COMMUNICATION GUIDE
# TABLE OF CONTENTS

Purpose of this guide.................................................................................................................. 3
Choosing better communication................................................................................................. 3
Imperatives of communication.................................................................................................... 4
  Quality of the language
  Accuracy of your statements
  The importance of photos/videos
  Be on the lookout
  The message to be communicated
  Choosing the right media
4 Aces of communication ........................................................................................................... 6
Writing a press release .................................................................................................................. 7
  WHAT
  WHO
  WHY
  WHERE
  WHEN
  HOW
Regularly update your website .................................................................................................... 8
  Game schedules/Team tournaments
  Administrators’ and personnel members’ contact information
  Links to register
  Publication of news
The importance of email .............................................................................................................. 9
Social media .................................................................................................................................. 10
  Facebook
  Posts
  Videos
  Events
  Twitter
  Instagram
  YouTube
  Snapchat
Errors to be avoided in communication .................................................................................... 16
  Neglect proofreading
  Choosing the wrong media
  Hide information from your members/public
  Forget to verify your sources
  Lack of clarity
  Neglect updating your platforms
  Too many communications
Media relations .......................................................................................................................... 18
  Understand the needs and expectations of the media
  Excellent means of reaching the public
  Build a list of local media
  Key elements to relations with the media
Crisis management .................................................................................................................... 20
  1. Crisis Management
  2. Regulations and documents
  3. Information and training of MHA
  4. Web platform and social media
Canvas et examples ...................................................................................................................... 22
Hockey Québec contact information .......................................................................................... 64

Note: The masculine gender is used as a neutral gender with the sole intent of simplifying the text
Edition: October 2018
Communications are at the centre of our daily lives. Regardless if communications are verbal, non-verbal or visual, they allow us to share, exchange, establish trust and build bonds, present our views and make ourselves known to a group of individuals.

PURPOSE OF THIS GUIDE
This guide will offer ready to use tools to guide you in your communications. While reaching a maximum number of members within your respective organizations, it will provide you with methods allowing you to reach out to a wider public.

CHOOSING BETTER COMMUNICATION

- Promote our sport, your successes and your news;
- Increase notoriety, the feeling of community and your members’ pride toward your region, association and organization;
- Help retain and recruit new members: players, coaches, officials and volunteers.
IMPERATIVES OF COMMUNICATION

QUALITY OF THE LANGUAGE

Your communications reflect the image of your organization. It is therefore imperative to focus attention specifically when writing them. Take the time to proofread, to use tools dedicated to correcting texts (i.e. Antidote). Your thoroughness will pay off. A publication containing mistakes will lose a lot of credibility with readers.

ACCURACY IN YOUR STATEMENTS

Make sure your statements are accurate. The credibility of your news will be assured by its veracity. Do not hesitate to include credible and respected influencers from your network. Apart from bringing impact to your communication, it will increase the probability that your press release will be picked up by your members and local media.

THE IMPORTANCE OF PHOTOS/VIDEOS

With the abundance of news and publicity invading our platforms and media (radio, Web, newspapers, TV, social media, etc.), it is all the more important to gain the attention of your readers in the first few seconds. By adding a picture or a video to your communications, the likelihood that your publication is consulted, read, then shared greatly increases.
BE ON THE LOOKOUT
You witness a situation that deserves to be highlighted; a volunteer that has been working for many years and is retiring or a team that stands out while having fun, for instance. All these situations are excellent content and news sources that feed the media. Do not hesitate to share them; not only will it create a sense of community and pride, it will improve the likelihood of increasing your retention and subscription rate.

THE MESSAGE TO BE COMMUNICATED
Do you have all the key messages you want to include in your news? Refer to the document Writing a Press Release, in the ACES OF COMMUNICATION section, which includes the five questions that you must answer.

CHOOSING THE RIGHT MEDIA
Many tools are available for you. They each have their advantages and their target audience. The website, for example, is the gateway and the first tool that people will use to be informed and to contact your organization. Social media have a greater impact too rapidly and massively reach your members, for instance; as long as they subscribe and follow your Facebook page or Twitter account. As for emails, they remain a formal means of communication, often used for direct communications, directed to one person or a specific group of people.
4 ACES OF COMMUNICATION

In this section, you will learn a few tips that will allow you (let’s hope) become a master communicator!

- Writing a press release
- Regularly update your website
- The importance of email
- Managing social networks
Writing a press release

The press release is used to officially share information with your local media. Here’s a draft that will enlighten you on how to build a press release.

After having read your first paragraph, your readers should understand the essence of your message. You must answer these 5 questions:

- **WHO**
  
  Who is your news directed to, and who does it come from?

- **WHEN**
  
  When (what date) is your event or launch?
  
