



## **CurlON Social Media Guide**

*How to leverage social media to connect with your  
members and grow your audience.*

**Prepared for CurlION by Social Kat Media**

@socialkatmedia socialkatmedia.com



## Introduction

Social media is an incredibly powerful tool to reach, engage, and convert audiences. In today's world, social media is a necessary tool to stay relevant with your current audience and reach new people online. The possibilities and potential on social media are almost limitless, but in order to see success on social media it's important to prioritize social media as part of your marketing strategy.

Just as you may invest in road signs, flyers, radio ads, or other local ads, it's important to devote time and resources into social media. Investing in social media will allow you to connect with your audience and ensure you are using it to its fullest potential.

Social media is a targeted way to reach your local community and beyond. It's the digital version of those road signs!

The power of social media lies in your ability to reach your local community and build relationships with them. Social media allows you to connect with people in new ways and lets them discover and stay connected with the organization, even if they aren't curlers (yet!). Building relationships with your local community will allow you to expand your reach and create new connections.

A strong social media presence will also allow you to stay connected with your current members not only during the season, when events are happening but also in the offseason or times of closure. This allows the organization to stay fresh in the mind of members, prospective members and those who may not have considered curling yet.

Incorporate social media into your overall marketing strategy to create a more cohesive and impactful presence. Social media can be a jumping off point for ideas for emails to your members or road signs. Your social media presence should integrate with all your other marketing efforts to ensure every brand touchpoint is strategic and working together. Look at any marketing initiative you're currently doing and see if it can be integrated into social media while also taking your ideas for social media and leveraging them in other ways.



## Table of Contents

This guide will walk you through everything you need to know to create a social media strategy, engaging content, and a system for getting it all done.

Setup	5
<b>Social Media Strategy</b>	5
Brand Voice	6
Visual Identity	7
Brand Worksheet	7
Social Media Platforms	7
Facebook	8
Instagram	11
Twitter	15
<b>Content Strategy</b>	18
<b>Content Planning</b>	22
<b>Scheduling Content</b>	24
<b>Visuals</b>	24
<b>Community Management</b>	26
<b>Analytics</b>	28
Security	28
<b>Social Media Advertising</b>	29
<b>50/50 Program Marketing</b>	34

[COVID-19 disclaimer - this document is designed to be fully implemented in a season of regular curling. However, if your club is closed due to COVID-19, there are a number of strategies you can implement immediately. In fact, it's even more important to connect with your audience during this time to stay relevant and engaged during closures and the off season. This time is also a great opportunity to experiment with social media, try new things, and implement new strategies and systems to prepare for next season].

## Setup

When it comes to establishing your club on social media (social), or revamping the current efforts, it's important to have a plan and strategy in place. While social media platforms are free to use, investing time and resources into your presence is required to be impactful. Don't let social media fall to the wayside!

To ensure social media is used to its full potential, it should be someone's responsibility to focus on it on a regular basis. This can be done by a committee, a staff member, or volunteers – whether it's one person or many, you should make sure the responsibility of managing social media is assigned to someone.

Along with ensuring that managing the social media presence is covered in someone's role description, you should also provide support and training (like this guide!). Social media works best when it is a collective and collaborative process. With the right systems in place it will be easy to gather information and content from multiple people to develop a cohesive social media presence.

It's also important to remember that social media isn't a quick win. It is a long term method to build brand awareness and community. By taking small steps every day, week, and month, you can reach new people and grow your impact on social media.

Remember – your members and potential members are on social media. It's time to make a plan for connecting with them!

## SOCIAL MEDIA STRATEGY

Whether you're already established on social media or are looking to get started, having a strategy is key. If you're already established, you can evaluate what you're currently doing and make a plan for how you can expand and improve.

Before looking at the platforms and posts, it's important to think about your brand.

## Brand

Your curling club or organization has a brand, whether you know it or not! A brand is more than a logo or tagline, a brand is how people experience your organization and how it makes them feel. Your logo and content are ways to communicate that brand.

Explore your club's brand. What is the feeling of your organization? What do people think about when they think of your organization? What words would they say? How does it make you feel?



## Brand Voice

How does your brand sound? When thinking about your brand, try to think about the type of language the brand uses. Whether your brand is professional and informative or funny and informal, it's important to note your brand voice. Social media lets you have fun, so try and embrace that. Don't be afraid of jokes, humour, pop culture references, etc. Think about your membership base and the members you want to recruit and brainstorm what type of voice would resonate with them. It's important to balance your branding so that you do not alienate your existing members while also attracting new members.

Ask board members, staff, club members, and anyone involved with the club about the brand (this can be done easily through an online survey tool like SurveyMonkey, Typeform, or Google Forms). This is a valuable tool that can help you shape all your marketing efforts and get a better understanding about how your membership base relates to your club. Ask them how they would describe the voice or image of your club. This is also a great opportunity to get feedback from your members about your current marketing efforts, what they would like to see happen, and how you can reach new people.

Once the internal team and external partners compile their thoughts, feelings, and notes, compile brand guidelines.

When establishing your brand voice it can also be helpful to write a persona that embodies that brand. If your curling club was a person, who would they be? What personality would they have?

For example: The Social Kat Curling Club is a middle aged parent who loves sports and pop culture. They're a little funny, sometimes sarcastic, but always fun!

While it is important to have fun and have personality on social media, it's also very important to keep things professional. However, being professional doesn't mean you can't be sassy, silly, or funny. Avoid making negative posts or posts that are attacking others. If someone negatively comments or interacts with your social media profile, aim to rectify the situation quickly and positively. Show off your customer service by keeping things positive and offering solutions to the problem. When possible, take the interaction off social media. Give them a phone number or email to contact to address the problem directly or direct message the person to take it out of the public space.

If the person is attacking you, being rude or hateful, it is sometimes the best option just to delete the comment and block that user.

Deleting a negative comment or blocking a negative person is something that is necessarily when people cross a line of what you deem is acceptable on your profiles. At the end of the day, these platforms are yours to manage and control and if someone is abusing them/you, it is well within your right to remove that comment and/or user.



## Visual Identity

In addition to establishing your brand voice, it's also important to refine or develop your visual identity for social media and all your marketing messages.

When creating content for social media, it's important to keep your visuals consistent. This helps build brand awareness and also helps develop a more appealing looking profile. If your club doesn't have brand guidelines, use this time to solidify your visual brand. Use the colours from your logo to pick your main colours for social media. Try to stick to 1-3 colours for your graphics and marketing materials along with 1-3 fonts that you will consistently use.

Graphics allow for more content creation options and are an important part of posting on social media because they can help communicate messages quickly and effectively. When using graphics, you want to ensure they are consistent and look good together. That's why picking 1-3 colours and fonts is so important - using the same colours and fonts is an easy way to create consistency.

