

**Client:** Itri Girls

**Date: 3.16.20**

*Facebook/LinkedIn/Instagram/Twitter - Social Media Content with Dates*

**Month Range: March 2020 Projected**

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| M | D | Content, Link, Etc. |
| 03 | 02 | @PolarGlobal chose to sponsor i-tri as we are working to not only train athletically but also to empower our girls to reach all of their goals in life–MIND, BODY and SPIRIT. The athlete needs inspiration, but so does the girl who tries. Using the M200 fitness trackers, we are inspiring these girls to reach goals and educating them through technology: <https://itrigirls.org/polar/>  #PolarAmbassador #itri #itrigirls #swimbikerun #triathlon #girlpower #fitnesstracker #fitnessgoals  ../../../../../../../../../Volumes/Shared/VertigoFileSystem/2014/Clients/i-tri%20Girls/SOCIALMEDIA/ITRI10054%20-%20March%202020%20Socia |
| 3 | 04 | This Friday evening, 3/6, i-tri is partnering with Pierson Middle-High School to present a showing of *Girl Rising.* The documentary travels the globe to meet nine unforgettable girls, striving beyond circumstance and overcoming nearly insurmountable odds to achieve their dreams. Come together as a community and join us for this inspirational story. Admission is free! <https://girlrising.org/the-film> |
| 3 | 06 | This upcoming Monday, 3/9, we have another installment of Mondays at @matriarkofficial! This time, our founder Theresa Roden has the privilege to speak with Kayce Freed Jennings. Kayce has been with Girl Rising, a global campaign for girls’ education, since its inception as part of The Documentary Group, which she co-founded. Their wide-ranging conversation will consist of Kayce’s life as a television producer, being part of the Girl Rising project, and so much more. Purchase your tickers and join us for a night of inspiring conversation: [https://matriark.com/products/conversation-with-theresa-roden-kayce-freed-jennings?mc\_cid=955259e460&mc\_eid=[UNIQID]](https://matriark.com/products/conversation-with-theresa-roden-kayce-freed-jennings?mc_cid=955259e460&mc_eid=%5bUNIQID%5d) |
| 03 | 07 | Today was so special! At our kick-off program for our Western Schools in the Riverhead and William Floyd School Districts, we received the most amazing news. Alison Clare, an i-tri alumna, is now an official @PolarGlobal Ambassador! So proud of you Alison! <https://itrigirls.org/polar/> (video in post)  #PolarAmbassador #itri #itrigirls #swimbikerun #triathlon #girlpower #fitnesstracker #longisland #kickoff #fitnessgoals |
| 3 | 09 | It still feels like a dream that we have our FIRST National Technology Sponsor, @PolarGlobal! We would like to extend a special thank you to Polar CEO Tom Fowler for his support and excitement for what we will accomplish with our girls! (If no video, press release)  #PolarAmbassador #itri #itrigirls #swimbikerun #triathlon #girlpower #fitnesstracker #triathlete #fitnessgoals #thefutureisfemale |
| 3 | 10 | Music makes for a great workout, but also for a great night out. Party the i-tri way and see @mandymooremm perform her new album live in concert. The event is at the Beacon Theatre on Tuesday, March 24 and for just $20, you can enter the raffle and dance the night away. TODAY is the last day to enter! (link in bio) and tag who you would take with you if you won: <https://charity.gofundme.com/o/en/campaign/tickets-to-see-mandy-moore>  #BeaconTheatre #mandymoore #itri #itrigirls #LongIslandNonprofit #womensports #womeninsports |
| 3 | 11 | Are you ready to lead our award-winning nonprofit and make a real difference in the lives of our girls? Are you able to help us to expand across the US and abroad? We're searching for you - our next Executive Director! Apply today and get ready to be part of change: <https://itrigirls.org/get-involved/>  (video in post) |
| 3 | 12 | Our girls' have goals and Polar is helping them reach it! Read here how the Polar-derived data can provide our athletes inspiration in both the classroom and on the field: <https://knapsack.news/2020/03/03/polar-and-i-tri-are-teaming-up-to-empower-girls/> |
| 3 | 13 | Leaders are made, not born. As our Polar Ambassador, Alison exemplifies everything we are trying to teach our girls here at i-tri. During her two seasons with i-tri, Alison blossomed into a strong, confident mentor that our younger girls look up to. Take the plunge with us, share this post and follow our girls’ journey with @PolarGlobal!  #PolarAmbassador #itri #itrigirls #swimbikerun #triathlon #girlpower #fitnesstracker #mentor #longisland #fitnessgoals  ../../../../../../../../../Volumes/Shared/VertigoFileSystem/2014/Clients/i-tri%20Girls/SOCIALMEDIA/ITRI10054%20-%20March%202020%20Socia |
