



Be Seen

Be Heard

Belong

MY PROUDEST SPORTING MOMENT ACTIVATION PACK

isport
Northern Ireland

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My Proudest Sporting Moment Activation Pack

Sport NI is proud to launch the next phase of our Be Seen, Be Heard, Belong campaign — celebrating women and girls in sport through their Proudest Sporting Moments.

This digital campaign is designed to flood social media with positive stories of women and girls in sport, empowering women of all ages and abilities to reflect on and share the sporting moments that mean the most to them.

Whether it's scoring your first goal, representing your country, returning after injury, or simply feeling included in a team, every story matters and deserves to be heard.

Be Seen, Be Heard, Belong

Be Seen, Be Heard, Belong is all about celebrating women and girls in sport. By sharing stories and experiences we are helping women and girls find their place and their voice in sport, whether that is on the pitch, at the sidelines or in the boardroom.

Through the Proudest Sporting Moment social media campaign, we will:

- Amplify visibility of women and girls in sport
- Inspire others to get involved in sport and physical activity
- Highlight the power of sport to build confidence, resilience, and belonging.





My Proudest Sporting Moment

We are asking women and girls across NI to share their proudest sporting moment on social media and nominate a friend or a teammate to do the same.

How to get involved:

📷 Share your Proudest Sporting Moment on social media with a photo or video

👉 Nominate a friend or teammate to share their own proudest sporting moment

📱 Use the hashtags #BeSeenBeHeardBelong #ProudestSportingMoment

💬 Tag Sport NI (@_SportNI) so we can share your story!



Need some inspiration?

We've drafted a few posts to help get you started:



🏉 “Captaining my team for the first time made me realise I was a leader.”
This is my proudest sporting moment.
What’s yours?
I nominate [insert name]

#BeSeenBeHeardBelong
#ProudestSportingMoment



🏆 My proudest sporting moment? [Insert personal moment].
Moments like these remind me why I love sport.
I nominate [insert name]

#ProudestSportingMoment
#BeSeenBeHeardBelong

How clubs and governing bodies can get involved

This campaign is a great opportunity to showcase the incredible women and girls within your sports and clubs! Please share this pack with your members and promote on your social media channels.

We have created some templates on Canva and drafted some text to help you get started:

Governing Bodies:

🔔 We're celebrating women and girls in sport with @_SportNI's Be Seen, Be Heard Belong - Proudest Sporting Moment campaign! Share YOUR proudest sporting moment and inspire others to find theirs.
#BeSeenBeHeardBelong #ProudestSportingMoment



🏆 Every achievement matters, from first matches to major medals. Join us in celebrating women and girls in sport by sharing your proudest sporting moment!
#BeSeenBeHeardBelong #PowerOfSport @_SportNI



Clubs:

[Club Name] is proud to support @_SportNI's Proudest Sporting Moment campaign! Players, coaches & supporters, share the moment that made you feel proud to be part of our club. 📷
Post your story and use #BeSeenBeHeardBelong
#ProudestSportingMoment

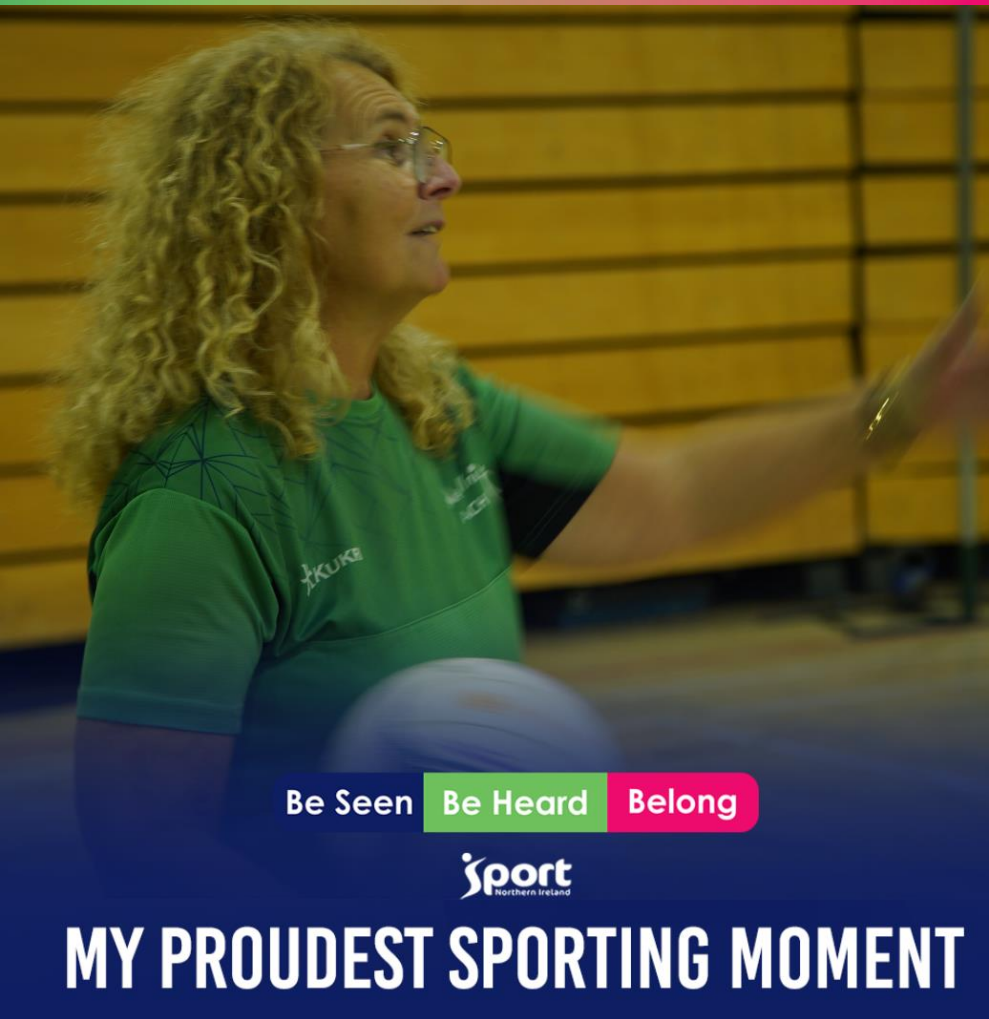
🌟 Every story counts. Tell us your proudest sporting moment, on or off the pitch, and let's inspire the next generation together.
#BeSeenBeHeardBelong
#ProudestSportingMoment @_SportNI



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