  By planning a schedule, you can better forecast your publications and media releases more efficiently, for instance.

- **WHERE**
  
  Where is your event taking place? Where can readers obtain more information?

- **WHY**
  
  What is the goal of your publication? By determining it in advance, it will be easier to write your text (e.g., more popular for registration, more informative for the announcement of a pilot project).

- **WHAT**
  
  What is your news? This information must be summarized in one or two sentences, concisely.

The **HOW** is determined by the method you chose to share and communicate your news: website, press release to media, social media, etc..
Regularly update your website

If you must put your focus on a platform, it should be your website. Instinctively, your members will always refer to your website for information. Your information should all be there and it should be regularly updated:

GAME SCHEDULES/TEAM TOURNAMENTS

People will mainly access your site for schedules and results. If you’re a league, an association or an organization, the game schedules should be prioritized. As for the regions, the schedules of your regional tournaments, for example, could be interesting. It is important that they are frequently updated, especially if there is a change to them.

To ensure professionalism, it is important to offer the contact information of your presidents and administrators in charge of important issues within your organization, such as: Master Coach, Regional Referee-In-Chief, tournament presidents, etc.
During the registration period, dedicate a section on this topic on your portal/website, on the homepage. Also for your tournaments and different activities; the possibilities are endless. It is the main reason people will go to your website.

**PUBLICATION OF NEWS**

You can also include news articles:
- Start of the season;
- Holidays;
- Spring Break;
- Try-outs;
- Summer period;
- Share some positive stories:
  - A long-time volunteer;
  - A player that stands out.

This type of news is well received by your members, it can pay off; the media loves this kind of story!

**The Importance of Emails**

Emails remain one of the most popular ways to communicate, both BY YOUR members or to REACH YOUR members. It is highly recommended:

- To SHARE and COMMUNICATE YOUR EMAIL ADDRESS to the public in the “Contact” section, for instance;
- To have a CREDIBLE ADDRESS. Even before their first contact, your members will get a first hand feel, just with your email address;
- Choose a more GENERIC email address. This address should be timeless and it can be used by other volunteers holding that role in the future. They will only have to change the password when the time comes.

Here is an example of a credible and generic email address

**presidentAHMV@hotmail.com**

And here’s one to avoid...

**dropthepuck1957@gmail.com**
Every social network has its strengths and weaknesses. The most popular are Facebook, Twitter, Instagram, Snapchat and YouTube. Here’s how we recommend you use them. We invite you, in turn, to subscribe to our Hockey Québec accounts.
With more than two billion members, Facebook is the most frequently used social media. First, you have to make sure that your members (players, parents, coaches, officials and volunteers) follow your Facebook page, by clicking on the very popular “LIKE” button.

**POST**
You can share posts directly on your page:
- Tournament updates;
- Announcements;
- Links;
- News from your website.

The advantage: people regularly consult their news feed. The notifications, if they’re activated, can also increase the number of people reached among your followers.

**PHOTO ALBUM**
During your events, a simple and very efficient photo album can be created. People will recognize each other and then, they’ll share the pictures they want.
Videos are very popular on social media. They can be:

- A photo slideshow;
- Captured moments;
- A goal during a tournament;
- Parents encouraging a team;
- Players' celebration;
- And even more

There are many free apps, like iMovie, that are available to create videos.

Facebook allows you to create events and invite your members. Some teams use this to promote their games and events. The advantages:

- Notifications sent to all your followers when you create the event;
- Your followers can then:
  - Mention if they will be present;
  - Invite their friends;
  - Share the event.
Journalists find and share a lot of information here. Users mainly use it as a news wire.

How does Twitter work?
- Posts are called tweets, and they are limited to 280 characters.
- Many tweets can be published simultaneously, from different users;
- Adding a picture or a video will increase the likelihood of being read;
- Subscribe to various accounts and users, depending on your interests;
- There is no limit to the number of publications in one day;
- You can add, or not, a text to your retweets.
Used to share photos and videos, Instagram is very popular among millennials. If you decide to choose this social media, you have to make sure you have enough content (photos and videos) to feed it on a regular basis. Unlike Facebook and Twitter, where you can share/retweet posts from other pages, Instagram mainly uses contents posted directly by its subscriber.

Beginning of the season/special event

During an event
The current trend with our youth is streaming (broadcasting and watching/listening online audio or video content live [or lightly deferred]). They mainly use their mobile devices and tablets. The main streaming channels are YouTube and Netflix.

We invite you to subscribe to our Hockey Québec channel. We share a lot of information and videos, as well as many capsules and tips, like player and official development among other things.

