



CANVASES & EXAMPLES

Communication guide

In the next pages, you'll find an array of work canvases that will help you build and write your press releases, texts and announcements before posting and publishing in your community. And don't forget to share your communications and successes with us!

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Note: To use the canvases below, please refer to the Word document.

Note: The masculine gender is used as a neutral gender with the sole intent of simplifying the text.

YOUR LOGO

PRESS RELEASE

For immediate release

Canvas

[Title: Press Release]

(City, Province), Date – [Name of the organization, MHA] + [press release subject].

“[Quote by the person in charge of the organization, region or MHA]”, acknowledges [Name of the person + title of that person].

[Additional and meaningful explications to the press release]

- 30 -

Source:

[Name of the person in charge]

[Title/function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD1]: As soon as you send a communication to one or more media, you must use this template. The mention “Press release for immediate release” confirms that the message can be released and shared immediately. For all others, this logo/mention is not necessary.

Commenté [MD2]: Your title should be catchy, evocative and concise.

Commenté [MD3]: Don’t forget: your lead/first paragraph must answer the 5 key questions: **what, who, why, where and when.**

Commenté [MD4]: The quote may mention the benefits of this announcement. Your “spokesperson” may also mention a vision or point of view that would be less welcome, less objective, in the communiqué itself.

Commenté [MD5]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share. On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commenté [MD6]: The “- 30 -” confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD7]: “Source:” may also be replaced by “For more information, contact:”
The person mentioned in this section will therefore receive requests from local media and must be able to answer or, at least, follow up with the media about the press release.



PRESS RELEASE

For immediate release

Example

A first edition for the *Development Day for Coaches in Québec*

This great novelty will take place under the theme “Becoming better for our players.”

(Montreal, Qc), Tuesday, August 14, 2018 – Hockey Québec, in collaboration with the Ligue de hockey midget AAA du Québec (LHMAAAQ), is proud to announce the first ever *Development Day for Coaches in Québec* under the theme *Becoming better for our players*. The event of unparalleled magnitude will be held on Monday, October 8, 2018, it is governed by each of the fifteen teams of the LHMAAAQ, who are at the head of our men’s integrated structures.

“We’re very happy to be able to count on the support of the LHMAAAQ for the Development Day. Offered to all the coaches, this seminar is part of the directions we aim in our strategic plan, which is to offer at least one annual provincial continuing education opportunity for coaches of all levels. By bringing all these people together on a single day, we also ensure that everyone gets a consistent message and encourages constructive conversations between the various stakeholders. All of our players will benefit,” said Paul Ménard, Hockey Québec’s general manager.

“The Ligue de hockey midget AAA du Québec is very proud to offer, in collaboration with Hockey Québec, this seminar to the entire province. This event will highlight the skills of the coaches of the League, as well as promote a sharing of knowledge from the top of the development pyramid of Quebec minor hockey,” says the director general of LHMAAAQ, Georges Marien.

Every coach in the province, whether from women’s or men’s hockey, whether in elite, competitive, recreational or school sector, will be invited to participate in this free development day organized by the midget AAA team within its territory.

“This development day perfectly fits with the continuing education required by the National Coaching Certification Program (NCCP)”, says the technical director of the federation, Yves Archambault.

Two development components

1- Specialty Clinic – Puck Control

A clinic done in two steps, theory (in class) and practical (on the ice), it will be centred on the development of individual skills with the puck.

2- Small area games

This training, offered in class, will be supported by videos coming from a league comity. The master coaches will explain the importance of playing well in small areas, as well as share the best drills they use with their LHMAAAQ team, both offensively and defensively.

Commenté [MD8]: TITLE

Commenté [MD9]: Subtitle (rarely used), completes the title by adding information.

Commenté [MD10]: Lead

Commenté [MD11]: Quote from the head of the organization.

Commenté [MD12]: In this case, since there are two people in charge, we find a second quote - this time from the LHMAAAQ.

Commenté [MD13]: Additional and relevant information to the press release, including a quote from the technical department, to add to the content.

Hockey Québec and the Ligue de hockey midget AAA du Québec invite all the coaches throughout the province to take part in this first ever provincial Development Day. It's a great, unique, accessible and free way to share and acquire new knowledge with the main objective to improve for our players!

Commenté [MD14]: Closing sentence

- 30 -

Commenté [MD15]: -30- to imply the end of the press release

Source

Marie-Joël Desaulniers

Communications and regional support coordinator

Hockey Québec

mjdesaulniers@hockey.qc.ca

B: 514 252-3079, # 3550

Commenté [MD16]: Contact information for more information within the organization.

YOUR LOGO

PRESS RELEASE

For immediate release

Canvas

[Title: Press Release for crisis management]

(City, Province), date – [Name of the organization, MHA] + [press release].

“[Quote by the person in charge of the organization, region or MHA]”, acknowledges [Name of the person + title of that person].

[Additional and meaningful explications to the press release]

- 30 -

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD17]: As soon as you send a communication to one or more media, you must use this template. The mention “Press release for immediate release” confirms that the message can be released and shared immediately. For all others, this logo/mention is not necessary.

Commenté [MD18]: In crisis management, your title must be concise and quickly communicate the essentials.

Commenté [MD19]: Don't forget: your lead/first paragraph must answer the 5 key questions: **what, who, why, where and when.**

Commenté [MD20]: A quote can add information or give the vision of your organization to the situation.

Commenté [MD21]: In crisis management, you must minimize the information provided and be very concise. Often, it is better to say less than too much. We suggest concluding with a short sentence reaffirming your alignment/point of view of the situation.

Commenté [MD22]: The “- 30 -” confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD23]: “Source:” may also be replaced by “For more information, contact:”
The person mentioned in this section will therefore receive requests from local media and must be able to answer or, at least, follow up with the media about the press release.



PRESS RELEASE

For immediate release

Hockey Québec will make the officials' training mandatory for bantam players

(Montreal, Qc), Thursday, October 11, 2018 – In the wake of the events that took place during a bantam match between the Reds and the Greens last weekend, Hockey Québec will make a condensed version of the officials' training mandatory to bantam players who are starting their first year.

"A situation like this one is unacceptable. We don't want any more of these in our arenas. By forming all our bantam players, we firmly believe that it will help them understand what is officiating and its profession, and it should prevent situations like this in the future," says the General Director of the Federation, Paul Ménard.

This training will be offered at no cost to all our bantam players. It should begin in the coming weeks for the present players and will be completed by the holidays. Starting next season (2019-2020), the training will be given before the beginning of the regular calendar.

Hockey Québec will make no further comments on this issue.

- 30 -

Source

Marie-Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
mjdesaulniers@hockey.qc.ca
B: 514 252-3079 # 3550

**** This press release is purely fictional and was written for the sole purpose of this guide. It doesn't refer to any situation that happened in the past or in the present.

Commenté [MD24]: Title: must be concise and quickly communicate the essentials.

Commenté [MD25]: Lead: it refers to the situation/crisis management and positions the federation in the actions undertaken.

Commenté [MD26]: Quote from the spokesperson of the federation: the director general takes a position and gives the point of view of Hockey Québec facing this situation (unacceptable).

