption in #Finland: In 2013, 1,200 players got app for reporting match-fixing *[URL]* #CleanUpSports

Why fix matches? Money's tight - in Lithuania 62% of basketball players said their wages paid late *[URL]* #CleanUpSports

In Bangladesh it costs anywhere from US\$10,000-30,000 to get a cricketer to spot fix. *[URL]* #CleanUpSports

In last 5 yrs 1,000+ sport events – from top-level football to Olympics – have been fixed *[URL]* #CleanUpSports @DeclanHill

Betting is big business: Turnover of illegal sports betting = US\$500bil/yr. That's 2x Portugal's GDP! *[URL]* #CleanUpSports

HANDLES TO TAG INTO YOUR TWITTER POSTS

When you post an image, you can tag up to 10 people. Here's a list of globally relevant stakeholders, experts and journalists, please also tag in national stakeholders and journalists you want to reach out to.

[@iocmedia](#); [@FIFACOM](#); [@iaaforg](#); [@sszy](#); [@UEFAcom](#); [@CAF Online](#); [@CONCACAF](#);
[@theafcdotcom](#); [@UNESCO](#); [@BBCSport](#); [@GaryLineker](#); [@RogerPielkeJr](#); [@declan_hill](#);
[@louissaha08](#);

SAMPLE FACEBOOK MESSAGES

Where has the money gone? Repeated sports corruption scandals across the world show that this multi-billion dollar business needs to be cleaned up urgently. Learn more here: [\[URL\]](#)

It's not the first time - the latest *XX scandal* in *XX-country* shows us that we must act NOW to clean up sports! SHARE this post if you're with us!
[\[URL\]](#)

The turnover of illegal sports betting is US\$500 BILLION a year! That's more than double the GDP of Portugal. Learn more about the issue here and what can be done to fight it: [\[URL\]](#)

SOCIAL MEDIA GRAPHICS

We will be circulating a couple of social media graphics to be used for the launch of the Global Corruption Report. Please keep a look out for these and be sure to use them wherever possible.

PROMOTING POSTS

If you have some money that can go towards boosting your posts on Facebook and Twitter, we strongly encourage you to do so! A little money goes a long way, and even just 20 EUR can help you reach tens of thousands of new people and gain new followers. If you would like some advice/tips on promoting social media posts, please send an email to Julie Anne Miranda-Brobeck.