Snapchat allows you to post content, temporarily, with stories, short videos or instant photos. Subscribers than receive a notification. This app can be useful for an organization or a team that is regularly out on the field or that wishes to bring forward their sponsors.

Snapchat in numbers:
- 187 K active members daily;
- On average, Snapchatters open their app:
  - 25+ times a day;
  - Spend 30+ minutes a day;
- 60% and more of the publications are created with their own cameras (cell phone among others)
ERRORS TO BE AVOIDED IN COMMUNICATION

NEGLECT PROOFREADING
The rigour of the work resorts, among other things, to proofreading your communications; whether they are emails or posts on social media. As the proverb states: words fly away, writings remain...

CHOOSING THE WRONG MEDIA
Every communication as a media to prioritize. If you choose the wrong media, your message might not correctly reach your interlocutor.

For instance, a delicate situation implicates a player’s parent. It is preferable to use direct communication (phone or face to face meeting) rather than a message sent by email that might be open to interpretation.

HIDE INFORMATION FROM YOUR MEMBERS OR FROM THE PUBLIC
In the field of communications, it is highly advisable not to hide, voluntarily or not, information. The perception derived will never be positive for the organization at fault. It is better to favour transparency instead. People will be more accommodating and understanding about your situation which will earn you points.
FORGET TO VERIFY YOUR SOURCES
This point is closely related to the previous point. With the speed of today's news, fake news spreads at high speed. As a region and organization at the helm of minor hockey in your territory, you need to check the sources of the information published and shared on your platforms. Your organizational credibility ensures that they will be welcomed as is.

LACK OF CLARITY
Concise and clear information is the most efficient. Avoid losing yourself in long explanations. It will only bring confusion and you risk losing the attention of your readers, and you might contradict yourself.

NEGLECT UPDATING YOUR PLATFORMS
Regularly and constantly update your platforms, especially your website. This will create a habit of consultation for your members. In addition to strengthening their sense of community, you will increase their trust in your organization; a non-negligible aspect desired by all.

TOO MUCH COMMUNICATION
People are bombarded with messages and solicited from everywhere. They might get lost in this amount of information and your messages might not be read. It is recommended to share one or two news a day on your platforms. On the other hand, Twitter, for instance, allows to share several information and messages, in short intervals.
Media Relations

Relations with the media, when they’re mastered can be a valuable ally. First and foremost, good relations rimes with respect; respect your local media and be aware of their reality.

Understand the Needs and Expectations of the Media

- Facilitate their work by sending in complete texts with a photo.
- Quickly follow up on media requests, even if you don’t have the complete information.

The Importance of Maintaining Good Relations

Before accepting an interview request, make sure that:
- You have a message to deliver;
- Your message is clear and concise;
- You determine three key messages, when possible;
- Stick to your three key messages.

Excellent Means of Reaching the Public

- Medias communicate with a large audience, non only members of the hockey community;
- It is a way to attract new members et increase your membership.

Build a List of Local Media

- Identify local media;
- Draw up a list by including contact information, including an email address of the sports journalists or more generic journalists;
- Regularly update your list.
KEY ELEMENTS TO MEDIA RELATIONS
Demonstrate empathy and solidarity
- They’ll treat you the same way in return.

Capitalize on these advantages
- You know your issues better than anyone else;
- Communicate your successes;
- Put the spotlight on your members and volunteers.

Know how to evaluate the risks
Ask yourself these questions, and if the answer is not satisfying, you better not answer:
- Is it a good idea to reply to an interview request?
- Is this a win-win situation for your organization or for yourself?

It is important to be transparent and coherent
- Transparency is your best friend;
- Sometimes, you won’t have all the details that the journalist asks for. You can mention it and add that once you gather all the information, you will get in touch to communicate it.

Maintain a direct link with all the stakeholders
- Your role is not to know everything;
- Use your experts and those responsible of different matters within your organization.
The crisis management plan consists of four major concepts:

1. Crisis management;
2. Use of available regulations, documents and resources;
3. Training and information channels to minor hockey associations;
4. The implementation and use of web platforms and social networks.

First, it is recommended:

a. Form a standing committee in crisis management. It is important to find people who exercise judgment, professionalism and a high level of discretion;
b. Establish an emergency communication channel (MHA, region, Hockey Québec) for any potential crisis report or request for advice and guidance;
c. Maximize the efficiency of communication channels within the network;
d. To appoint, if necessary, a spokesperson or a communication officer.