Commenté [MD27]: Additional information is mentioned there, without going into further details.

Commenté [MD28]: If you have no information to add or do not want to comment on the situation.
Ex.: In the context of allegations of sexual abuse, fraud or any other subject matter or legal process, we ask you not to comment further.

Commenté [MD29]: -30- implies the end of the press release

Commenté [MD30]: Contact information for more information within the organization.

YOUR LOGO

[Title: News announcement]

Commenté [MD31]: Your title should be catchy, evocative and concise.

(City, province), date – [Name of the organization, region, MHA] + [subject of the announcement].

Commenté [MD32]: Don't forget: your lead/first paragraph must answer the 5 key questions: **what, who, why, where and when.**

"[Quote by the person in charge of the organization, region or MHA]", acknowledges [Name of the person + title of that person].

Commenté [MD33]: The quote may mention the benefits of this announcement. Your "spokesperson" may also mention their vision or point of view, without it being the organization/region/MHA that publishes the ad that says it.

[Additional and meaningful information to the announcement]

[Name of the organization, region, MHA] wishes [subject of the announcement].

Commenté [MD34]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share.

- 30 -

On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

For further information about this announcement, please contact:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD35]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD36]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD37]: The person mentioned in this section will receive requests from members related to this announcement. It is also possible to put only the name of the organization and the general coordinates; the mention of a resource person is not necessary, contrary to a press release, for example.



Example

Playing half-ice for our novice players: “The most natural thing in the world”

Commenté [MD38]: Title

(Montreal, Qc) – Monday, October 1, 2018 - Playing in small areas will be implemented to all novice teams starting next season (2019-2020) across Canada. Hockey Québec wanted to talk with players’ parents who are already taking place in one of the pilot projects installed this season. Discussions on the benefits that playing in small areas will bring to the development of the players.

Commenté [MD39]: Lead

MAHG1 and MAHG 2 coach, Mathieu Hamelin considers this change to be completely natural for the development of our young players.

Commenté [MD40]: Presentation of the quoted individual.

“It’s the most natural thing in the world that our children play in an environment that is proportional to their size. Just look at what is already done in other sports, for example in basketball, it is not asked that a 6- or 7-year-old throw the ball in a basket that is three metres high. Same thing in soccer; the players don’t cover a 120-metre distance during games,” says the coach who also coaches soccer during summer.

Commenté [MD41]: Quote

His comparison even continues with school. “In elementary school, chairs and desks are adapted to the size of the children. It is proven that a better posture will greatly improve students’ listening and attention in the classroom,” adds the one who hopes that this change will also ensure better learning on the ice.

As for Francis Lahaie, who coached the Jaguars in the minor hockey association of Roussillon, during the pilot project last season, the game in small area “contributes to the individual development of each player. With a smaller surface, young players develop more team play and are subject to making more decisions, and more quickly. Their learning of the collective game is improved. “

Touch the puck twice as much

The player’s opportunities to be engaged in the play are doubled when the playing area is smaller. All players are closer to the game and have much more opportunity to touch the puck.

“All the players are closer to the puck. They take possession more often and are therefore more engaged in the game. Their interest in the game will also increase. They also develop their individual skills and are invited to make more decisions quickly, such as a pass for example,” said David Gosselin, dad of a young player who participated in the pilot project in Pointe-Lévy, during the 2017-2018 season.

“I really believe that playing in small areas is good. Not only to produce better players, but, above that, to better retain our players. It will allow players to increase their implication in the game. This is a significant impact as it is our national sport,” says Hamelin.

Example

Learn the rules: in time.

Certain parents argue that playing half-ice will delay the learning of hockey game system rules. A theory that Mr. Gosselin denied from the outset.

“Your child only has to watch hockey on TV or play video games, for example, and he will be introduced to the rules. And if that’s not the case, he’ll have plenty of time to learn them early in his atom season. It is much more important, in my opinion, to focus on the teaching of early skills than on regulations. That is what will have an impact on his development,” he concludes.

Hockey Québec wishes to thank Francis Lahaie, Mathieu Hamelin and David Gosselin for their collaboration and wished all the players an excellent 2018-2019 season.

- 30 -

Source

Marie-Joël Desaulniers

Communications and regional support coordinator

Hockey Québec

midesaulniers@hockey.qc.ca

Commenté [MD42]: Additional and meaningful information to the announcement

Commenté [MD43]: Closing sentence

Commenté [MD44]: -30- implies the text is complete

Commenté [MD45]: Contact information of the person to contact.

YOUR LOGO

PARTNER'S
LOGO

[Title: Partnership announcement]

Commenté [MD46]: In a partnership announcement, your partner's name will need to be there. Your title should be catchy, evocative and concise.

(City, province), date – [Name of the organization, region, MHA] + [subject of the announcement].

Commenté [MD47]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

"[Quote from your partner, its representative]", says [Name of the person + his title].

Commenté [MD48]: The first quote should be from your partner. You will put them forward, which is more than appreciated by the partners.

"[Quote by the person in charge of the organization, region or MHA]", acknowledges [Name of the person + title of that person].

Commenté [MD49]: The quote from your organization must be related to your partner. You can mention the benefits and advantages you get from having them by your side. Your "spokesperson" can also mention his/her vision or point of view.

[Additional and meaningful information to the announcement]

[Name of the organization, region, MHA] wished to thank [name of the partner] for his implication and devotion towards our players.

Commenté [MD50]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share.

- 30 -

On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

For further information about this announcement, please contact:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD51]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD52]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD53]: The person mentioned in the first section must be that of your organization. The latter will receive requests from members in connection with this announcement. It is also possible to put only the name of the organization and the general coordinates.

Commenté [MD54]: This second section is not mandatory; it is rarely added. At the request of your partner, you can include the contact details of the person responsible for the partnership.
Example: Car dealerships offering a discount - Contact information for the sales manager in charge of the project.



Example

Hockey Québec, in collaboration with Opération Enfant Soleil, produces 23 video capsules specifically for para hockey

Commenté [MD55]: Title

(Montreal, Qc), Thursday, November 30, 2017 – Hockey Québec, in collaboration with Opération Enfant Soleil, has produced 23 technical skills video capsules specifically for para hockey. Created to teach coaches and para hockey players, the design and work of these capsules were done in collaboration with the biomechanist of Laval University and former elite player Léandre Gagné-Lemieux.

Commenté [MD56]: Lead

“I decided to participate in the capsule project in order to bring a scientific aspect to the practice of para hockey (sledge hockey). Science is not really used in hockey in general, and athletes, like coaches, would benefit greatly from better knowledge of these elements,” says the biomechanicist.

Commenté [MD57]: Partner quote

“Léandre’s participation allowed us to add a theoretical notion as well as translate the technical gestures shown in the different capsules. These will offer a lot of educational material for all our coaches and players who want to improve their game,” adds the coordinator of the para hockey program at Hockey Québec, Mariève Blais.

Commenté [MD58]: Organization quote

Léandre Gagné-Lemieux mainly ensured that the moves were described correctly, both in terms of the correct use of the descriptive terms and in the identification of the correct parameters of the movement.