Establishing a visual identity will also help you with any and all marketing initiatives you take on. That way, regardless if someone sees a flyer, a road sign, or a social media post, they will instantly be able to tell it's from your club because of the consistency.

**Use this Curling Club Brand Identity worksheet to compile and establish your brand for social media.**

[Use the editable Canva template \[recommended\].](#)

[Download the PDF.](#)

Once you know your brand voice and have your visual identity defined, it's time to bring that to the social media platforms! When it comes to social media platforms, you want to be where your members are and where your community is.

## SOCIAL MEDIA PLATFORMS

Regardless of which platforms you choose, be consistent across the board. Use the same profile photo (your clubs logo, properly formatted to fit in the circle) and the same username (@mycurlingclubname) if possible, on every platform. You can easily change your username if needed by editing your about or account settings on the platform. You want people to instantly recognize your club on any and every platform they find you on.

Your club doesn't need to be on every platform. It is more impactful to be consistent and active on one platform, rather than to try and be on every platform but lose consistency.



Let's break down the three main platforms, what you need to know about them, and how you can have success on them.

## Facebook

Although Facebook's reach and engagement has been declining for years, it's still an important part of a social media strategy as it is still the world's largest social media platform. Every demographic is on Facebook (although at different percentages). Facebook's core audience skews older, however young adults are on the platform as well.

A huge upside to using Facebook is that it can almost be considered a secondary website. Think of it as another place for people to find you easily online. Facebook business pages are also highly searchable, helping you show up in Google search results.

A Facebook business page is important because of its link to Instagram. In order to have a business Instagram account (which gives you extra features!) you'll need to have a Facebook Business Page. You'll also need a business Facebook page in order to run ads on Facebook and/or Instagram (more on ads later).

Along with posting photos and updates, Facebook is especially great for events, videos, links, and groups. For your regular posts (think photos, text updates, and links), it's important to be consistent and active on the platform. If you only have the capacity to post one per week, post once per week but keep it consistent, like posting every Wednesday. Aim to post 2-3 times per week to better reach and connect with your audience.

In addition to your regular posts, try:

### EVENTS

For special events like learn to curl events, open bonspiels, etc., create a Facebook event. Events reach people beyond your page's followers on Facebook. Facebook events are also listed in google and other search engines. As people indicate they are "going" to your event, it helps your event expand its reach.

[How to create a Facebook event](#)

### VIDEOS

Facebook likes videos. They autoplay, which catches people's interest and encourages them to watch more. Experiment with videos by posting at least one per month. When you have big announcements or important updates to share, you can also use live videos to notify your audience that you are online and reach new people.

### GROUPS

Facebook groups are a great way for your members to connect with each other and stay connected with your club. Consider creating Facebook groups for your leagues and invite



members to join. This will create a venue for them to connect, get updates, ask for spares, discuss curling, etc.

#### [How to create a Facebook group](#)

Pro tip: You can also join other's Facebook groups as your business page. This means that the curling club's Facebook page can join local groups to talk and connect with other businesses and people in the local community.

When using Facebook for your curling club, get set up with Facebook Business Manager. Facebook Business Manager is an important free tool that allows you to manage all aspects of your Facebook marketing, including your business page, instagram account, ad account, and the people who manage the page.

Facebook Business Manager also helps with the security of your account. You can decide which people have access to what tools and items. [To get started with Business Manager, follow these instructions from Facebook.](#)

#### **Hashtags on Facebook?**

Hashtags have always been available on Facebook but not an important part of the platform. As of summer 2020, Facebook has prioritized hashtags more, prompting users to add them to posts. It's yet to be seen whether hashtags will have as big of an impact on Facebook as they do on Instagram. Experiment with adding 2-5 hashtags to your Facebook posts.



## Profile

To create a professional Facebook page, ensure you setup these features:

**Profile photo** - Your profile photo should be your logo, properly formatted to fit into the circle. Alternatively, it can be the front of your building showing off your facility and its name. Ensure your profile photo clearly tells people who you are. Keep your profile photo consistent but feel free to change it for special events (like adding a santa hat to your logo in December).

**Cover photo** - While your profile photo should remain constant, your cover photo can be changed often to reflect what is happening at your club. The cover photo is a great place to showcase what's going on, from photos that show how much fun people are having at the club to graphics

that advertise the upcoming season and/or events. Change your cover photo to keep it up to date and relevant. Once you've posted your cover photo, click it on your profile and edit the caption to include a call to action and a link to your website.

**Username** - Use the same @ username across all social media platforms when possible. Max 50 characters.

**About section** - In your about section ensure you update all relevant information about you club including hours, email address, location, phone number, website, links to other social media platforms, and the "about" section writeup about the club.

**Pinned post:** [Pin an important post to the top of your page](#) so that it's the first thing people see when they visit your page.

## Media Sizes

*As over March 2021*

Profile photo: min 180 x 180 pixels, will appear as 170 x 170 pixels on desktop and 128 x 128 on mobile

Cover photo: min 400 x 150 pixels, will appear as 820 x 312 pixels on desktop and 640 x 360 on mobile

Image: recommended size of 1200 x 630 pixels, images will scale to a max ratio of 1:1

Link image: 1,200 x 628 images

Event image: 1920 x 1080 images

## Instagram

Instagram, a Facebook owned social media platform is a visual-first platform that got started as a photo sharing app. It's now developed into a comprehensive platform with numerous features and content opportunities.

To get started on Instagram, you can post photos and videos, similar to those you would create on Facebook. Also similar to Facebook, consistency is most important. Aim to post at least twice per week.

An important note for Instagram posts, links are not clickable. If you have a post where you want people to go to your website to register or click a specific link to perform an action, you'll have to send them to your profile where you have a clickable link. You'll often see it referred to as the "link in bio". If you want to easily share links, other platforms, like Facebook and Twitter make that process easier. You can still promote links and external sites on Instagram, just remember that the process is a little different for the consumer.

In addition to regular posts, there are a lot of other features in Instagram. To get the most out of Instagram, experiment with its other features. This will help you reach new audiences and build stronger connections with your established audience.

## Instagram Stories

Instagram Stories are posts that disappear after 24 hours, similar to Snapchat. Stories live in a separate feed than regular posts and are accessed at the top of the news feed. Stories are great for behind-the-scenes content or small posts that don't need a full post for them. On the day of a tournament, Instagram Stories would be a great place to share updates throughout the day.

If you want to save your stories longer than 24 hours, you can create highlights on your Instagram profile. When someone visits your profile they will be able to see your highlights. If you're using stories, look to create highlights that showcase what your club is all about, like events, rentals, learn to curl, etc!