Steps in case of a crisis

Step 1  Take charge of the dossier;
Step 2  Immediately inform Hockey Québec;
Step 3  Identify the roles and responsibilities of everyone in the committee;
Step 4  Inform your team members of the situation;
Step 5  With the collaboration of Hockey Québec, dictate the communication strategy;
Step 6  Inform various stakeholders (Federation, region, MHA)
Step 7  Quickly gather all information related to the dossier;
Step 8  Validate information with those responsible;
Step 9  Define the issues related with the event;
Step 10 Identify the various affected and concerned publics;
Step 11 With your partners, draw up an action plan;
Step 12 With your partners, define and draw up the different messages;
Step 13 Mobilize resources for the implementation of the action plan and inform the various stakeholders (Federation, region, MHA);
Step 14 Inform the affected and concerned public and members;
Step 15 Continuous assessment of the dossier.

Depending on the matter at hand, all of these steps might not always be necessary or their order might differ.

IMPORTANT In crisis management, it is always imperative to that confidentiality is maintained.
2. REGULATIONS AND DOCUMENTS

⇒ It is important to know and to use all the available specialized resources offered to Hockey Québec and its members. The committee must not hesitate to communicate with Hockey Québec to inquire about the different services offered by the provincial organization.
   - Legal counsel;
   - Expertise in the insurance sector;
   - Hockey Canada Programs;
   - Social services;
   - Etc.

⇒ A rigorous and effective application of the rules on the verification of criminal records is mandatory. Verification must be done for all coaches dealing with children and this includes contractors contracted by an association or organization;

⇒ Stakeholders must ensure optimal distribution and use of documents such as:
   - Protect our Children;
   - Safety Requires Teamwork & Safety for All
   - Other relevant documents dealing with abuse and harassment.

⇒ The stakeholders should promote to their members the use of the SPORT’AIDE platform. This organization’s mandate is to:
  1. Prevent and counter violence;
  2. Offer assistance and guidance;
  3. Offer assistance programs to victims of abuse and harassment.

3. INFORMATION AND TRAINING OF MHA

It is recommended that the region put in place some training and information plan for minor hockey associations.

- The region should annually plan information sessions with its MHA;
- The region should provide an information system and continuous training with its MHA;
- The region should maximize the effectiveness of the communication channel within its territory.

4. WEB PLATFORM AND SOCIAL MEDIA

⇒ The region must maximize the use of web platforms and social media;
⇒ Stakeholders must update their web platform to better meet the communication needs of the membership;
⇒ Stakeholders should not hesitate to use the specialized resources available to Hockey Québec, like the specialized service such as Spordle, which is available to the regions;
⇒ Stakeholders should modernize their communication methods according to the target audiences (e.g. short stimulating educational videos) to spread their different messages and promote existing tools (Region/Hockey Québec/Hockey Canada).
CANVASES & EXAMPLES
Communication guide
In the next pages, you’ll find an array of work canvases that will help you build and write your press releases, texts and announcements before posting and publishing in your community. And don’t forget to share your communications and successes with us!

Table of contents

Press Release ........................................................................................................................................... 3
Press Release for Crisis Management .................................................................................................. 6
News Announcement .......................................................................................................................... 8
Partnership Announcement .............................................................................................................. 11
Season Launch ...................................................................................................................................... 14
Start of a Tournament .......................................................................................................................... 17
Registration period ............................................................................................................................. 20
Generic Announcement ........................................................................................................................ 22
Nomination .............................................................................................................................................. 24
President’s Message ............................................................................................................................ 26
Facebook Post ....................................................................................................................................... 28
Twitter Post ........................................................................................................................................... 32
Instagram Post ...................................................................................................................................... 36
Snapchat Post ....................................................................................................................................... 40

Note: To use the canvases below, please refer to the Word document.

Note: The masculine gender is used as a neutral gender with the sole intent of simplifying the text.
(Title: Press Release)

(City, Province), Date – [Name of the organization, MHA] – [press release subject].

“Quote by the person in charge of the organization, region or MHA”, acknowledges [Name of the person + title of that person].

[Additional and meaningful explications to the press release]

30 -

Source:
[Name of the person in charge]
[Title/function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]

Commentary [MD1]: As soon as you send a communication to one or more media, you must use this template. The mention “Press release for immediate release” confirms that the message can be released and shared immediately. For all others, this logo/mention is not necessary.

Commentary [MD2]: Your title should be catchy, evocative and concise.

Commentary [MD3]: Don’t forget your lead/first paragraph must answer the 5 key questions: what, who, why, where and when.

Commentary [MD4]: The quote may mention the benefits of this announcement. Your “spokesperson” may also mention a vision or point of view that would be less welcome, less objective, in the communicate itself.

Commentary [MD5]: Other relevant information to be shared to the public can then be included in this paragraph. You can also include several, depending on the amount of information to share. On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commentary [MD6]: The “30-” confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commentary [MD7]: “Source” may also be replaced by “For more information, contact:” The person mentioned in this section will therefore receive requests from local media and must be able to answer or, at least, follow up with the media about the press release.
PRESS RELEASE
For immediate release

A first edition for the Development Day for Coaches in Quebec

This great novelty will take place under the theme “Becoming better for our players.”

