



# SOCIAL MEDIA SPONSORSHIP

## INTRODUCTION

The use of Social Media has become an integral aspect of marketing throughout the hockey community in Calgary, Alberta and across Canada. It is a great opportunity to share our userbase with sponsors.

As of Fall 2023 SMHA hosts 3 social media accounts, with the following approximate audience reach. Keep in mind this grows every day:

**X – formerly known as Twitter:** @SMHAHockey – ~745 followers

**Instagram:** @SpringbankMinorHockey – ~530 followers

**Facebook:** @SMHAhockey - ~700 followers

SMHA does not promote individual team or age group fundraising efforts. Including but not limited to Go Fund me, 50/50, raffles, silent auctions.

Be sure to review the full SMHA Social Media Policy & Guidelines, posted on Springbank Minor Hockey (members tab) for further details.

## SPONSORS POSTING SUBMISSION

***It is the accountability of the team manager to ensure all sponsors provide consent for Social Media promotion, as well as all sponsor commitments are fulfilled.***

The following information must be emailed to [communications@springbankhockey.com](mailto:communications@springbankhockey.com) as one complete package. This package must include content for all 3 platforms: Instagram, Facebook and X (formally known as Twitter)

- 1 - Creative design in a single pane square visual. Feel free to scroll the SMHA Social Media accounts to find prior examples.
- 2 - Written content, including any requested hashtags. Limited to 280 characters for X (formally known as twitter)
- 3 - A list of ALL handles of sponsors for tagging. Be sure to organize this by platform: Instagram handles, Facebook handles & X (formally known as Twitter handles). Without these handles the sponsoring organizations cannot reshare the content.