



**SKATE ONTARIO**  
SKATECANADA

# Promoting your Club



# *Communication*

- Importance
- Who is our audience?





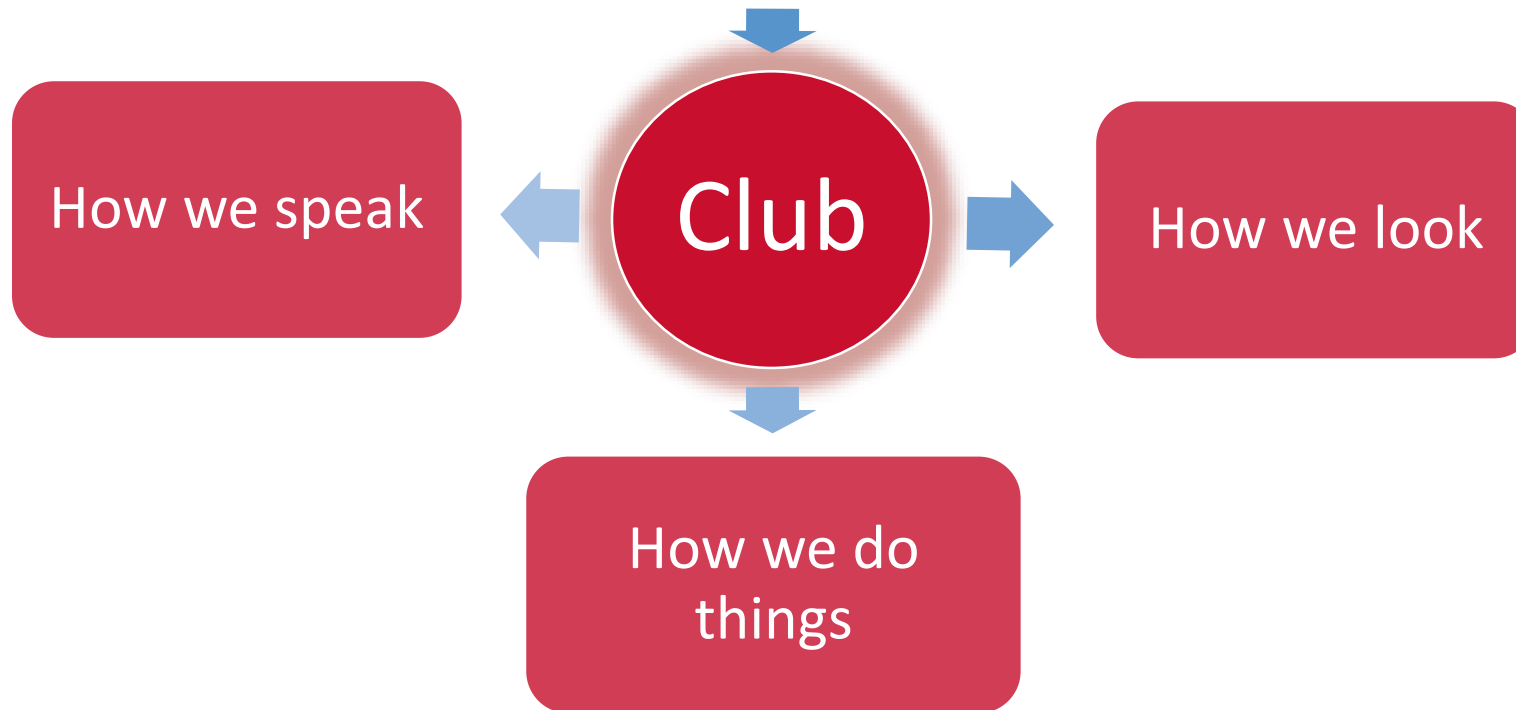
# Brand





# We are...

What do we want people to see?





*We are not...*





*Now what?*



Word cloud containing the following terms:

- Fundraisers
- Newspaper
- Emails
- Facebook
- Newsletters
- Instagram
- Twitter
- Programming
- Correspondence
- Communication
- Social-Media
- Banquet
- Online-Ad
- Events
- Posters
- Sessions
- Website
- Bulletin-board
- Welcome-tables
- Performance-Opportunities
- Flyers
- Logo