(Montreal, Qc), Tuesday, August 14, 2018 – Hockey Quebec, in collaboration with the Ligue de hockey midget AAA du Quebec (LHMAAAQ), is proud to announce the first ever Development Day for Coaches in Quebec under the theme Becoming better for our players. The event of unparalleled magnitude will be held on Monday, October 8, 2018, it is governed by each of the fifteen teams of the LHMAAAQ, who are at the head of our men's integrated structures.

“We're very happy to be able to count on the support of the LHMAAAQ for the Development Day. Offered to all the coaches, this seminar is part of the directions we aim in our strategic plan, which is to offer at least one annual provincial continuing education opportunity for coaches of all levels. By bringing all these people together on a single day, we also ensure that everyone gets a consistent message and encourages constructive conversations between the various stakeholders. All of our players will benefit,” said Paul Ménard, Hockey Quebec's general manager.

“The LHMAAAQ is very proud to offer, in collaboration with Hockey Quebec, this seminar to the entire province. This event will highlight the skills of the coaches of the League, as well as promote a sharing of knowledge from the top of the development pyramid of Quebec minor hockey,” says the director general of LHMAAAQ, Georges Marien.

Every coach in the province, whether from women's or men's hockey, whether in elite, competitive, recreational or school sector, will be invited to participate in this free development day organized by the midget AAA team within its territory.

“This development day perfectly fits with the continuing education required by the National Coaching Certification Program (NCCP),” says the technical director of the federation, Yves Archambault.

Two development components

1. Specialty Clinic – Puck Control
   - A clinic done in two steps, theory (in class) and practical (on the ice), it will be centered on the development of individual skills with the puck.

2. Small area games
   - This training, offered in class, will be supported by videos coming from a league comity. The master coaches will explain the importance of playing well in small areas, as well as share the best drills they use with their LHMAAAQ team, both offensively and defensively.

Commentary [MD8]: TITLE
Commentary [MD9]: Subtitle (rarely used), completes the title by adding information.
Commentary [MD10]: Lead
Commentary [MD11]: Quote from the head of the organization.
Commentary [MD12]: In this case, since there are two people in charge, we find a second quote - this time from the LHMAAAQ.
Commentary [MD13]: Additional and relevant information to the press release, including a quote from the technical department, to add to the content.
Hockey Quebec and the Ligue de hockey midget AAA du Quebec invite all the coaches throughout the province to take part in this first ever provincial Development Day. It’s a great, unique, accessible and free way to share and acquire new knowledge with the main objective to improve for our players!

Source
Marie Joël Desaulniers
Communications and regional support coordinator
Hockey Quebec
mjdesaulniers@hockey.qc.ca
B: 514 252-3679, # 3550
(City, Province), date - Name of the organization, MHA - [press release]

"Quote by the person in charge of the organization, region or MHA", acknowledges Name of the person + title of that person.

[Additional and meaningful explications to the press release]

Source:
[Name of the person in charge]
[Title/Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]

Commenté [MD17]: As soon as you send a communication to one or more media, you must use this template. The mention "Press release for immediate release" confirms that the message can be released and shared immediately. For all others, this legal/mention is not necessary.

Commenté [MD18]: In crisis management, your title must be concise and clearly communicate the essentials.

Commenté [MD19]: Don't forget: your lead/first paragraph must answer the 5 key questions what, who, why, where and when.

Commenté [MD20]: A quote can add information or give the vision of your organization to the situation.

Commenté [MD21]: In crisis management, you must minimize the information provided and be very concise. Often, it is better to say less than too much. We suggest concluding with a short sentence reaffirming your alignment/point of view of the situation.

Commenté [MD22]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD23]: "Source:" may also be replaced by "For more information, contact:" The person mentioned in this section will therefore receive requests from local media and must be able to answer or, at least, follow up with the media about the press release.
Hockey Québec will make the officials’ training mandatory for bantam players

[Montreal, Qc], Thursday, October 11, 2018 – In the wake of the events that took place during a bantam match between the Reds and the Greens last weekend, Hockey Québec will make a condensed version of the officials’ training mandatory to bantam players who are starting their first year.

“A situation like this one is unacceptable. We don’t want any more of these in our arenas. By forming all our bantam players, we firmly believe that it will help them understand what is officiating and its profession, and it should prevent situations like this in the future,” says the General Director of the Federation, Paul Menard.

This training will be offered at no cost to all our bantam players. It should begin in the coming weeks for the present players and will be completed by the holidays. Starting next season (2019-2020), the training will be given before the beginning of the regular calendar.

