

Social Media Toolkit

BlueCross Bowl

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Event: BlueCross Bowl, TSSAA Football State Championship Games

Participants: High school teams from across Tennessee, fans, officials, and TSSAA

Summary

We'd love for you to share your excitement about the BlueCross Bowl on social media. Photos of you, other fans, and the teams playing in the Bowl are great options to consider. As you post, please share to your comfort level on the social media channels on which you or your organization are already active. Please also keep in mind the preferences and comfort level of those around you and refrain from photographing others you may not know.

Tone

- Excitement to compete in the bowl
- Support for teams and participants

Key information about the partnership

- BlueCross is a mission-driven health plan that's been serving Tennesseans for more than 75 years.
- Sports are a great way for young people to learn valuable life lessons like discipline, commitment and teamwork.
- Supporting the games is another way BlueCross can promote healthy physical activity for our neighbors in Tennessee.

Make sure to tag us when you post on social media

- Facebook: [@BCBST](#)
- Twitter: [@BCBST](#)
- Instagram: [@BCBST](#)
- LinkedIn: [@BlueCross BlueShield of Tennessee](#)

Preferred hashtag and terms

- #BlueCrossBowl
- BlueCross Bowl
- BlueCross BlueShield of Tennessee

Sample copy

We're excited to cheer on [team A] now that a win over [team B] brings them to play in the BlueCross Bowl! Check [TSSAASports.com](#) for the latest updates and gooo [team A]!
#BlueCrossBowl