Experiment with a couple of Instagram Stories per week and try to work up to daily stories. Instagram Stories are also a great place to give different members of the organization an opportunity to share their story. Consider letting members, staff, or board members do a "takeover" of your stories to share how they get ready for a bonspiel, updates from their league game, board meeting updates, and any other behind the scenes content they want to share.

## Live Videos

Go LIVE for a big announcement like the champion weekend trophy award ceremony. Live videos will notify your audience that you are live so they are a powerful tool. You can let it disappear after you go live or save it to an IGTV video so that it will be saved to your feed.

## IGTV

IGTV videos are videos that are longer than 1 minute. They're not much different from regular posts, but the Instagram algorithm treats them differently and may serve them to more people compared to regular posts. When posting an IGTV you can add a title and a caption. Similar to Facebook, consider posting an IGTV every month (you can repurpose the video you posted on Facebook!)

## Reels

Instagram Reels are Instagram's version of TikTok. They're short (under 15 seconds) videos that are fun and engaging. Reels often feature people lip synching, sharing information, or just having fun. Reels are lots of fun - but they are a different way of creating content that can take some getting used to. If you like Reels and want to try them, watch what videos are trending and then try to create similar content. If you don't like Reels (or don't have time to create them yet) – that's okay. Focus on strong feed posts. As you get more comfortable on Instagram consider giving Reels another try!

Regardless of which type of post you create, hashtags are an important part of an Instagram strategy.

## Hashtags



Hashtags are searchable terms that follow the pound sign (#).

Hashtags help your content get found by new accounts and can grow your impact online. You can use up to 30 hashtags on a post (photo, video, IGTV, or Reel) and you should use up all those 30 spots, as long as they are relevant. Each tag you use gives you the opportunity to be found by users who are searching for that tag.

One of the best ways to get ideas for hashtags is to do some social media searching. Look at what accounts in your geographic area are posting and what other curling accounts are using. Make notes!

Don't use the same hashtags on every post.

If you use the same group of hashtags on every post, they aren't always relevant. You want to use the best hashtags available to you, so that means switching them up. Instead of one set of 20-30 hashtags, create 2-3 sets so that you have up to 90 hashtags in rotation, instead of just 20/30.

Make sure your hashtags are relevant.

As stated above, make sure your hashtags are relevant! Don't use random tags just because you see other people use them, make sure they are relevant to your audience, your location, and/or your audience. Which brings us to point #3...

Think of the categories of your hashtags

The three main categories of your hashtags should be:

- 1) Location-based (what hashtags are people in your location using?)
- 2) Audience-based (what hashtags are your customers using? Look at their accounts and see what they're posting! Look at what influencers in your sphere are using as well). Some social media investigating can help you discover what your target audience is using.
- 3) Curling and activity based (what hashtags are curling clubs using?). Using curling hashtags will help your content get seen in the curling community. Also look at any activity based ones that would reach the greater sport and recreation audience like #OttawaSports or #ThingsToDoInToronto.

Avoid over generic hashtags

Hashtags are only helpful when people can actually see your posts. Hashtags with more than 2 million are oversaturated, so the posts are refreshed almost instantly, meaning your posts would get buried almost immediately. Hashtags that are generic like #fun #cool #friends have millions and millions of uses, so your content would get lost in the noise. They're not helping you get seen as well as others could and not reaching your target audience.

◀ Search

Username

**\_curlon****146**  
Posts**1,343**  
Followers**392**  
Following**CurlON Name**

Member Association of Curling Canada. We support curlers of all levels, focusing on the growth and development of curling in Ontario. #curling

**Bio**

[ontcurl.com/2019/04/17/full-event-passes-now-on-...](https://ontcurl.com/2019/04/17/full-event-passes-now-on-...)

1400 Bayly St, Unit 10, Pickering, Ontario

**Link****Address****Instagram Profile**

[Ensure your Instagram account is set as a business profile](#) to access more features including insights, more contact options, and ads. Your Instagram account will need to be linked to a Facebook business page in order to be an Instagram business account.

Here's how to customize your Instagram profile:

**Profile photo:** Keep your profile photo consistent across all social media platforms. Have the same photo on Facebook, Instagram, Twitter, and on any other platforms.



**SOCIAL**  
**KAT** MEDIA

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**Username (handle):** The name following the @ is your handle. Keep this consistent across platforms, making it the same as Facebook and Twitter when possible. Max 30 characters.

**Name:** Your name should be the name of your facility

**Website link:** This is your only clickable link on Instagram. Keep it updated with the specific links that you want people to access from your posts. You can also use a link gathering platform like [linktr.ee](https://linktr.ee) to link to multiple links from one link.

**Bio:** Tell the world who you are and what you offer in your bio. Include any relevant calls to action like “click the link below to register for the 2021/2022 season”. Avoid multiple hashtags in your bio. [Max 150 characters]

**Contact options:** Add your phone number, email address, and location. It’s very important to add your location as it helps Instagram show your account to people nearby.

## Media Sizes

*As over March 2021*

Profile photo: 110 x 110 pixels

Photos: recommended ratio of 1:1, can post ratio of 4:5 or 5:4 but image will appear cropped on grid. Posting a 4:5 vertical image will help you take up more screen space when someone is scrolling, but ensure that the main message (text if any) will appear in the square preview on your profile. 1080 x 1080 pixels.

Instagram Stories: 1080 x 1920 pixels, aspect ratio 9:16

In feed videos: same ratio as photos

IGTV: 9:16 ratio is recommended, though you can also post at 16:9. 1080 x 1920 pixels.

Reels: 9:16 ratio, 1080 x 1920 pixels.

## Twitter

Twitter is a powerful tool for sharing your messaging and being a part of conversations. Twitter is the only social media app that is real-time, meaning that tweets appear in the order they were posted. Twitter will show you top tweets you may have missed, but overall, the timeline is in chronological order. Because of this, Twitter is designed for real-time communication and conversation. Twitter is many people’s go to for news, current events, sports, and pop culture. Twitter’s popularity in the sporting world unlocks the potential to connect with local sports fans and be a part of larger conversations.

Twitter is built on 280 character posts, called tweets. Your tweets are a way to share your messages, updates, and thoughts along with photos or short videos. While posting your own tweets is important, it’s even more important to engage in conversations and be a part of discussions. To engage with others you can like their tweet, reply to add your comment, or retweet to share the message. You can also quote tweet (an option when retweeting) which allows you to add your comment above the tweet you are sharing. All these forms of engagement help you connect with accounts and get your account seen by new people. Replying and actively engaging in conversations is one of the most powerful ways to connect



with people and grow. By being a part of conversations, you give people the opportunity to find your account and connect with you!