“As a sports biomechanist, I see the movement primarily in relation to the external forces that act to create it. With such an approach, we can identify elements of the movement that are sometimes invisible or barely visible,” says one who is a lecturer in medicine in the Department of Kinesiology at Laval University.

The 23 capsules can be viewed [the Hockey Québec website](#), under the *Programs* tab, *Para hockey*.

Fonds Josée Lavigueur from Opération Enfant Soleil

The capsules were made possible thanks to the Fonds Josée Lavigueur of Opération Enfant Soleil. These funds, which aim to prevent illness among young people through physical activity, also aim to provide access to sports activities, particularly for children with disabilities and children aged 5 and under, as well as the prevention of overweight and obesity in the 18 and under age group.

Commenté [MD59]: Additional and meaningful information to the announcement of the partnership.

Hockey Québec warmly thanks everyone involved in the production of these capsules. Starting with the Josée Lavigueur Fund of Opération Enfant Soleil for their involvement and support in this project; the biomechanist Léandre Gagné-Lemieux; Jean Labonté, who acted as a technical consultant, being a former player and captain of the National Sledge Hockey Team; Not to mention all the volunteer players who lent themselves to the game during filming last winter (Aurélien Bucquet, Sophie Forest, Francis Lacombe, Antoine Vachon-Lehoux, Vincent Lemay, Joey

Example

Leroux, Vanessa Racine, Benoit St-Amand, Raphaëlle Tousignant, Étienne Tremblay and Alain Tremblay - pusher).

- 30 -

Source

Marie-Joël Desaulniers

Communications and regional support coordinator

Hockey Québec

midesaulniers@hockey.qc.ca

Commenté [MD60]: Closing sentences and acknowledgment of the partner.

Commenté [MD61]: -30- implies the text is complete

Commenté [MD62]: Contact Information within the organization

Here we have not included the contact details of the partner.

YOUR LOGO

Season Launch [Years] + [Name of the Team] [Title: Season launch]

(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the launch of the season – festivities, events, *Xth* season, etc.].

« [Quote by the person in charge of the organization, region or MHA] », acknowledges [Name of the person + title of that person].

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] wishes an excellent [XXXX] season to all our players.

- 30 -

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD63]: Kicker: by adding a kicker, you indicate to your reader the subject of your text/announcement. In addition, it prevents your title from being too long; it makes it concise. The team's name is highlighted in yellow since it is not necessary (ex.: season launch of a league or region)

Commenté [MD64]: Your title should be catchy, evocative and concise.

Commenté [MD65]: Don't forget: your lead/first paragraph must answer the 5 key questions: What, who, why, when and where.

Commenté [MD66]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share. On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commenté [MD67]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD68]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD69]: "Source:" may also be replaced by "For more information, contact:" The person mentioned in this section will therefore receive requests from local media and must be able to answer or, at least, follow up with the media about the press release.



Example

2018-2019 Season Launch

A Showcase to launch the first season of the feminine LHEQ

(Montreal, Qc), Friday October 2018 – The feminine side of the Ligue de hockey d'excellence du Québec (LHEQ) is holding a **Showcase**, this Saturday, October 6, 2018, at the 4 Glaces in Brossard. Twenty-six (26) games will be played on the four (4) rinks of this sport's centre.

"The event is, in a way, the launch of our first season," says Julie St-Jean, director of operations for the women's component of the LHEQ. All of our integrated structure AAA teams will play."

Indeed, 24 teams, from our four (4) integrated structures (North, South, East and West), ranging from Pee-wee AAA to Midget AAA, will each play two games. Two games featuring Bantam AA teams will also be presented. The *Showcase* is open to the public. Admission is free.

Commenté [MD70]: Kicker (2018-2019 Season Launch) and title

Commenté [MD71]: Lead

Commenté [MD72]: Quote from the person in charge of the league.



LIGUE DE HOCKEY D'EXCELLENCE DU QUÉBEC
VOLEY FÉMININ : PEE-WEE AAA / BANTAM AAA / MIDGET AAA
L'accès au développement, à la performance sportive et académique

SHOWCASE 6 ET 7 OCTOBRE 2018

DATE	HRS D.	HRS F.	GLACE	DIVISION	VISITEUR	RECEVEUR
2018-10-06	09:45	11:15	GLACE B	PEE-WEE AAA V.F.	AS DE QUÉBEC	INTREPIDE OUTAOUAIS
2018-10-06	10:00	11:30	GLACE C	BANTAM AAA V.F.	AS DE QUÉBEC	INTREPIDE OUTAOUAIS
2018-10-06	11:15	12:45	GLACE B	PEE-WEE AAA V.F.	CENTRE-QUÉBEC	WARRIORS LAC ST-LOUIS
2018-10-06	11:30	13:00	GLACE C	PEE-WEE AAA V.F.	REMPARTS RICHELIEU	LAVAL-MONTREAL
2018-10-06	12:45	14:15	GLACE B	PEE-WEE AAA V.F.	HARFANGS TRIOLET	LAURENTIDES-LANAUDIÈRE
2018-10-06	13:00	14:30	GLACE A	BANTAM AAA V.F.	CENTRE-QUÉBEC	WARRIORS LAC ST-LOUIS
2018-10-06	13:00	14:30	GLACE C	BANTAM AAA V.F.	REMPARTS RICHELIEU	LAVAL-MONTREAL
2018-10-06	13:30	15:00	GLACE D	BANTAM AAA V.F.	HARFANGS TRIOLET	LAURENTIDES-LANAUDIÈRE
2018-10-06	14:15	15:45	GLACE B	MIDGET AAA V.F.	REMPARTS RICHELIEU	LAVAL-MONTREAL
2018-10-06	14:30	16:00	GLACE A	MIDGET AAA V.F.	CENTRE-QUÉBEC	WARRIORS LAC ST-LOUIS
2018-10-06	14:30	16:00	GLACE C	MIDGET AAA V.F.	AS DE QUÉBEC	INTREPIDE OUTAOUAIS
2018-10-06	15:00	16:30	GLACE D	MIDGET AAA V.F.	HARFANGS TRIOLET	LAURENTIDES-LANAUDIÈRE
2018-10-06	15:45	17:15	GLACE B	LIGUE INTERRÉGIONALE FÉMININE	ÉQUIPE AA	ÉQUIPE AA
2018-10-06	16:00	17:30	GLACE C	PEE-WEE AAA V.F.	LAVAL-MONTREAL	CENTRE-QUÉBEC
2018-10-06	16:00	17:30	GLACE A	LIGUE INTERRÉGIONALE FÉMININE	ÉQUIPE AA	ÉQUIPE AA
2018-10-06	16:30	18:00	GLACE D	PEE-WEE AAA V.F.	AS DE QUÉBEC	WARRIORS LAC ST-LOUIS
2018-10-06	17:15	18:45	GLACE B	PEE-WEE AAA V.F.	INTREPIDE OUTAOUAIS	HARFANGS TRIOLET
2018-10-06	17:30	19:00	GLACE A	BANTAM AAA V.F.	AS DE QUÉBEC	WARRIORS LAC ST-LOUIS
2018-10-06	17:30	19:00	GLACE C	PEE-WEE AAA V.F.	REMPARTS RICHELIEU	LAURENTIDES-LANAUDIÈRE
2018-10-06	18:00	19:30	GLACE D	BANTAM AAA V.F.	REMPARTS RICHELIEU	LAURENTIDES-LANAUDIÈRE
2018-10-06	18:45	20:15	GLACE B	BANTAM AAA V.F.	INTREPIDE OUTAOUAIS	HARFANGS TRIOLET
2018-10-06	19:00	20:30	GLACE A	BANTAM AAA V.F.	LAVAL-MONTREAL	CENTRE-QUÉBEC
2018-10-06	19:00	20:30	GLACE C	MIDGET AAA V.F.	AS DE QUÉBEC	WARRIORS LAC ST-LOUIS
2018-10-06	19:30	21:00	GLACE D	MIDGET AAA V.F.	INTREPIDE OUTAOUAIS	HARFANGS TRIOLET
2018-10-06	20:15	21:45	GLACE B	MIDGET AAA V.F.	LAVAL-MONTREAL	CENTRE-QUÉBEC
2018-10-06	20:30	22:00	GLACE C	MIDGET AAA V.F.	REMPARTS RICHELIEU	LAURENTIDES-LANAUDIÈRE
2018-10-07	11:00	13:30	GLACE A	BANTAM AAA V.M. / U18 V.F.	VERT ET NOIR V.M.	U18 FÉMININ
2018-10-07	14:15	16:45	GLACE B	BANTAM AAA V.M. / U18 V.F.	U18 FÉMININ	A VENIR

