



SKATE ONTARIO
SKATECANADA

Rebound to Skating Webinar Series – Communications & Marketing for Clubs & Skating Schools





Communications Plans



Why is having a good communications plan in place important?

- Can help your club/skating school stand out in your community
- Convey to your membership and community that you are professional and organized



Where do we start?

1. SWOT analysis

- Strengths – what your club/skating school does well, what sets you apart from other clubs/skating schools
- Weaknesses – where there are potential gaps in your club/skating school, resource limitations
- Opportunities – ways to grow your club/skating school membership, local community opportunities, program expansion
- Threats – other clubs/skating schools, hockey/ringette organizations, changing environment

Communications Plans



2. Define communication objectives and S.M.A.R.T. goals

- **S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**imely

3. Define key membership groups and the key areas of operation they need information on.

4. Choose methods of communication delivery.

5. Plan ahead!





Social Media Poll



Social Media

When deciding which social media platforms to use, there are a few things to consider:

- Who is your audience?
- What is your social media strategy?
- Do you have the manpower?
- What channels are most appropriate to use?
- What type of content do you want to post?



Social Media Platforms



- **Facebook** – good for sharing photos and videos, good for providing links
- **Instagram** – good for sharing photos and short videos, does not allow for links to be clicked
- **Twitter** – good for sharing photos, videos and links, but has a 140 character limit
- **YouTUBE** – good for sharing videos, but music must adhere to their copyright policy
- **Tik Tok** – good for sharing fun videos, dances and challenges



Social Media Do's & Don't



DO:

- Create a content calendar to stay organized.
- Use a variety of posts (informational, engagement pieces, skater achievements, etc.).
- Use a photo or video when posting on Facebook.
- Engage with your followers – like, comment, reply to their posts.
- Represent your club/skating school with high standards – remember, perception is reality when it comes to online marketing.
- Tag people/businesses in your posts where applicable.
- Repost when you get tagged in someone else's post (if appropriate).
- Keep brand consistency – tone of voice, logo, colours.
- Use hashtags correctly – do not use spaces, punctuation, or symbols, keep them short, use relevant and specific hashtags.
- Try to link back to your website in your posts if possible.
- **THINK BEFORE YOU POST!**



Social Media Do's & Don't



DON'T:

- Begin using social media for your club/skating school without a strategy (platforms, frequency of posting, content)
- Rely on just one platform to get your message out – different people use different platforms.
- Use social media solely to sell programs/products – social media is a great way to engage members.
- Complain or come off as negative.
- Over post.
- Share without researching first.
- Use someone's picture or video of them without their consent – if working with an athlete and/or their agent, ask for an approved photo you can share.
- Post without double checking for spelling and grammar.

Social Media - Questions



How do we reach more than our own followers?

How often should we be posting on social media?





Your Brand



Brand guideline components:

- **Brand attributes** – These help define how you do things; how you speak, how you look and how you build your brand (examples – trusted, athletic, consistent, etc).
- **Brand voice** – How you sound is as important as what you say.
- **Logo** complete with logo use guidelines.
- **Typography** – 1-3 fonts that you will use.
- Primary **colours** and secondary **colours**.
- **Photo sharing** guidelines.



Skate Ontario Logo Usage



Our Logo:



Regular Logo



Reversed Logo (for use on dark backgrounds)

Skate Ontario Logo Usage



Never:



Squish or Stretch



Change the Colour



**Crowd the Logo with a border,
text or other images**



Make your Own Version



Skate Ontario Logo Usage



If you would like to request Skate Ontario logo files or have any questions about logo usage, please reach out to communications@skateontario.org.

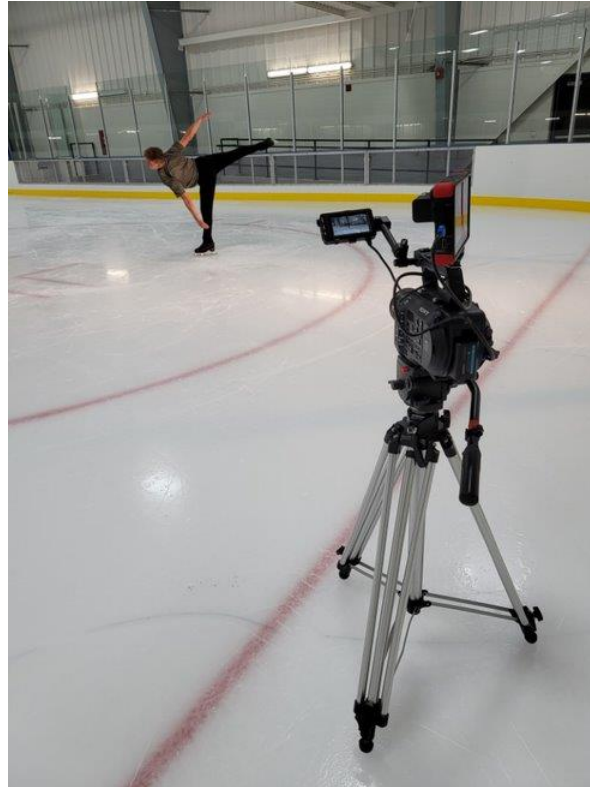
Skate Ontario Commercial



15 & 45 second spots



Skate Ontario Commercial





Rebound to Skating Hype Event



Saturday, September 18, 2021
2:00-4:00pm ET
Virtual event





Contact Information



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