In addition to posting updates and regular posts on Twitter, there is a big opportunity to leverage trending topics on Twitter. By tweeting during major events (both curling and events outside of curling) you can get your content seen by new audiences. For example, if you're watching the Masters, don't be afraid to share your thoughts about the tournament along with the official hashtag.

Twitter is the place to have conversations with other curling fans and with local people. Spend time each week engaging with top curling accounts (curling teams, CurlON, Curling Canada, and reporters) as well as prominent local accounts (organizations, sports teams, reporters, and restaurants). By engaging actively on social media you create connections, grow your brand awareness, increase your reach, and improve your impact online.

Due to its real-time nature, Twitter is a platform that loves lots of content. You can tweet multiple times in an hour when major events are happening. While that amount of content is not necessarily sustainable for an organization, aim to keep your twitter account active with at least a few staple posts a week and then pop in for real time conversations when you have something to talk about.

### **Hashtags**

Hashtags are a way for people to easily find conversations on Twitter. As mentioned, when talking about major events, news, or pop culture, include a relevant hashtag that will help categorize your tweet. To reach the curling community, use #curling. Spend some time looking at local accounts to see what hashtags are prominently used and add those to your tweets when looking to reach your local audience. Use 1-3 hashtags per tweet.



**Header Photo**

TRYCURLINGNOW.CA

**Profile Photo** THROW YOUR FIRST ROCK



...
✉
🔔
Following

**curlON Name**  
 @CurlON\_ Follows you **Handle**

Member Assoc. of [@CurlingCanada](#). We support curlers of all levels & experience, encouraging growth and development of curling in Ontario [#CurlON](#) **Bio**

📍 Ontario 🌐 [curl-on.ca](#) 📅 Joined June 2013

**Link**

546 Following 3,323 Followers

 Followed by Stone + Straw, Game of Stones Podcast, and 63 others you follow

Tweets
Tweets & replies
Media
Likes

### Profile

**Profile photo:** Use the same logo or image you use on your other platforms

**Header photo:** Use the header photo area to share more of your brand and personality. Try to highlight the people of your club

**Handle (username):** Your handle follows the @ symbol and becomes your twitter URL (twitter.com/handle). Aim to keep your handle consistent across social media platforms. Twitter's handle character limit is less than other platforms at only 15 characters, so you may need to shorten or abbreviate.

**Name:** Your organization's name [max 50 characters]

**Bio:** Share your brand message, your story, and/or what makes your club so special [max 160 characters]

**Link:** Include a link to your website

### Media Sizes

*As over March 2021*



Profile photo: 400 x 400 pixels (displays 200 x 200 pixels)

Cover (header) photo: 1500 x 500 pixels

Photos and links: recommended aspect ratio of 16:9, link: 1200 x 628 pixels, photo: 1200 x 675 pixels

### **Are there other platforms we should look at?**

Instagram, Facebook, and Twitter remain 3 of the most used platforms around the world for curling club audiences. While there are other social media apps (like TikTok, LinkedIn, etc) focus on 2-3 platforms and put your effort into having a consistent impact on those platforms. Don't just be on a platform because you feel like you should. That being said, if you have a member who loves a certain platform, bring them up to speed on the brand and then let them play with it!

Regardless of what platform you are on, it's important that you create content specifically for that platform. You can reuse posts, but you want to make sure that the post is properly formatted to the platform. This means not just sharing your Instagram post to Facebook and Twitter, but instead, taking that caption and photo and repurposing them on those platforms. On Facebook, remove the hashtags and add a link if relevant. On Twitter, make the caption under 280 characters with 1-3 hashtags and a link if relevant. Posts that look out of place and aren't properly formatted to the platform, or are obviously auto posted from another platform, won't get as much engagement as a native post.

## **CONTENT STRATEGY**

You're set up on the platforms, now it comes down to what to post! As mentioned, one of the best things you can do to grow your reach and impact on social is to be consistent. You want to be showing up frequently in the feeds of your followers. Being consistent will allow you to connect with your current audience and help you reach new audiences.

The best way to be consistent is to have a plan. Having a plan will save you time and ensure you are staying active on the accounts.

First brainstorm the type of content (category) you will post about.

- Updates (sign up dates, events, etc)
- Community things (sponsors, etc)
- Pop culture (be a part of greater conversations)

These are your **content buckets** - as you create content you will create content that fills these buckets.

To fill in these buckets, it's time to start brainstorming. Make brainstorming a collective effort. Have a brainstorming session and bounce ideas off each other to fill in ideas for your updates, connection, and community.



Use this Social Media Guide to help facilitate and guide for your brainstorming session.

Social media can be a topic of discussion at every board or club meeting, asking for updates from leagues, events, sponsors, etc.

You can also ask for the committee or board's input every month via an email, a google form, or similar. Have a set of questions that you ask every month to gather information from necessary parties:

- Any important updates?
- Any funny stories from your league/committee?
- Any birthdays/anniversaries to celebrate next month?
- Any sponsor events or initiatives to feature?
- Any community events coming up?

Send these questions out by the 15th of each month to gather responses for the next month.

Create a shared document to organize and plan your social media content so that all necessary parties can be involved. This can be a shared google calendar, a google or cloud doc, or a spreadsheet calendar. [Try this Google Sheet template \( which also contains a sample month of content you can customize for your organization\).](#)

Now that you have your calendar, let's fill it with content ideas. When looking at your calendar you don't need to go into specifics, it's the perfect place to jot down the idea for the post. Have a plan will allow you to easily create the posts on the specified day (or schedule the posts in advance).

Let's go back to your content buckets and start to fill in the buckets with ideas that you can later add to your calendar.

### Updates

Updates from around the club.

- Registration deadlines
- Upcoming events
- Fees due
- Workshops
- New equipment
- New members
- Sharing info from CurlION/Curling Canada
- Post updates during and/or after board meetings

## Connection

Posts that help people connect to the club and its people. (Photos of people are a great way to build connections!)

- Introduce staff members and board members
- Photos and stories from leagues
- Behind the scenes of running the club (the day-to-day operations). What are you working on?
- Film a video of the ice maker working on the ice
- Show the club decorated for the season or special events
- Share the history of the club (historic facts, people, etc)
- Invite members to share photos from the club
- Film a video of members talking about why they love curling
- Poll your members - if you can have any snack after the game, what would it be? What would be your curling dream team? If you could curl anywhere in the world, where you would go? What's the best curling shot you've ever seen?

## Community

Think of the community bucket as anything that helps you connect with your curling club community and/or your greater community.