Hockey Quebec will make no further comments on this issue.

Source
Marie-Joëlle Desaulniers
Communications and regional support coordinator
Hockey Québec
mdesaulniers@hockey.qc.ca
B: 514 232-3079 # 3550

**** This press release is purely fictional and was written for the sole purpose of this guide. It doesn’t refer to any situation that happened in the past or in the present.
Title: News announcement

{City, province}, date — [Name of the organization, region, MHA] + [subject of the announcement]

[Quote by the person in charge of the organization, region or MHA], acknowledges [Name of the person + title of that person].
[Additional and meaningful information to the announcement]

[Name of the organization, region, MHA] wishes [subject of the announcement].

For further information about this announcement, please contact:
[Name of the person in charge]
[Title/Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]

Commenté [MD31]: Your title should be catchy, executable and concise.

Commenté [MD32]: Don’t forget: your lead/first paragraph must answer the 5 key questions: what, who, why, where and when.

Commenté [MD33]: The quote may mention the benefits of this announcement. Your “spokesperson” may also mention their vision or point of view, without it being the organization/region/MHA that publishes the ad that says it.

Commenté [MD34]: Other relevant information to be shared with the public can then be included in this paragraph. You can also include several, depending on the amount of information to share.

On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commenté [MD35]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD36]: The “- 30 -” confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD37]: The person mentioned in this section will receive requests from members related to this announcement. It is also possible to put only the name of the organization and the general office; the mention of a resource person is not necessary, contrary to a press release, for example.
Playing half-ice for our novice players: “The most natural thing in the world”

(Montreal, Qc) – Monday, October 1, 2018 - Playing in small areas will be implemented to all novice teams starting next season (2019-2020) across Canada. Hockey Quebec wanted to talk with players’ parents who are already taking place in one of the pilot projects installed this season. Discussions on the benefits that playing in small areas will bring to the development of the players.

MAHG1 and MAHG 2 coach, Mathieu Hamelin considers this change to be completely natural for the development of our young players.

“It’s the most natural thing in the world that our children play in an environment that is proportional to their size. Just look at what is already done in other sports, for example in basketball, it is not asked that a 6- or 7-year-old throw the ball in a basket that is three metres high. Same thing in soccer; the players don’t cover a 120-metre distance during games,” says the coach who also coaches soccer during summer.

His comparison even continues with school. “In elementary school, chairs and desks are adapted to the size of the children. It is proven that a better posture will greatly improve students’ listening and attention in the classroom,” adds the one who hopes that this change will also ensure better learning on the ice.

As for Francis Lahaie, who coached the Jaguars in the minor hockey association of Roussillon, during the pilot project last season, the game in small area “contributes to the individual development of each player. With a smaller surface, young players develop more team play and are subject to making more decisions, and more quickly. Their learning of the collective game is improved.”

Touch the puck twice as much

The player’s opportunities to be engaged in the play are doubled when the playing area is smaller. All players are closer to the game and have much more opportunity to touch the puck.

“All the players are closer to the puck. They take possession more often and are therefore more engaged in the game. Their interest in the game will also increase. They also develop their individual skills and are invited to make more decisions quickly, such as a pass for example,” said David Gosselin, dad of a young player who participated in the pilot project in Pointe-Lévy, during the 2017-2018 season.

“I really believe that playing in small areas is good. Not only to produce better players, but, above that, to better retain our players. It will allow players to increase their implication in the game. This is a significant impact as it is our national sport,” says Hamelin.
Learn the rules: in time. Certain parents argue that playing half-ice will delay the learning of hockey game system rules. A theory that Mr. Goselin denied from the outset.

"Your child only has to watch hockey on TV or play video games, for example, and he will be introduced to the rules. And if that’s not the case, he’ll have plenty of time to learn them early in his atom season. It is much more important, in my opinion, to focus on the teaching of early skills than on regulations. That is what will have an impact on his development," he concludes.

Hockey Québec wishes to thank Francis Lahaie, Mathieu Hamelin and David Goselin for their collaboration and wished all the players an excellent 2018-2019 season.

- 30 -

Source
Marie Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
mjdesaulniers@hockey.qc.ca

Commenté [MD42]: Additional and meaningful information to the announcement
Commenté [MD43]: Closing sentence
Commenté [MD44]: -30- implies the text is complete
Commenté [MD45]: Contact information of the person to contact.
Title: Partnership Announcement

City, province, date - [Name of the organization, region, MHA] + [subject of the announcement]

"[Quote from your partner / its representative]" says [Name of the person + his title].

"[Quote by the person in charge of the organization, region or MHA", acknowledges [Name of the person + title of that person].

