

SOCIAL MEDIA GUIDE



This guide will help hockey leagues, coaches, teams, communities and partners use social media to support and promote Parachute Smart Hockey.

Who is this guide for?

This guide is for all hockey leagues, coaches, teams, community leaders and partners who use social media tools or online communication media, including, but not limited to, the following:

- Facebook
- LinkedIn
- YouTube
- Twitter
- Instagram
- Blogs

Use hashtags!

Use hashtags in all social media channels to gain momentum and build a community of support.

- Primary Hashtag: **#PlaySmartHockey**
- Secondary Hashtag: **#ConcussionEd**

You can also add your own hashtags, but we encourage you to use **#PlaySmartHockey** in all posts.

How do we engage?

Follow us and comment, share, like and re-post relevant content. We'll be doing the same for **#PlaySmartHockey!**

Be sure to tag **@ParachuteCanada** in all your Smart Hockey posts so we can see what your league is doing!

@parachutecanada

www.facebook.com/parachutecanada

www.instagram.com/parachutecanada

www.linkedin.com/company/parachute---leaders-in-injury-prevention

Key messages

Here are key messages everyone can share to let others know what Smart Hockey is all about:

- Safety in hockey is a shared responsibility. That's why we encourage everyone in the hockey community to make the pledge to play smart hockey.
- It's for the love of the game. The Smart Hockey program provides families, players and coaches with the tools they need to prevent, recognize and manage concussions, to ensure that everyone can enjoy hockey for life.
- It's up to each of us. Because concussions and other serious injuries can occur during play, learn what you can do to help keep players safe while having fun.
- It all starts with a commitment. Education and action will change the game when it comes to concussion in hockey.



Parachute is Canada's
leading national charity
dedicated to injury prevention.

parachute.ca

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Sample social media posts

Below are sample posts you can use on your social media channels, such as Twitter, Facebook and Instagram. You are also welcome and encouraged to come up with your own tweets and messages that make most sense for your league, team and hockey community!

Remember that tweets can only be up to 280 characters in length.

If you want to show that you are part of a Smart Hockey team and/or league, post:

- I am proud to be on a team that plays Smart Hockey. Encourage your team to take the [#PlaySmartHockey](#) pledge this season. Visit parachute.ca/smarthockey to learn more! [#ConcussionEd](#)
- There is nothing more important than player safety. Prioritize concussion education and ensure your team can enjoy hockey for life. [#PlaySmartHockey](#) [#ConcussionEd](#) parachute.ca/smarthockey
- Our team prioritizes concussion education and player safety. [#PlaySmartHockey](#) [#ConcussionEd](#) parachute.ca/smarthockey *With your team's and parents' permission, include a photo of your team holding a We [#PlaySmartHockey](#) sign.
- I [#PlaySmartHockey](#) because I respect myself, my teammates, and the game of hockey. Visit parachute.ca/smarthockey to get involved! [#ConcussionEd](#)
- I [#PlaySmartHockey](#) because I want to prevent concussions and enjoy hockey for life. Visit parachute.ca/smarthockey to get involved! [#ConcussionEd](#)

If you want to show people where to learn more about Smart Hockey and encourage them to be a Smart Hockey team, post:

- Use Parachute Smart Hockey resources to learn how to prevent, recognize and manage concussion. We Play Safe. We [#PlaySmartHockey](#). parachute.ca/smarthockey [#ConcussionEd](#)
- Does your child's hockey team play Smart Hockey? Share this kit from parachute.ca/smarthockey to raise awareness about player safety and concussion prevention and share how they [#PlaySmartHockey](#). [#ConcussionEd](#)
- Encourage your child and their team to join the [#PlaySmartHockey](#) program: check out the resources at parachute.ca/smarthockey. [#ConcussionEd](#)
- Hockey season is back! Learn how you can keep yourself and your teammates safe from concussion this season at www.parachute.ca/smarthockey [#PlaySmartHockey](#) [#ConcussionEd](#)
- [#PlaySmartHockey](#) this season. Avoid hitting to the head or hitting from behind. To learn more about concussion prevention, visit parachute.ca/smarthockey [#ConcussionEd](#)

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If you want to raise awareness about concussion and the importance of concussion education, prevention and management, post:

- Did you know? Continuing practice or gameplay after a concussion or returning before you are ready increases your risk of more severe, longer-lasting symptoms and serious injury. Do not play through the pain. We [#PlaySmartHockey](#) [#ConcussionEd](#)
- A concussion is a serious brain injury. Visit parachute.ca/concussion learn more about how to protect yourselves and others from concussion. [#ConcussionEd](#)
- 1 in 4 Canadians do not know how concussion is treated. Visit parachute.ca/smarthockey to ensure you know what to do if you, your players, or someone you know suffers a concussion while on the ice. [#ConcussionEd](#) [#PlaySmartHockey](#)
- Helmets are important but they don't prevent concussion. Learn about ways you can prevent concussion this hockey season at parachute.ca/smarthockey [#PlaySmartHockey](#) [#ConcussionEd](#)
- Only 4 in 10 Canadians are aware of the concussion resources and tools available to them. Download the [#ConcussionEd](#) app and visit parachute.ca/concussion to have these tools available at your fingertips. [#PlaySmartHockey](#)

Other content ideas

- Quotes from officials, coaches, trainers and safety personnel at your local hockey league and/or association
- Quotes from players
- Share tips from the 12 on-ice tips provided in this kit
- Photos holding a We Play Smart Hockey sign, available for download at parachute.ca/smarthockey
- Any great practice or game shots showing [#PlaySmartHockey](#) style to accompany the tweets and posts above.
- Same thing with photos from around your arena: the stands, the rink, the exterior. Get creative!
- Visit [@ParachuteCanada](#) for more info & tips: parachute.ca/smarthockey.



Ask our advice

If you have any questions or need some guidance, please feel free to direct them to Margarita at mboichuk@parachute.ca.



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