- Connect your club with big events - i.e. what people are eating for the superbowl, making stanley cup picks, lights out for earth hour
- Share community events that members may be interested in
- Ask members for recommendations for restaurants, books, tv shows, etc.
- Invite people to ask anything about curling to get answers
- Share photos from members at local community events
- Share curling *memes* (or create your own)
- Shout out sponsors and their events and updates
- Share local events and community updates

## Memes

A meme is a funny image, text, or video that is shared, copied, and updated while being spread rapidly by internet users. Memes often take a photo out of context (from example: a scene from a cartoon show) and apply it to a relevant situation.

When your skipping and trip over a rock at the back of the house



Here's an example of a curling meme from @curlingg.memes on Instagram. Yes, there are now even dedicated curling meme Instagram accounts. When you see a meme trending, see if there's a way you can alter it to speak to the world of curling.

## What about the off season?

It's important to keep your social media updated in the off season (it actually might be even MORE important in the off season!). Social media gives you the opportunity to stay linked with your members and your community even when you are not open. By staying active you can stay top of mind and continue to build your connections. Many in-season post ideas from the updates, connection, and community content buckets can be repurposed for the off season. Take the prompts and reframe them for the offseason. In addition to those prompts, you can also share off-season specific content, like:

- What's happening at the club when the ice is out (updates, special events, projects)
- Community events
- Commentary on pop culture moments (talking about the Olympics, World Cup, etc.)
- Showing how members are enjoying the off season (gardening, cottage pics, etc. - encourage your members to share what they are up to)
- Poll your audience to ask for ideas and suggestions for next year
- Share off season training ideas
- Share shots/clips from Curling Canada Season of Champions
- Show creative ways people are continuing to curl in the summer
- Share throwback photos
- Reflect on the top moments of the season (at your club and/or from major competitions)

It is important to remain consistent and active in the off season, however you don't need to stay as active as you are in the regular season. Post at least once per week and aim to post twice per week.

## CONTENT PLANNING

Once you have ideas flowing, now it's time to start planning! Plan out your content a month in advance to ensure you stay active and communicate all key messages. By batching the content brainstorming process, you will create more post ideas faster – and they will be better!

Creating a content calendar will allow you to plan your content in advance, ideally one month at a time.

While planning out a month of content may seem daunting, if you take it step-by-step, the ideas will flow and you'll quickly see the month come together. You don't need to worry about writing the whole post. At this point, we want to get ideas down and dates bookmarked.

There are a number of ways to plan your content in advance. As noted, you can use a shared google calendar, a word document, or a spreadsheet. Ideally, it will be a collective document that all necessary parties can access.

For Google Drive users, experiment with this Google Sheets template which can be copied each month and altered to adjust the dates each month.

Once you have your content calendar set up, you're ready to start bookmarking your content ideas in your calendar. Follow these steps to start planning your month of content.

### Step 1 - Updates from your club/centre

What's happening at the club this month? Mark any registration dates, deadlines, openings, and special events, along with any supporting posts (i.e. posts leading up to the date of the special event, advertising tickets).

### Step 2 - Holidays + Social Media Holidays

Mark any holidays or special days you want to celebrate. Also mark any supporting content for those special days (i.e. posts leading up to a holiday). Check out [nationaltoday.com](http://nationaltoday.com) for fun social media holidays that are relevant to your club, location, or community. Don't forget to mark important dates like Curling Day in Canada (which occurs at the end of February) and Curling is Cool Day (February 23rd).

### Step 3 - Community & Connection

Look at your content buckets above and the post ideas. Fill in the blanks on your calendar to reach your desired number of posts per week with content ideas that connect with your community.

You can use your Content Calendar to create posts on the day of or – to get even more out of your content calendar – you can schedule your posts in advance.

Utilizing all your content buckets and content possibilities will allow you to create a strong month of content.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5	6
CATEGORY		Updates		Community		Connection	
IDEA		Share your calendar for the month, showcasing leagues, holidays, & special events.		Sponsor Highlight		Friday night draw	
PHOTO		Screenshot/photo of calendar		Photo from sponsor's social media platform		Teams socializing after the game or photo from the ice	
CAPTION PROMPT		Share what is happening at the club this month and any important updates		Thank sponsor and highlight any special events/promotions/updates they have		Another great Friday night draw! (Share any funny stories, interesting games, etc)	
PLATFORM(S)							
	7	8	9	10	11	12	13
CATEGORY			Connection	Updates			Community
IDEA			Behind the scenes on the ice	Share message from Curling Canada/CurlION			Community event
PHOTO			Video of the ice maker working on the ice	From share			Member(s) at a local event
CAPTION PROMPT			Let's show some appreciation for our wonderful ice maker! [introduce them or share a little bit about what they're working on]	Share important information of value to your members			Share who is out and where they are (a local ribfest, etc) and invite people to go out in the community this weekend
PLATFORM(S)							
	14	15	16	17	18	19	20
CATEGORY		Community			Updates	Connection	
IDEA		Sponsor Highlight			Share an update from the club	Staff member highlight	
PHOTO		Photo from sponsor's social media platform				Photo of staff member	
CAPTION PROMPT		Thank sponsor and highlight any special events/promotions/updates they have				Introduce staff member and share some fun facts about them	
PLATFORM(S)							
	21	22	23	24	25	26	27
CATEGORY		Connection		Updates			Community
IDEA		Photos from club		Share an update from the club			Netflix binge
PHOTO		Photo from the club					TV or phone
CAPTION PROMPT		Invite members to share photos they've taken from the club in the comments and/or on social and tag the club - this way people can see all the fun happening!					Ask members what they are binge watching right now - ask for suggestions for what to watch next.
PLATFORM(S)							
	28	29	30	31			
CATEGORY			Updates	Connection			
IDEA			Share an update from the club	Favourite snack			
PHOTO				People socializing after game			
CAPTION PROMPT				Ask people what their favourite snack is - if you could have ANY snack post game, what would it be?			
PLATFORM(S)							

[Click here to access a sample of month of content you can use for reference and update and customize for your curling club.](#)

## SCHEDULING CONTENT

Scheduling content in advance will alleviate some of the time requirements of social media. By dedicating an hour or two a week, you can schedule a week's worth of content so that you don't need to worry about posting on the day off. It's a "set it and forget it" strategy which is helpful as social media won't be a daily concern.

There are a number of scheduling softwares available for social media. There are elaborate paid options and some great free options as well.

For scheduling Facebook and Instagram, Facebook's Creator Studio is a wonderful choice. It's a free Facebook product that integrates seamlessly with your Facebook and Instagram. You will need a Facebook business page and a business Instagram account linked to your page in order to schedule for Facebook and Instagram.

Scheduling content for Facebook and Instagram is just like creating it in the moment. You can do everything that you can normally do, including tagging your location, tagging people in photos, and tagging businesses in your posts — all while scheduling in advance. Create your posts and instead of hitting publish, select the arrow beside it and choose the schedule option. Choose the date and time your post will go out and click the schedule button.