[Additional and meaningful information to the announcement]

[Name of the organization, region, MHA] wished to thank [name of the partner] for his implication
and devotion towards our players.

: 30 :

For further information about this announcement, please contact:
[Name of the person in charge]
[Title / Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]

[Name of the person in charge]
[Title / Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]
Hockey Québec, in collaboration with Opération Enfant Soleil, produces 23 video capsules specifically for para hockey.

Montreal, QC, Thursday, November 30, 2017 — Hockey Québec, in collaboration with Opération Enfant Soleil, has produced 23 technical skills video capsules specifically for para hockey. Created to teach coaches and para hockey players, the design and work of these capsules were done in collaboration with the biomechanist of Laval University and former elite player Léandre Gagné-Lemieux.

"I decided to participate in the capsule project in order to bring a scientific aspect to the practice of para hockey (sledge hockey). Science is not really used in hockey in general, and athletes, like coaches, would benefit greatly from better knowledge of these elements," says the biomechanist.

Léandre's participation allowed us to add a theoretical notion as well as translate the technical gestures shown in the different capsules. These will offer a lot of educational material for all our coaches and players who want to improve their game, adds the coordinator of the para hockey program at Hockey Québec, Marie-Ève Blais.

Léandre Gagné-Lemieux mainly ensured that the moves were described correctly, both in terms of the precise use of the descriptive terms and in the identification of the correct parameters of the movement.

"As a sports biomechanist, I see the movement primarily in relation to the external forces that act to create it. With such an approach, we can identify elements of the movement that are sometimes invisible or barely visible," says one who is a lecturer in medicine in the Department of Kinesiology at Laval University.

The 23 capsules can be viewed on the Hockey Québec website, under the Programs tab, Para hockey.

Fonds Josée Livigneu from Opération Enfant Soleil

The capsules were made possible thanks to the Fonds Josée Livigneu of Opération Enfant Soleil. These funds, which aim to prevent illness among young people through physical activity, also aim to provide access to sports activities, particularly for children with disabilities and children aged 5 and under, as well as the prevention of overweight and obesity in the 18 and under age group.

Hockey Québec warmly thanks everyone involved in the production of these capsules. Starting with the Josée Livigneu Fund of Opération Enfant Soleil for their involvement and support in this project; the biomechanist Léandre Gagné-Lemieux; Jean Labonté, who acted as a technical consultant, being a former player and captain of the National Sledge Hockey Team; Not to mention all the volunteer players who lent themselves to the game during filming last winter (Aurélien Bucquet, Sophie Forest, Francis Lacombe, Antoine Vachon-Lehoux, Vincent Lemay, Joey..."
Lerou, Vannessa Racine, Benoit St-Amand, Raphaelle Tousignant, Etienne Tremblay and Alain Tremblay - pusher

Source
Marie-Joëlle Desaulniers
Communications and regional support coordinator
Hockey Quebec
mjdesaulniers@hockey.qc.ca

Comment [MD60]: Closing sentences and acknowledgment of the partner.
Comment [MD61]: -30- implies the text is complete.

Comment [MD62]: Contact information within the organization.
Here we have not included the contact details of the partner.
Season Launch [Years] + [Name of the Team] [Title: Season launch]

(City, Province). Date – [Name of the organization, region, MHA] + [meaningful information about the launch of the season – festivities, events, 3rd season, etc.]

< [Quote by the person in charge of the organization, region or MHA], acknowledges [Name of the person + title of that person].

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] wishes an excellent [XXXX] season to all our players.

- 30 -

Source:

[Name of the person in charge]
[Title/Function]
[Name of the organization, region, MHA]
[Contact information – email and/or phone]
2018-2019 Season Launch
A Showcase to launch the first season of the feminine LHEQ

(Montreal, Qc), Friday October 2018 – The feminine side of the Ligue de hockey d’excellence du Québec (LHEQ) is holding a Showcase, this Saturday, October 6, 2018, at the 4 Glaces in Brossard. Twenty-six (26) games will be played on the four (4) rinks of this sport’s centre.

“The event is, in a way, the launch of our first season,” says Julie St-Jean, director of operations for the women’s component of the LHEQ. All of our integrated structure AAA teams will play.”

Indeed, 24 teams, from our four (4) integrated structures (North, South, East and West), ranging from Pee-wee AAA to Midjet AAA, will each play two games. Two games featuring Bantam AA teams will also be presented. The Showcase is open to the public. Admission is free.

CEGEPs, colleges and universities will be present
Many CEGEPs, colleges and universities are invited to have an information booth on Saturday, October 6th. The goal: to publicize their program in order to encourage the players to pursue their sports and academic career in their school.
College and university recruiters will also watch the players during their matches of the day.

