



SOCIAL MEDIA 101

Make your ParticipACTION150 event a success – let Canada know that you are celebrating hockey by posting photos on social media.

But how can you generate traffic and get noticed?

- Ask questions in your posts to prompt responses from fans, and make sure to respond to comments and questions:
 - Who wants to play hockey on Saturday, Jan. 28?
 - What is your favourite way to practice? Don't just tell us, show us!
- Post at times you think fans will be online.
- Engage other accounts – tag other sport organizations or community centres:
 - minor hockey associations
 - member branches
 - players
- Use the accounts or hashtags in your posts: @HockeyCanada, #HockeyCanada, @ParticipACTION and #150PlayList. Using these will help you get retweeted or liked, and have your post across the country!
- Add locations to your posts: city, arena, etc.
- Post great photos!