[Click here to watch a walkthrough of using Creator Studio.](#)

If you are just looking to schedule content for Facebook, you can use Creator Studio or the Publishing Tools available on your Facebook Business Page at [business.facebook.com](https://business.facebook.com).

Twitter also offers native scheduling directly from their desktop site [Twitter.com](https://twitter.com). When crafting a tweet, instead of clicking "Tweet", select the calendar icon (next to the smiling face) to choose the date and time you want to post. [Click here to see how.](#)

Using Creator Studio and Twitter's scheduling options are the simplest options that require no additional software or platforms.

## VISUALS

When you are creating your content — whether in the moment or scheduling in advance — it's important to think about your visuals, including photos, videos, and graphics. All three are an important part of your social media visual identity. All three should work together to create a cohesive look for your social media.



## Photos

High quality photos for social media are key. A smart phone is all you need to create photos for your social media. In order to make the posting process easier, it's great to create a library of images that you have ready to go, so that you don't need to take a photo every time you post. While you will still need to source photos at events or for specific posts, this library of images will make it easier to create the majority of your content. It can also be helpful to look at your content buckets to get inspired for what type of images you should take. Creating a photo library will ensure you can create better content as you won't have to worry about snapping a quick picture.

If you have a member who is a photographer (amateur or professional) reach out to them to inquire about their services. Bringing a photographer is a great option to grab a large collection of photos for use on social media.

When working with a photographer, ensure you have a brainstorm list of photo ideas to allow for getting the most out of the session.

When thinking of photo ideas, consider some of these:

- Photos of your ice shed (different angles, perspectives, close ups of rocks)
- Photos of staff working (ice maker making ice, bartender behind bar, office staff)
- Interesting club landmarks/items
- Members curling, socializing, around the club
- General photos of club

Photos of people almost always perform best on social media so try to capture as many photos of the real people of your club as possible. Ensure you have permission and then capture photos of staff and members enjoying the club.

If you are unable to work with a photographer, you can still complete this process using a smartphone or digital camera. Capture a number of photos every day or night you're at the club and start building your photo library.

Once you have a collection of photos, organize them in an accessible location like a Google Drive Folder, Dropbox folder or icloud folder. Using a cloud-based folder will allow the necessary people to access the photos and add to the folder continuously. This also allows for posting from any computer or phone.

## Videos

Along with creating a collection of photos, look for video opportunities as well. Videos are an engaging option for social media and a fun way to show off what is going on at the club. Similar to photos, you can create a library of videos and then capture some in the moment.

In addition to taking normal videos of the club, consider creating some timelapse videos. Free apps like Fast Slow are a great tool to turn a regular video into a time lapse video. Timelapse videos would be great for an end of a game, ice maker preparing the ice, people heading onto the ice, etc.

### **Graphics**

As mentioned in the strategy section, having a consistent look to your graphics is important for brand recognition and consistency.

Canva.com is one the best and most widely used free graphics website. Canva is a great option for creating graphics for your social media platforms. In Canva you can select the social media platform to create images and videos in the correct size. In Canva, use 1-3 fonts consistently and ensure you use your brand colours for your graphics.

Graphics are great for text updates and important reminders. Graphics can help pull in people's attention and get them to quickly digest the information you're sharing.

Aim to incorporate graphics, photos, and videos into your content to create a well-rounded mix. Photos will most likely be your most-used visual, but look to add in a graphic or a video once per week to add some visual variety to your content.

## **COMMUNITY MANAGEMENT**

Social media is designed to be social. In addition to creating content, it's important to spend time on the platforms and apps to engage with people to stay connected to your existing audience and reach new audiences. By actively participating on social media, you give people the opportunity to find you and connect with you.

### **Daily tasks**

Ensure it is someone's role to check in with the accounts every day to respond to comments on your posts and engage with the community. Many consumers look at social media as a primary communication method with brands and organizations. It's important that people are able to reach you and connect with you on social media.

- Check and respond to messages.

Visit your social media profiles and check your inbox. Respond to any and all inquiries. You can also use the "Facebook Page" app to monitor comments and engagement from Instagram and Facebook all in one spot.

- Respond to comments.

Use your notifications tab to see the recent activity on your posts. Respond to any and all comments (this makes people feel heard and important!) and delete any spam comments.

Checking in daily is also a great time to do tasks that can't be scheduled in advance like posting Instagram Stories.

### **Outreach engagement**

The key to growing your account is engaging with your target market. In order to grow your awareness in your local community, you need to show up online where your target market spends their time. Schedule time each week to sit down and find accounts to engage with based on locations, hashtags, and accounts. By going and engaging with other accounts, you introduce yourself to them online.

Prioritizing this outreach engagement is one of the best ways to get seen by new people and grow your following.

On Facebook, Instagram, and Twitter look for accounts that would have a similar audience of your club or the audience you want to attract. This includes local restaurants, sports organizations like an OHL team, new Canadians centres, and community organizations. Make an active effort to engage with these accounts to build connections. By commenting on or replying to posts, you help your account show up to the audience who follow those accounts.

Engaging with the social media accounts of your sponsors is also a great way to reach new audiences while also supporting your sponsors online.

Across platforms you can also use hashtags to find new accounts and people to interact with. Look at what hashtags are used in your local area and search them. Engage with (like, comment/reply, and follow) the accounts you want to associate with to grow your audience.

Note: While it is fun and great to engage with other curling clubs and talk curling all the time, it's important to expand your reach outside of the curling world. Engage with other organizations and communities within your local area to ensure you are reaching new people.

On Instagram you can search posts by location. Search your local location and look for people that fit in your target market – people active outside, playing sports, etc. Like their photos and add meaningful comments. This isn't about a sales pitch – this is about building connections. Use this engagement time as an avenue for creating awareness and connection.

Engaging with new accounts will grow your brand awareness and allow you to reach people in your community that you may not have been able to reach otherwise. Schedule time weekly (30 minutes a week is a great place to start) to engage with new accounts and grow these connections. Support your local community and be an active participant online.

## ANALYTICS

Social media analytics (also called Insights) are a great way to check to see what content is performing best. Having this information will help you know what kind of content to create more of. Are people resonating most with your posts that show members? Create more like that! Are posts showing your involvement with the community the most engaged with? Time for more of those!

In order to see what pieces of content are performing best, it's important to look at your social media analytics each month.

On Instagram and Facebook, you can access your analytics on the insight tab on your business pages. Visit [analytics.twitter.com](https://analytics.twitter.com) to view your analytics for your Twitter profile.

Focus on just a couple of metrics in order to get the most out of your analytics - trying to look at all the numbers is overwhelming and not necessarily helpful.

