



Social Media

Changing the world one tweet at a time



Overview

- Purpose/Goals of BC Hockey's Social Media Plan
- BC Hockey Social Media Plan
- Social Media Guidelines
- What's Next?



Purpose

- *To promote positive news and information from the Branch, Membership, Provincial teams, programs and general hockey news.*
- *We Want to:*
 - *Educate*
 - *Entertain*
 - *Engage*



Goals

- Build awareness of hockey in BC and the Yukon
- Strengthen BC Hockey's relationship with its members
- Be the website, Facebook Page and Twitter Account members go to for the most up-to-date information
- Be the leader among Hockey Canada branches



Social Media Plan

- Why should you create a Social Media Plan?
- Our focus is with Twitter and Facebook

What are we doing?



Social Media Plan

- Website Postings & Media Releases
- What's happening in hockey
- What's happening in Canadian hockey
- Quotes from notable hockey influencers
- Hockey facts in BC and Canada
- Tips
- Re-tweets
- Pictures, videos from camps/tournaments
- Links to information



Social Media Plan

- Identifying and thanking followers
- Identifying newspapers, writers, Minor Hockey Associations, teams when posting information
- Posting questions on Twitter
- Contests
 - Weekly/Monthly contests
 - Working with the Vancouver Canucks and Hockey Canada to promote contest offerings
- Pictures from Events



Twitter

- @BCHockey_Source – 2534 Followers
 - @BCHockey_Refs – 514 Followers
 - @BCHockey_Female – 220 Followers
 - @BCHockey_MU16 – 333 Followers
 - @BCHockey_MML – 341 Followers
 - @U17TeamPacific – 265 Followers
 - @BCHSHL – 77 Followers
- In total, we have 4284 followers...and this number is growing daily



Why Diversify our Twitter Accounts?

- Program specific information
- Bombardment of Event/Program Updates
- Keeping our Followers Happy



Facebook

- BC Hockey has an official Facebook Page with 943 likes
- Facebook allows BC Hockey too:
 - Post information to be shared by our users
 - Interact directly through wall posts and direct messages
 - Create photo albums from our events
 - Contests



Through Social Media we can
connect with 5227
people....and this number is
growing daily



Pictures

- Primarily working with youths it can be difficult with the use of pictures
 - Parents are more cautious
- A photo waiver is required for the posting of pictures of anyone under the age of 18



HootSuite

- Why should your Association use Hoot Suite?
 - Control of your Media Platforms
 - Scheduled Tweets
 - Ease of Interaction
 - Detailed Activity Reports



Social Media Guidelines

- Guidelines should be developed for your players, team staff, volunteers and Association's Board of Directors
- BC Hockey has adopted Social Media Guidelines for our members/volunteers
- Guidelines should encourage positive use of Social Media



Where are we headed with Social Media?

- Social Media is here to stay and will become a bigger part of our lives
- Increased use of Mobile Technology
- Apps and Mobile Websites



Questions

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