CEGEPs, colleges and universities will be present

Many CEGEPs, colleges and universities are invited to have an information booth on Saturday, October 6th. The goal: to publicize their program in order to encourage the players to pursue their sports and academic career in their school.

Example

College and university recruiters will also watch the players during their matches of the day.

Exhibition games: U18 Team Québec

To complement the *Showcase*, players from the U18 Team Quebec will jump on the ice, Sunday, October 7th to play exhibition games.

LHEQ – volet féminin – Website now online

The website for the feminine side of the Ligue de hockey d'excellence du Québec is now online. Accessible through the official website (www.lheq.ca), users will now be able to learn about all the news and activities of the LHEQ, both masculine and feminine, in one place.

The Ligue de hockey d'excellence du Québec, feminine league, wishes all its players an excellent 2018-2019 season.

- 30 -

Source

Marie-Joël Desaulniers

Communications and regional support coordinator

Hockey Québec

mjdesaulniers@hockey.qc.ca

Commenté [MD73]: Additional and meaningful information to the announcement of the start of the season

Commenté [MD74]: Additional and meaningful information to the announcement of the start of the season

Commenté [MD75]: Closing sentence

Commenté [MD76]: -30- implies the text is complete

Commenté [MD77]: Contact information of the person who will be responding to requests.

YOUR LOGO

TOURNAMENT'S LOGO

[Title: Start of a Tournament]

(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the start of the tournament: tournament dates, arenas, length, participating teams, etc.].

“[Quote by the person in charge of the organization, region or MHA]”, acknowledges [Name of the person + title of that person].

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] wishes a great tournament to all the players.

- 30 -

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Canvas

Commenté [MD78]: Your title should be catchy, evocative and concise. Your members should have the essence of the message by reading this title: Ex: Hockey Outaouais ready for the Dodge Cup.

Commenté [MD79]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

Commenté [MD80]: Although it is not necessary, it is best to include a quote from the manager - president, director or other - to the announcement. The main objective of your “spokesperson” quote will be to wish your members a good tournament and, if applicable, to welcome people from out of town, for example. If you have a novelty for the season, or an event to promote, you can also include it.

Commenté [MD81]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share. On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commenté [MD82]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD83]: The “- 30 -” confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD84]: “Source:” may also be replaced by “For more information, contact:” The person mentioned in this section will receive requests from members related to the tournament. It is also possible to put only the name of the organization and the general coordinates.



Example

The Outaouais region will vibrate to the rhythm of the Dodge Cup

Commenté [MD85]: Title

(Montreal, Qc), Wednesday, April 18, 2018 – Until April 22nd, some 3,000 hockey players, as well as their families, will experience the Dodge Cup fever throughout the Outaouais region.

Commenté [MD86]: Lead

Fiat Chrysler Automobiles, the main sponsor of the Dodge Cup, is on its way to a 31st season. This sponsor is valuable to Hockey Québec because he is deeply involved. The 41st edition of the Provincial ice hockey championships is held under the honorary chairmanship of Mr. Philippe Demers, Honorary President of Fiat Chrysler Automobiles.

“Hockey Québec thanks this faithful partner for its support over the years at the Provincial Championships,” observes Nicolas Minville, president of Hockey Quebec. “This company plays an important social role with consistent and constant commitment. “

Hockey Québec, in collaboration with Hockey Outaouais, presents the masculine’s portion of this 41st edition of its major annual sporting event. The organizing committee of the Outaouais region has selected 15 competition sites to welcome the 213 registered teams.

“We will have a busy edition again this year as more than 412 exciting games will be played across 15 competition venues over a five (5) day period. More than 1,000 volunteers have been and will be on the job to ensure healthy competition on the various rinks in the region to encourage more than 3,000 hockey players, numbers that do not lie about the unparalleled scale that is this day this amateur sports event, “said Hockey Quebec’s General Manager Paul Ménard.

In addition to the trophy awarded to the winner of each category, Hockey Québec also honours the region with the best performance (percentage of points collected in relation to the potential total) on the ice during all the championships with the Raymond Lagacé Trophy.

Dodge players of the game

As part of the 2018 Dodge Cup, Hockey Quebec, through its main partner, Dodge, wants to identify the players of the Dodge match. Dodge will generously offer the player of the game a crystal puck with the Dodge Cup logo.

An official Dodge Cup ring produced by Graduor Sports.

The company Graduor Sports produces the official ring of the Dodge Cup. This high-quality ring is available to all hockey players from the 338 teams participating in both parts of the competition, as well as to all those working with these teams, officials and members of local and regional organizing committees.

Winning teams of the 2018 Dodge Cup will also be able to order a personalized ring, stamped by the team or organization they represent, if they wish. Information about this promotional product will be available at the souvenir kiosk at each of the Dodge Cup venues or by visiting the Graduor Sports website at www.graduor.com.

Example

All the teams that reach the semi-finals or finals of their division are automatically entitled to a medal, while the champion team receives both the banner and the Dodge Cup trophy.

The champion teams identified in the CCM cap

Just like the professional sports championships, every Dodge Cup champion team player will be easily identifiable as he or she walks out of the rink wearing a special CCM signature cap.

The image of the Dodge Cup 2018 appears with the mention Champions. The company CCM Hockey graciously offers this cap to the event's heroes.

For CCM Hockey, this contribution is an original way of highlighting the intense effort made by the players of the teams participating in the Dodge Cup and highlighting the merits of the champion teams.

Regional championship results online

Fans can follow the action of the championships by consulting the official website of the competition at www.coupe-dodge.qc.ca.

All players and team statistics are regularly updated to allow fans to experience the 2018 Dodge Cup.