Keep track of how many followers you are gaining each month on each platform. This will allow you to track your growth and see when growth happens. Also track reach and engagement to get the base analytics for your platforms. Look at what posts got the most interactions and then make notes - what type of visual was used, what content category it was from, and what the caption was.

[How to view Facebook Page Insights](#)

[How to view Instagram Insights](#)

[How to see Twitter Analytics](#)

Use the insights you gain to help develop ideas for future months and write down your ideas in your Content Calendar. If you notice that photos featuring staff and members get the most engagement, then be sure to add a couple of those posts in every month.

### Security

Security on social media is important. Set a reminder to change your social media passwords every 6 months and ensure that only the designated people have access to your accounts.

## SOCIAL MEDIA ADVERTISING

Having a strong organic presence on social media is the foundation of a successful social media strategy. Posting and engaging is the key to cementing your place in the community and reaching new audiences.

There are times, however, when it's important to invest money to grow your impact online.

On social media, especially Facebook and Instagram, there are times when it is hard to get your message beyond your audience. Facebook and Instagram use algorithms to determine what content someone sees in their feed. In order to push past the restraints of social media, investing in paid ads can be a very effective strategy.

Before you begin creating ads, it's important to set yourself up for success with the proper tools to ensure that you can track and monitor your campaigns properly.

Before you create your first (or next) ad, install a Facebook Pixel on your website. The Facebook Pixel is a piece of code you add to your website that allows your website to speak to Facebook. This allows you to target people more effectively and track your ad results.

[Here's how to create and install a Facebook Pixel.](#)

Once you have installed your Facebook Pixel, you can set up "Events". Events are the actions people take on your site. Consider adding an event tracker to the sign up button, or any button people use to contact you. You can easily use Facebook's Event Setup Tool to one-click add events to your website. Once you install your Pixel, Facebook will prompt you to set up Events using their Event setup tool.

Event setup is not necessary, but is recommended if you plan to invest in ad campaigns. The most important thing is ensuring you have the Pixel installed.

Another important step for creating successful ad campaigns is using Facebook's Ads Manager. While Facebook and Instagram will prompt you to "boost" a post, the options available with boosting aren't as in-depth as when using ads manager. Ads Manager is the go to place to create ads for Facebook and Instagram.

[Facebook has a handy guide for setting up your Ads Manager account.](#)

### Campaign Setup

When setting up your campaign, there are a few important factors to consider including audience, budget, and creative.

The first step is to set up your campaign. When starting your campaign, ensure you choose the objective for your campaign for the results you want. If you want to drive people to your website,

use the traffic objective. If you want to expand the reach of your post to reach new audiences, choose brand awareness or engagement.

You can also use Facebook ads to drive engagement and traffic to a Facebook event. Ads would target your audience and encourage them to sign up and participate.

Properly setting up your campaign will ensure Facebook can optimize your ads to the right people and get you the right results.

## **Audiences**

One of the keys to successful ads on Facebook and Instagram is having the correct audience. There are a few ways to create audiences for your Facebook ads that will let you reach new people who are most likely to be interested in your club.

### *Interest & Location*

When creating an ad campaign you can create an audience based on geographic, demographic, and psychographic qualities. The most important thing is to choose your physical location to target. When you choose a location, Facebook defaults to people that are within 40 km of that location for the reach. Make sure you adjust this region around your location to only reach people most likely to come to your event or sign up as a member. Adjust to make a narrower area (i.e. within 20 km of your location) if needed based on the geographics of your club and your membership base.

Once you set the location for your ad, you can also set the age for your ads. Choose an age range that reflects your membership base and/or the members you want to attract. Keep your age range broad to ensure you are reaching a high percentage of your potential audience.

The last step you can take to targeting your audience is based on interests, behaviours, and demographics. Under **detailed targeting** when you are creating your audience, you can select things like relationship status, work industry, or hobbies. Don't get too specific with your audience. Choose 1-2 detailed targeting additions when relevant to your ad campaigns, like an interest in sports. Simply type sports in the search bar to add that qualifier to your audience.

### *Targeting your Members*

Using [Facebook's audience manager](#) you can create custom and lookalike audiences to reach with your ads. Custom audiences allow you to use data you already have about your audience to reach them. A custom audience can include people who like your Facebook page, follow your Instagram account, or have engaged with your content in the last year. You can also create a custom audience based on your website visitors (Facebook will use information gathered from the Facebook Pixel to create this audience). Another opportunity for a custom audience is using email addresses of your members who have opted into marketing communications.

Targeting your members or existing audience can be helpful to push out important information and re-engage your audience before the season. For example, if membership fees are due soon, a \$20 ad campaign targeting your existing Facebook audience will ensure that a large portion of your audience will see the content, not just the ones who see it organically in their feed.

All these options allow you to target your existing audience as well as gain insights for creating Lookalike audiences, which will allow you to reach new but similar audiences.

### *Lookalike Audiences*

Lookalike audiences can be super effective at targeting people similar to your membership base and current audience. Lookalike audiences take the guesswork out of picking the interests and demographics of your audience, as Facebook will take what it knows about your current audience to find and create a similar audience.

Any of the audiences you created for targeting your members can be used to create a lookalike audience. For example, you can take your website audience and create a lookalike audience. Now, Facebook will find people who are similar to your website visitors and create an audience full of them. You can repeat this process with Facebook/Instagram followers, and the email list of current members.

When creating an ad, you can add multiple lookalike audiences to the ad set, allowing you to reach all your lookalike audiences with one ad.

[To create a lookalike audience, follow these steps from Facebook.](#)

Use your member and follower audiences to target your existing audience when you have an important update to share. When looking to reach new people, use your saved audiences (interest & location) as well as your lookalike audiences. Experiment with low budget ads (~\$20) to see if one audience outperforms the other and see which one you should focus on in the future..

When creating any ad, make sure you set the location perimeters of your ad so that you are not reaching people outside of your geographic area.

### **Budget**

You don't need a huge budget to run ads, but you do want to be smart about how to use your budget. When getting started with advertising, experiment with different audiences and ads to see how you can best use your budget. Create similar ads with different audiences and test to see which one performs best. Use small, \$20 budgets to see what impact the ads have.

Now that you have an idea of what ads are performing best, you can create a stronger ad and commit to a larger budget (i.e. \$50-\$100+).



When launching a campaign, experiment with an ad budget of approximately \$10/day (\$10/day for 5 days for a \$50 budget or \$10/day for 10 days for a \$100 budget). The budget of \$10/day will give Facebook the ability to optimize your ads for the audience. Following the completion of the \$10/day budget campaign, if the ad is performing well, you can keep the ad running at the same budget or reduce the budget to \$3-\$5/day to keep the momentum going.

You can get results with any budget, though it is important to have a well defined audience to ensure your budget is used to its full potential, whether it's large or small.