| 3 | 14 | Building a connection to sports with a career in STEM for women is a growing trend, and the Olympics is doing its part to inspire. NBC Sports and NBC News Learn launched “Changing the Games: Women in STEM at the 2020 Tokyo Olympics & Paralympics,” a video series that showcases female STEM professionals behind the Olympic and Paralympic athletes. i-tri is proud to empower female athletes and the future leaders who choose STEM as a carrier path. Read more here: <https://www.teamusa.org/News/2020/March/09/Women-in-STEM-at-the-2020-Tokyo-Olympics-and-Paralympics-with-Lyda-Hill-Philanthropies> |
| 3 | 16 | Positivity breeds positivity. Let’s be the best versions of ourselves and we need YOU to help us. We’re continuing our search for an Executive Director to help i-tri grow – today is the LAST day to apply. Take us to the next level: <https://itrigirls.org/get-involved/>  #motivationmonday #achieveyourgoals #itri #itrigirls #positivethinking #selfconfidence #girlpower #executivedirector |
| 3 | 18 | Our Mentoring Day is EXACTLY a month away and we couldn’t be more thrilled to announce that the Twin Forks Professional Women’s Circle in sponsoring the event! In our shared vision of inspiring young women and preparing them for the future, we hope you participate also. Sign up today (link in the bio) and make an impact: <https://itrigirls.org/event/mentoring-day/> Please check back regularly for scheduling updates.  #mentoringday #mentor #itri #itrigirls #girlpower #longisland #professionalwomen #thefutureisfemale |
| 3 | 19 | Science leads to change, and so do women. Read here how our integrated STEM-based curriculum, The Science of Triathlon, empowers our girls with the help of Polar: <https://www.endurancebusiness.com/2020/industry-news/polar-teams-up-with-i-tri-a-triathlon-training-program-for-middle-school-girls/> |
| 3 | 20 | Sustain the environment while giving back! As of March 1, New York state placed a ban on plastic bags in stores. Do your part and grab a reusable $1 bag from @StopandShop’s Giving Tag Program and dedicate it to i-tri!  [@NYSDEC](https://twitter.com/NYSDEC)    #stopandshop [#BYOBagNY](https://twitter.com/hashtag/BYOBagNY?src=hashtag_click) #foodshopping #itri #itrigirls #sustainability #sustainablelifestyle |
| 3 | 23 | As our official technology partner, @PolarGlobal has partnered with us to study overall performance of our girls throughout the season. Using the M200 fitness tracker our goal is to:   * Track overall performance of girls by reviewing indicators throughout season * Measure their progress by charting key statistics each week * Monitor heart rate, max heart rate during activity (running) and recovery heart rate * Compare fitness levels of girls with and without monitors to make recommendations for next season   Welcome the season by learning more about our sponsorship with Polar: <https://itrigirls.org/polar/>    #PolarAmbassador #itri #itrigirls #swimbikerun #triathlon #girlpower #fitnesstracker #nationalsponsor #fitnessgoals #womeninsports #girlsinsports  ../../../../../../../../../Volumes/Shared/VertigoFileSystem/2014/Clients/i-tri%20Girls/SOCIALMEDIA/ITRI10054%20-%20March%202020%20Socia |
| 3 | 24 | Sports participation is a subject close to i-tri’s heart. We must keep the girls in the game! Our founder, Theresa Roden, was part of the panel that reviewed and contributed to the findings of a national survey conducted by @WomensSportsFdn regarding factors that influence sports participation. The results of the study are critical to future success. Read the important results here: <https://www.womenssportsfoundation.org/articles_and_report/keeping-girls-in-the-game/> |
| 3 | 25 | Getting national help from @PolarGlobal will not only encourage our girls to reach fitness goals, but a part of i-tri’s integrated STEM-based curriculum, The Science of Triathlon, the girls will also be part of a study to determine the effects of technology on their training process. Become a BoostHER member today and be part of the girls’ progress: <https://charity.gofundme.com/o/en/campaign/boost-her-club>  #PolarAmbassador #itri #itrigirls #swimbikerun #triathlon #girlpower #fitnesstracker #nationalsponsor #fitnessgoals #womeninsports #girlsinsports #boosther |
| 3 | 27 | Help us help our girls! If you’ve ever wanted to have an impact on the female leaders of tomorrow, volunteer with i-tri today! For more details, go here (go to the link in bio): <https://itrigirls.org/get-involved/>  #thefutureisfemale #volunteer #longisland #femaleempowerment #itri #itrigirls #mentor |
| 3 | 30 | i-tri girls are taught to visualize their goals and define what it takes to achieve them – but we need mentors to see what happens when those goals are achieved. Professional women from the metro New York area and the East End become a sponsor for our Mentoring Day to help our girls see their future. Learn more about sponsorship levels here: <https://itrigirls.org/event/mentoring-day/>  #mentoringday #mentor #itri #itrigirls #girlpower #longisland #professionalwomen #thefutureisfemale |