Social networks to the forefront

Stay connected to Hockey Québec's social networks - Facebook, Twitter and Instagram - in addition to the Dodge Cup Twitter throughout the event. Images, results and interesting stories will be on the menu!

For more information on the Dodge Cup and to virtually live the event from April 18 to 22, 2018, visit www.coupe-dodge.qc.ca.

- 30 -

For further information:

Marie-Joël Desaulniers

Communications and regional support coordinator

Hockey Québec

mjdesaulniers@hockey.qc.ca

Commenté [MD87]: Additional and meaningful information to the announcement of the tournament/competition

Commenté [MD88]: Closing sentence

Commenté [MD89]: -30- implies the text is complete

Commenté [MD90]: Contact information for the person or organization who will be responding to requests.

YOUR LOGO

[Title – Registration period]

(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the registration period: dates, length, location, conditions if applicable, etc.].

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] would like to thank all those who will register and wishes everyone a great [season, tournament, event x] to all our participating players.

- 30 -

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Canvas

Commenté [MD91]: Your title should be catchy, evocative and concise.

Commenté [MD92]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

Commenté [MD93]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share.
On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commenté [MD94]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD95]: The “- 30 -” confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD96]: “Source:” may also be replaced by “For more information, contact:”
The person mentioned in this section will receive requests from members in relation to the tournament. It is also possible to put only the name of the organization and the general coordinates.



Exemple

Register your team to the seventh edition of the Super Festival Timbits MAHG

Commenté [MD97]: Title

(Montreal, Qc), Wednesday August 2018 – You are a pre-novice player taking part in Hockey Québec's MAHG program, then register and your team could win one of 12 invites to the 7th edition of the Super Festival Timbits MAHG in Brossard. The event will take place Saturday, May 11, 2019, from 8:00 to 12:00 at the Bell Sports Complex in Brossard.

Commenté [MD98]: Lead

The selected teams will participate in one hour of ice and several off-ice activities for all the kids. In order to be eligible for the contest, you must be a member of a Pre-Novice team participating in the Hockey Québec MAHG program.

Registration will take place from February 20th to March 20, 2019. [Click here](#) to access the form and register.

Commenté [MD99]: Additional information

Hockey Québec thanks everyone who signs up and wishes a great Super Festival Timbits MAHG to all participants.

Commenté [MD100]: Closing sentence

- 30 -

Commenté [MD101]: -30- implies the text is complete

Source

Hockey Québec
info@hockey.qc.ca

Commenté [MD102]: Contact information of the organization (or the person) responsible for the event/registration period.

YOUR LOGO

[Title – Generic Announcement]

(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the announcement: answer the 5 key questions].

“[Quote by the person in charge of the organization, region or MHA issuing the announcement]”, acknowledges [Name of the person].

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] would like to thank [mention the target audience + information about the announcement].

- 30 -

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Canevas

Commenté [MD103]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

Commenté [MD104]: This quote is not necessary. If you wish, you can include a quote from the person responsible for the announcement within the organization. The quote may refer to a point of view.

Commenté [MD105]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share. On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commenté [MD106]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD107]: -30- implies the text is complete

Commenté [MD108]: “Source:” may also be replaced by “For more information, contact:” The person mentioned will receive requests from members in connection with the tournament. It is also possible to put only the name of the organization and the general coordinates.



Example

Hockey Québec will hold a specialized clinic for goaltenders

Commenté [MD109]: Title

(Montreal, Qc), Tuesday, October 9, 2018 – Hockey Québec will hold a specialized clinic for goaltenders, this Sunday, October 28, 2018, at the Bell Centre in Montreal. The development activity will be offered free of charge to all those who register before Friday, October 19th.

Commenté [MD110]: Lead

“As a Federation, we want to provide the best coaching to our Quebec players and coaches. Bringing together many goaltenders from across the province under one roof will certainly generate a good exchange and sharing of knowledge for all,” says the technical director of Hockey Québec, Yves Archambault.

Commenté [MD111]: Quote from the person in charge from the organization.

Hockey Québec offers various specialized clinics to its members: Puck Control, Skating, Developing Defencemen to name only those. You will find more on this subject [online here](#).

Commenté [MD112]: Additional information

Hockey Québec wishes an excellent clinic to all the participating goaltenders.

Commenté [MD113]: Closing sentence

- 30 -

Commenté [MD114]: -30- implies the text is complete.

Source

Yves Archambault

Technical Director

Hockey Québec

yarchambault@hockey.qc.ca

Commenté [MD115]: Contact information from the person in charge or the person available to answer questions.

YOUR LOGO

Canevas

[Title – Nomination]

Commenté [MD116]: Your title should be catchy, evocative and concise.

(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the nomination: Name of the person, their title, who the replacement is for, etc.].

Commenté [MD117]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

"[Quote for the hired person, newly in this role]" says [Name of the person and title].

Commenté [MD118]: The quote from the newly appointed person should demonstrate his/her pride and desire to take up these new duties.

[Information about the professional background or experiences within the organization and contact information to contact the person]

Commenté [MD119]: Add other relevant information to justify the appointee. Mention his/her qualifications, previous experiences and courses, if he/she is an active participant in minor hockey. Always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

"[Quote from the person hiring or making the announcement]", says [Name and title of the quoted person].

[Entry into office is immediate \ Entry into function is effective as from DATE].

Commenté [MD120]: Quote from the person who appointed the new employee/volunteer. Do not forget to emphasize your choice and his/her skills.

[Name of the region, MHA, organization, league] congratulates [Name of the nominated person] for their position [name of the position] and wish [him/her] well in [his/her] new responsibilities.

Commenté [MD121]: Indicate when he/she will start - either immediately or the date on which he/she will start.

- 30 -

Commenté [MD122]: A concluding sentence is always appreciated and closes the announcement well.

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD123]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD124]: "Source:" may also be replaced by "For more information, contact:"
The person mentioned will receive requests from members in connection with the tournament. It is also possible to put only the name of the organization and the general coordinates.



Example

Jean-Simon Marchand appointed reporter for the LHEQ

Commenté [MD125]: Title

Montreal (QC), Friday, October 19, 2018 – It is with great pleasure that the Ligue de hockey d'excellence du Québec (LHEQ) announces the appointment of Jean-Simon Marchand as a reporter for the LHEQ.

Commenté [MD126]: Lead

"It is with a sense of pride and interest that I am joining the LHEQ today. This new challenge fits exactly with the goals of my professional development and I can't wait to get started," says newly appointed Jean-Simon Marchand.

Commenté [MD127]: Quote from the newly appointed person.

In the process of obtaining his college diploma in Arts et technologie des médias from Cégep de Jonquière, Jean-Simon Marchand is passionate about sports. Since high school, he has shown a desire to get involved with student sports teams, starting with the Harfangs du Triolet. Then, he used his expertise sporadically for the Jonquière Élite, his adopted city during his college studies, in the Ligue de hockey de développement midget AAA du Québec. A former hockey player, Mr. Marchand is also an official (referee and linesman) for his home region, Hockey Sherbrooke.

Commenté [MD128]: Additional information, work experience and professional qualifications related to this position.

"His knowledge of the environment, his experience in the LHEQ and his desire to learn and contribute to the success of the LHEQ make him the ideal candidate to occupy this position," said Paul Ménard, General Director of Hockey Québec.