### **Creative**

When creating your ad campaign you can turn on "dynamic creative" which is a great option that lets you use multiple text and photo/video options. This allows you to experiment with different creative options which in turn lets Facebook optimize the creative to the audience and what they are engaging with.

When creative campaigns, experiment with images and graphics. Use high quality images of people curling at your facility to show the atmosphere of your club and add text that shares your main message. For example, a photo of people smiling and curling with large text "FREE learn to curl event! October 11 at 3 PM". Ensure that your audience can quickly understand the main message of your ad at a glance. Videos are also a great option for advertising campaigns. Videos automatically start playing on people's feeds, helping entice them to watch and read more. If you have video clips from your facility, definitely incorporate them into your advertising campaign. You can also use photos to create a video slideshow inside Facebook ads manager which is another great option to utilize video in ads.

When writing text for your ads, start with the main message. Ensure people can quickly understand what you are telling them. To encourage people to read more and interest them in your ad, you can also start your ad with a question, like:

"Looking for a new winter activity?"

"Want to stay active and meet new people?"

"Feeling cooped up this winter?"

In the Primary Text section of your ad, share the main message and the body copy. Think of the Primary Text as the caption of a regular post. This is where you share your marketing message, your question followed by information and/or your update.

The Headline, which is available for traffic ads, is a short sentence (3-5 words) that is the main message or call to action of your ad. Beside the Headline is the action button (sign up, learn more, book now, etc), so the Headline is the push people may need to click the button. Sell them on the reason they should click: "FREE curling lessons!" "Try a new sport!" "Hurry hard and register!". The Headline acts as your call to action and should prompt someone to take action.





The Description shows up in some placements for a traffic ad. Think of the Description as a tagline or additional information that follows up your Headline.

The last thing to consider with your ad creative, if you are running a traffic ad, is the call to action button. Choose the button that best describes the action you want someone to take. The most common ones are learn more, book now, contact us, or sign up.

### **Tracking Results**

When experimenting with and running ad campaigns, it's important to keep track of your results so that you can create better ads going forward. Advertising (and social media in general) is always a learning experience. You need to try things to see what people respond to and engage with.

Facebook makes it fairly easy to see the results of your ad campaign to learn what is working and what needs to be improved. By experimenting with a handful of \$20 campaigns, you can get a sense of what ads and audiences are performing best.

When tracking results ensure you focus on the goal of the campaign. If your campaigns' goals were to drive engagement, compare engagement between the ads. [You can also customize the columns of your ads manager to see secondary results](#). For example, if you are running an engagement campaign, you can still see how many clicks the ads resulted in.

Always compare your ads to see what is leading to the best results.

### **Cost benchmarks**

According to *Wordstream, 2019*, the average cost per click for Facebook ads was \$1.68, with the average for the fitness and beauty industry being \$1.85. Aim to get your cost per click at or below these industry averages.

Engagement campaigns will cost considerably less per result as there is less action needed on the audience's end. It is easier for them to like a post or comment than to click a link. On the other end, event response and similar campaigns will have a higher cost per action as more work is required by the audience and the action is more targeted. A smaller percentage of your audience will want to or be able to go to your event, so ad costs will be higher.

## 50/50 PROGRAM MARKETING

Once you establish a strong social media presence, it's easy to pivot and adjust to share and advertise new initiatives. By growing your reach and connections on social media, your advertising messages will have a larger impact. This is especially important for initiatives like the 50/50 program.

Social media should continue to be a huge driver for pushing sales and awareness about the program. By providing real time updates you can grow interest and intrigue in the program. Your audience can watch the pot grow through your tweets, posts, and updates.

In order to raise awareness for the program, include it as a prominent spot in your content calendar. By dedicating at least one post per week on Instagram and Facebook you'll ensure that the program stays top of mind with your followers. On Facebook and Instagram consider using Stories to provide timely updates that don't take a spot on your feed. On Twitter, because of the real-time updates, you can share 2+ posts a week about the program and keep people updated about the grand prize amount.

Use both the #CurlON5050 hashtag and local hashtags to reach your community and spread awareness about the campaign.

Use branded graphics to share updates on prize values and keep your visuals interesting and on brand. In addition to using graphics, also humanize the program by showing pictures of people who will benefit from the funds. Show the faces of your curlers and share HOW the money will benefit the club. Use this as an opportunity to share what your club offers and how you will be able to expand your impact using the funds from the 50/50 program.

Connect your push for ticket sales with trending topics and events, like tweeting about the prize value during the Brier, Scotties, or a Grand Slam by using the event hashtag and #curling.

When promoting a program, it's important to actively share your message, but not overwhelm people with it. You want to balance your messages and your content buckets. Continue to connect, provide updates, and create community-focused content in addition to promoting the 50/50 program. Because of its scale and importance, the 50/50 program can be considered as its own content bucket, with its own posts.

### 50/50 content bucket

- Introduce your audience to the people who curl in the leagues/programs that will benefit
- Share a member's testimonial about why they decided to buy a ticket
- Share funny gifs or memes to encourage people to participate
- Create graphic outlining the prize value
- Film a video talking about the program and why it's important for people to participate



- Give updates and timeline reminders for when to buy tickets
- Let people know early bird prize deadlines and information
- Share more of your club's story
- If someone from your club wins, share their story
- Share posts from CurlON
- Create a video showing how easy it is to purchase tickets
- Ask people what they would do with x amount of money
- Share testimonials from youth curlers at your club
- Introduce people to youth members at your club

[See how you can incorporate 50/50 posts into your calendar in the Curling Club Content Calendar.](#)

In the spirit of not spamming people, you shouldn't actively be engaging with new people to tell them to purchase tickets. However, engaging with your community is still an important strategy to implement to grow your reach and conversions. By organically engaging with your local community, having conversations, commenting, and liking, you're introducing the curling club's account and building awareness of the 50/50 program. Those people who click on your profile from those interactions will see your posts about the 50/50 program and that may entice to participate. Consistent, but well spaced, posts about the program will ensure that the 50/50 program is easily seen by people visiting your profiles.

Organic social media will most likely be your main form of advertising the program. Complement your social media posts with emails to your members and potentially Facebook ads. Include 50/50 information in email newsletters to members and send reminders/prize value updates to members 1-2 days before the cut off time.

Consider using Facebook Ads as a way to raise awareness about the program within your membership base. A \$20 ad targeting your members is a great way to remind them about the program, incentivize them with the prize value, and encourage their involvement to support the club.

In both organic and paid social media posts share the impact this program has on your curling club by highlighting how the funds are used.

By incorporating your 50/50 posts in with your regular posts as outlined in the content buckets, you'll be able to actively promote the program while also achieving your social media goals.