Commenté [MD129]: Quote from the person who appointed the new employee/volunteer.

Jean-Simon Marchand's main tasks will be to conduct interviews with the various LHEQ participants, write the stories and publish them on the league's platforms. He will also manage the LHEQ social network accounts. You can reach Mr. Marchand by email at journalisteLHEQ@hockey.qc.ca.

Commenté [MD130]: Additional information and contact information to reach the newly appointed person

His entry into function is immediate.

Commenté [MD131]: Start date

Please join the entire LHEQ team to congratulate and welcome Jean-Simon Marchand to the LHEQ team as a journalist.

Commenté [MD132]: Closing sentences and welcoming words for the newly appointed person.

Source

Marie-Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
mjdesaulniers@hockey.qc.ca

Commenté [MD133]: Contact information from the person in charge of the nomination or for additional information.

YOUR LOGO

[Title – President's Message]

Canvas

Commenté [MD134]: Your title should be catchy, evocative and concise.

[Name of the organization, region, MHA] + [primary information you want to share about the launch of tournaments, season, encouragement, etc.].

Commenté [MD135]: In the case of a president's message, your lead will introduce information related to the message you want to communicate (fun, change in a certain project, announcement, etc.).

[Additional information to the president's message]

Commenté [MD136]: Other relevant information you want to share.

[Name of the region, MHA, organization, league] wishes [wishes related to your president's message] to all our participating players.

Commenté [MD137]: A concluding sentence is always appreciated and closes the announcement well. You can refer to your principal message introduced in your lead.

Electronic signature

Commenté [MD138]: If you have an electronic signature, you can integrate it. To produce one, just sign on a blank sheet, scan it and export/save it all in.JPG or. PNG format

[Your name]

[Function: President of [name of the region, MHA, organization]]

[Contact information]

Commenté [MD139]: Your president's contact information, including an email or phone number to reach him/her.



Example

Let's be proud of what we are achieving

Commenté [MD140]: Title

It is with renewed pleasure that Hockey Québec, its Board of Directors and the members of the Executive Committee of the Ligue de Hockey d'Excellence du Québec (LHEQ) wish an excellent season to the teams and the organization of Pointe Corsairs -Levy.

Commenté [MD141]: Lead

The deployment of a season cannot be done without the generous involvement of many volunteers. It is a precious wealth for a society and for its well-being. The quality of our organizations is synonymous with the vitality of hockey in Quebec. Let's be proud of what we achieve, be proud of the work done by our coaches and the efforts made by players for their development, in both academics and sports.

Commenté [MD142]: Other relevant information

We wish you a great hockey season 2018-2019! May it be done under the sign of development and sportsmanship!

Commenté [MD143]: Conclusion sentence to the president's message

Commenté [MD144]: Electronic signature

Yves Sigouin
Hockey Québec President
ysigouin@hockey.qc.ca

Commenté [MD145]: President's contact information

[Facebook Post]

Créer une publication

En direct

Évènement

Offre

Emploi

Écrivez une publication...

Photo/Vidéo

Humeur/Activité

Je suis là

Rédiger un article

Identifier le commanditaire

Identifiez le produit

Ajoutez un évènement marqu...

Faites la promotion de votre e...

Séance vidéo

Ajouter des directions

Recevoir des messages

Recevoir des appels

Sondage

Liste

Lancer une session de questi...

Public

Mettre la publication en avant

Publier

Commenté [MD146]: WRITE A POST

It is in this section that you will enter your title/message. Be sure to formulate your text in such a way that it is attractive, concise and evocative. If you have a web link to include, just copy and paste it in this section. Then, once visible, you can delete it in the "text"; it will remain active and visible all the same.

You can also identify your teams, organizations or coaches, for example, who are already on Facebook. It is the same for the places accessible by a "company" page.

Don't hesitate to ask your subscribers to comment, identify and share your post. The more interactions you reach with the public, the more likely you are to reach people and increase your subscriber base.

PHOTO/VIDEO

In this section, you can insert a photo or video. Posts that include a photo or video reach more people. And make sure that it is directly related to the message that accompanies it.

FEELING/ACTIVITY

You can even add how you are feeling. For example, when a new member is nominated, "grateful" would be appropriate.

CHECK IN

This section allows you to identify where you are or where the activity is taking place.

TAG A SPONSOR

This section is useful to identify a sponsor in a post, promoting this partnership. For example, Restaurant X is offering the meal during an event, a gala or a tournament. You can post a group picture mentioning the name of your partner in this section.

Before publishing, make sure that the option "PUBLIC" is activated. Finally, it's possible to schedule a post by clicking on the arrow just right of the "PUBLISH" button. You will have to choose the time and date you want your post to be published.

Example

Example #2 – Facebook Post



Commenté [MD148]: This example does not include a link to a website. Only one photo, along with a text encouraging people to identify, in comment, the coach they wanted to thank.

This kind of publication works very well.

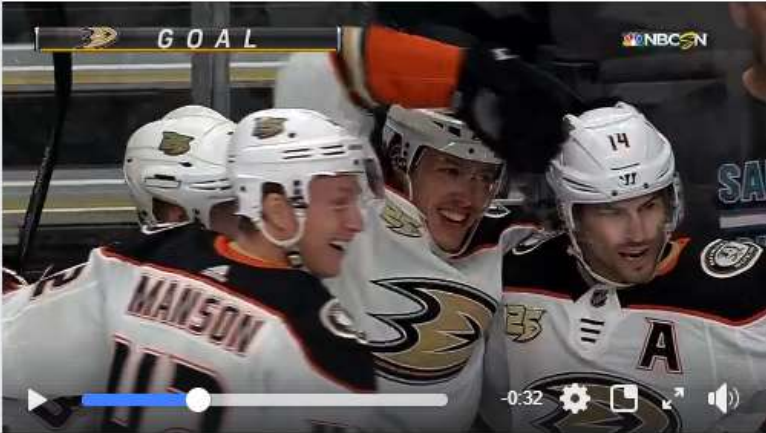
What is a hashtag?
You will also notice the addition of a hashtag, preceded by the pound sign (#) to the post (#MerciCoach). This word or group of words makes it possible to group subjects.

Example

Example #3 – Sharing a Facebook Post

Hockey Québec a partagé une publication.
Publié par Marie-Joël Desaulniers [?] · 4 octobre, à 11 h 52 · 🌐

Bravo Maxime Comtois, de la structure des **Grenadiers de Châteauguay Midget AAA**. Premier but dans la LNH à son premier match, premier tir!
Well done 🏒🏒🏒



32 008 vues

LNH
3 octobre, à 22 h 51 · 🌐

Ça n'aura pris que 49 secondes...

Maxime Comtois marque son premier but en carrière sur son premier tir à son premier match dans la LNH avec les Ducks 🏒

🏒🏒🏒🏒🏒🏒

2 204 Personnes atteintes
845 Interactions
Mise en avant non disponible

👍❤️🏒 101
1 Comment 8 partages

👍 J'aime 💬 Commenter ➦ Partager 📷

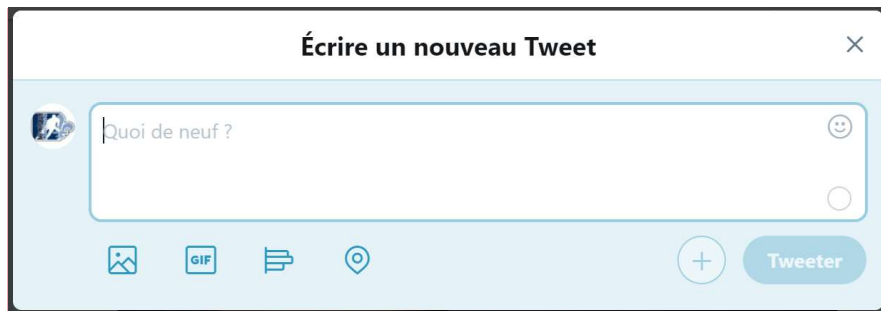
Commenté [MD149]: You can also share a post on your Facebook page.

As in this example: the news comes from a reliable and highly credible source in our sport, the NHL.

We took the time to identify the provenance structure of Maxime Comtois. This increases the sense of community, in addition to raising awareness of the integrated structures and their management. We have also identified the league in which he is currently playing, the NHL.

Finally, the fact that it is a video diversifies the format of news published on your page and invites your subscribers to spend more time here.

[Twitter Post]



About Twitter

There isn't a perfect number of tweets in a day or a good time to tweet. Instead, focus on creating relevant content for your target audience that reflects your business, and publish at a steady pace.

Avoid scheduled publications whether from Spordle, your website or Facebook. Each platform has its own goal. Better take the time to create and write different publications for each of them.

Commenté [MD150]: What's happening?

It's in this section that you will enter your tweet, which will have to stick to 280 characters or less, punctuation and spaces included. You must be concise and clear.

Photo Icon

To accompany your tweet, it is recommended to add a photo or video. Your publications will stand out in the news feeds of your subscribers.

GIF Icon

This format of animated digital images can be used in response to a tweet, as "images" for a tweet or in additional information, during a sharing, for example.

Add a question (poll) Icon

A publication including a question may be interesting in a survey or event, for example.

Add Location icon

You can activate your location during events, among others. The location can also be changed manually in case you want to enter another municipality.

Example #1 Twitter



Commenté [MD151]: The information mentioned is concise, clear and gives the essence of the news. In addition, we have identified the influencers involved.

@GAULOISAAA
@HC_CoupeTELUS

In addition to the news link included at the bottom of the tweet, a photo representing the ad has been attached. To it, influencers have been identified

@HockeyCanada_fr
@Hockey_Canada
@Coupe_TELUS
@GAULOISAAA
@LHJMQ
@LHMAAAQ

Thus, you increase the chances that the news will be picked up and/or shared on their respective accounts.

Link: <https://twitter.com/HockeyQuebec/status/1052298779326640128>

Example

Example #2 Twitter



Link : <https://twitter.com/HockeyQuebec/status/1052544042129600512>

Commenté [MD152]: Concise, the message clearly shows the presence of Hockey Québec during filming for the current season of Hockey Magazine: the goal of the tweet.

Moreover, the presence of the communications allowed the capture of this video which accompanies the publication well.

Example #3 Twitter



Link : <https://twitter.com/CanadiensMTL/status/1055628477892907008>

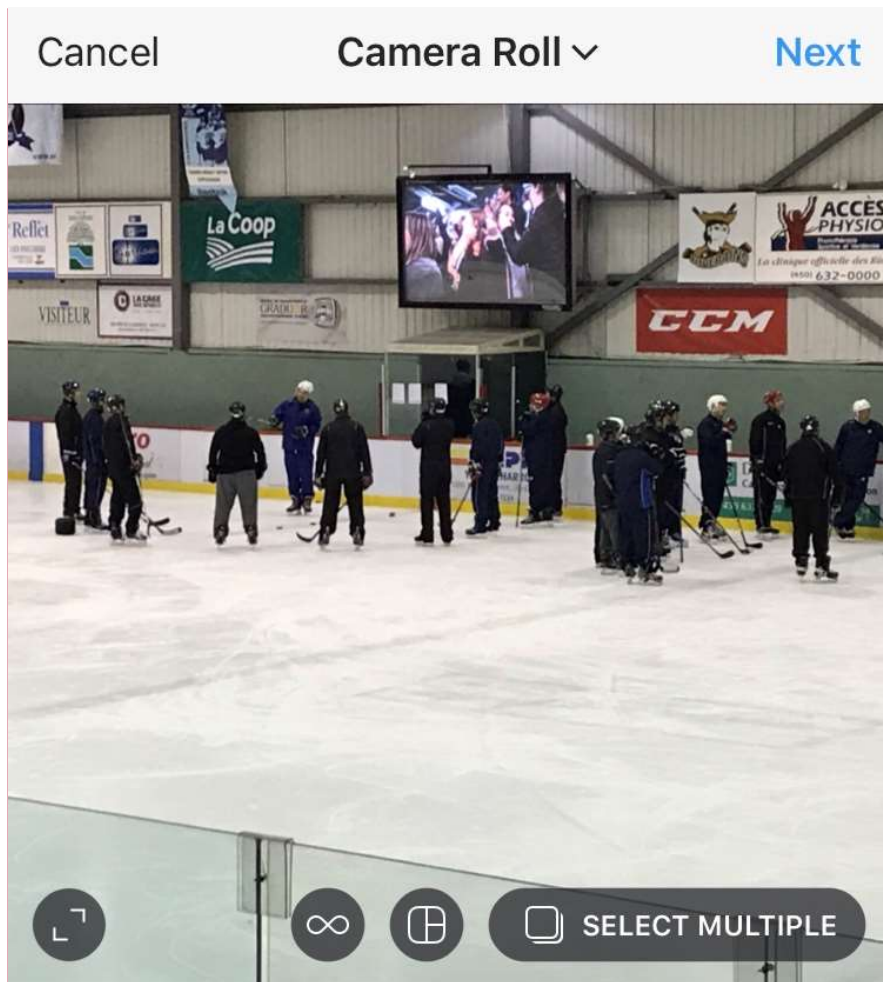
Commenté [MD153]: To illustrate what animated GIFs are, this example from the official account of the Montreal Canadiens illustrates one of the possibilities.

In response to Max Domi's two goals, during the match on October 25, 2018, Canadiens shared this animated GIF, where we see it celebrating a goal (click on the link below screenshot).

Several animated GIFs already created are accessible. Just search by keyword and you will certainly find one that is suitable for your publication or answer.

[Instagram Post]

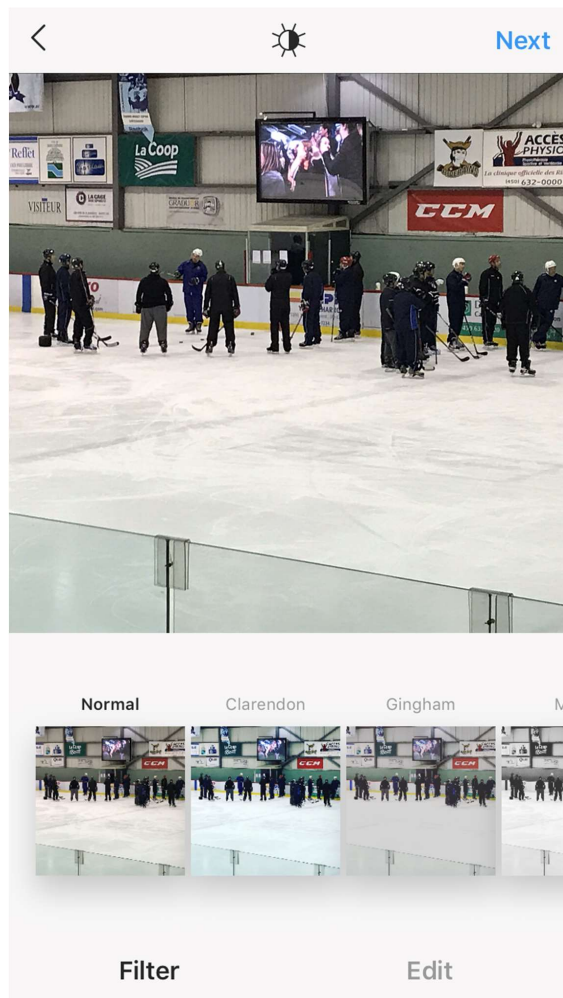
Step #1 - Select one or more pictures you want to post



Commenté [MD154]: First, you will need to select the photo (s) you want to share. The photos/videos may have been taken beforehand or you can take them in real time.

Canvas

Step # 2 - Choose a filter, is desired, to apply to your picture or pictures.



Commenté [MD155]: You can keep the photos as they are. The option to choose a filter for the change (s) is also available. This option has the sole purpose of changing the appearance of your photo.

Step #3 – Post the selected picture or pictures



hockey.quebec ▾
Share


Write a caption...

Tag People >

Add Location >

Anciens CCL

Sainte-Catherine, Quebec

Sainte-

Facebook

Hockey Québec

☒

Twitter

☐

Tumblr

☐

Advanced Settings >

Commenté [MD156]: It is in this section that you will enter your short informative message.

It should be accompanied by several hashtags, starting with the most popular (the one with the most publications to his credit) to the least: in descending order. To be effective, we recommend a minimum of seven (7) hashtags.

Instagram users will then be able to access your posts whether they subscribe to your account or not, via the hashtags mentioned.

It is not recommended to share your post on other social networks.

What is a hashtag?

A hashtag is a word or group of combined keywords, preceded by a pound sign (#). The hashtag aims to group all the publications, thus facilitating the search according to the fields of interest of the users.

You should prioritize hashtags with more publications.

Example

Instagram Example

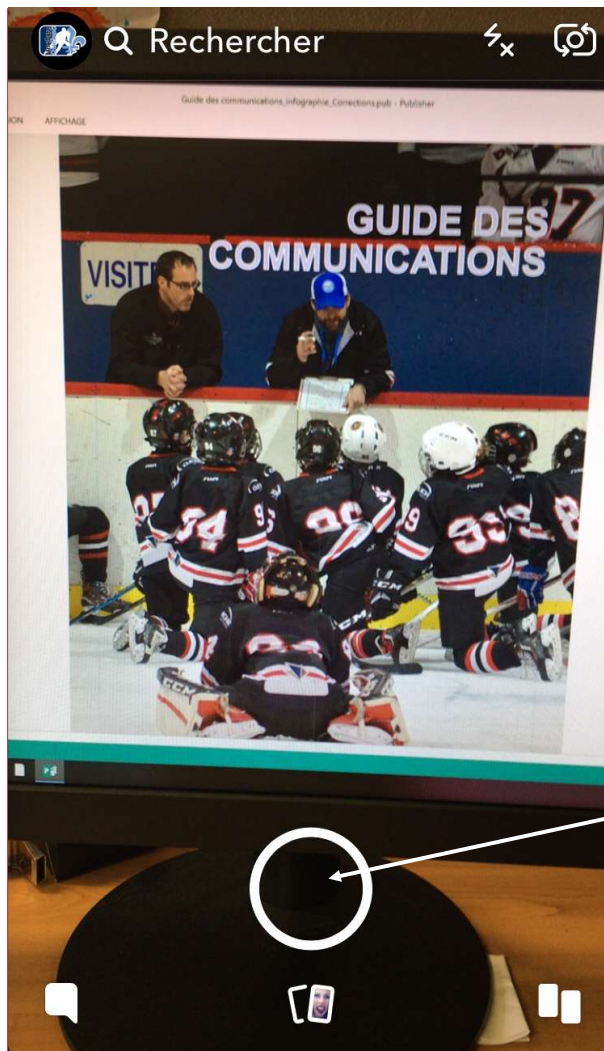


Commenté [MD157]: To announce the 2018 edition of the Women's Dodge Cup, we used a photo from the previous edition. The image illustrates the news, in addition to being attractive: two essential criteria for Instagram.

Adding hashtags strengthens SEO while increasing the likelihood that your post will be viewed and liked by users who are not subscribed to your page. If your content interests them, they may subscribe in return.

Snapchat Post

Step #1 - Take a picture or video

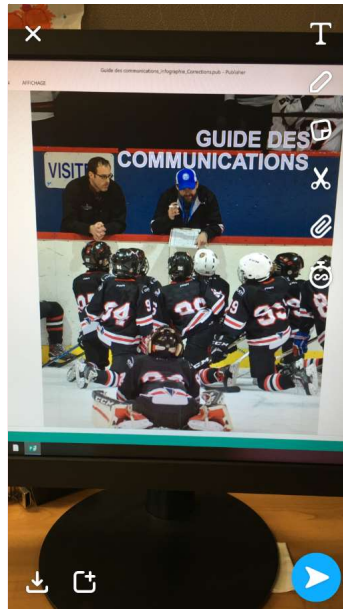


Commenté [MD158]: How to create a Snap?

To take a *Snap*:

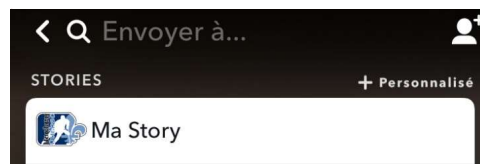
- Go to the main Snapchat screen, and then click briefly on the big circle at the bottom centre for a photo or at length for a video.
- Edit your *Snap* by adding text, stickers, emojis and filters.

Step #2 – Send your picture or video



Commenté [MD159]: How to send a *Snap*?

- Press on the arrow on the right.



Commenté [MD160]: • Select recipients.

- You can also add the *Snap* to your story or Memories; option that we highly recommend, as a team or organization.

About Snapchat

Snapchat is a free photo and video sharing app available on iOS and Android mobile platforms. The difference with this application is the existence of a time limit for viewing the media sent to its recipients. Each picture or video sent can only be visible to the recipient for a period of time ranging from one to ten seconds, but also, since recently, without time limits.

The app also allows users to create a Story. It is a juxtaposition of several photos/videos. A story can be seen as many times as the user wants, but each story element has a life of 24 hours. Most users are between 13 and 34 years old.