**Exhibition games: U18 Team Québec**
To complement the Showcase, players from the U18 Team Quebec will jump on the ice, Sunday, October 7th to play exhibition games.

**LHEQ – volet féminin – Website now online**
The website for the feminine side of the Ligue de hockey d'excellence du Québec is now online. Accessible through the official website [www.hq.ca](http://www.hq.ca), users will now be able to learn about all the news and activities of the LHEQ, both masculine and feminine, in one place.

The Ligue de hockey d'excellence du Québec, feminine league, wishes all its players an excellent 2018-2019 season.

---

**Source**
Marie-Joëlle Desaulniers
Communications and regional support coordinator
Hockey Québec
mjdesaulniers@hockey.qc.ca

**Comment [MD73]:** Additional and meaningful information to the announcement of the start of the season

**Comment [MD74]:** Additional and meaningful information to the announcement of the start of the season

**Comment [MD75]:** Closing sentence

**Comment [MD76]:** - 30 - implies the text is complete

**Comment [MD77]:** Contact information of the person who will be responding to requests.
[Title: Start of a Tournament]

(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the start of the tournament: tournament dates, arenas, length, participating teams, etc.]

[Quote by the person in charge of the organization, region or MHA], acknowledges [Name of the person + title of that person].

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] wishes a great tournament to all the players.

Source:
[Name of the person in charge]
[Title/Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]

Commentary [MD78]: Your title should be catchy, evocative and concise. Your members should have the essence of the message by reading this title. For Hockey Dúrnamus ready for the Dodge Cup.

Commentary [MD79]: Don’t forget: your lead/first paragraph must answer the 5 key questions: What, who, why, when and where.

Commentary [MD80]: Although it is not necessary, it is best to include a quote from the manager, president, director or other to the announcement. The main objective of your “spokesperson” quote will be to wish your members a good tournament and, if applicable, to welcome people from out of town, for example. If you have a novelty for the season or an event to promote, you can also include it.

Commentary [MD81]: Other relevant information to be shared with the public can then be included in this paragraph. You can also include several, depending on the amount of information to share. On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commentary [MD82]: A concluding sentence is always appreciated and closes the announcement well.

Commentary [MD83]: The “> 30-” confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commentary [MD84]: “Source” may also be replaced by “For more information, contact:” The person mentioned in this section will receive requests from members related to the tournament. It is also possible to put only the name of the organization and the general coordinator.
The Outaouais region will vibrate to the rhythm of the Dodge Cup.

Montreal, Que., Wednesday, April 18, 2018 — Until April 22nd, some 3,000 hockey players, as well as their families, will experience the Dodge Cup fever throughout the Outaouais region.

Fiat Chrysler Automobiles, the main sponsor of the Dodge Cup, is on its way to a 31st season. This sponsor is valuable to Hockey Québec because he is deeply involved. The 41st edition of the Provincial ice hockey championships is held under the honorary chairmanship of Mr. Philippe Demers, Honorary President of Fiat Chrysler Automobiles.

"Hockey Québec thanks this faithful partner for its support over the years at the Provincial Championships," observes Nicolas Mirville, president of Hockey Québec. "This company plays an important social role with consistent and constant commitment."

Hockey Québec, in collaboration with Hockey Outaouais, presents the masculine’s portion of this 41st edition of its major annual sporting event. The organizing committee of the Outaouais region has selected 15 competition sites to welcome the 213 registered teams.

"We will have a busy edition again this year as more than 412 exciting games will be played across 15 competition venues over a five (5) day period. More than 1,000 volunteers have been and will be on the job to ensure healthy competition on the various rinks in the region to encourage more than 3,000 hockey players, numbers that do not lie about the unparalleled scale that is this day this amateur sports event," said Hockey Québec’s General Manager Paul Minard.

In addition to the trophy awarded to the winner of each category, Hockey Québec also honours the region with the best performance (percentage of points collected in relation to the potential total) on the ice during all the championships with the Raymond LaPrairie Trophy.

Dodge players of the game
As part of the 2018 Dodge Cup, Hockey Québec, through its main partner, Dodge, wants to identify the players of the Dodge match. Dodge will generously offer the player of the game a crystal pack with the Dodge Cup logo.

An official Dodge Cup ring produced by Graduer Sports.
The company Graduer Sports produces the official ring of the Dodge Cup. This high-quality ring is available to all hockey players from the 338 teams participating in both parts of the competition, as well as to all those working with these teams, officials and members of local and regional organizing committees.

Winning teams of the 2018 Dodge Cup will also be able to order a personalized ring, stamped by the team or organization they represent, if they wish. Information about this promotional product will be available at the souvenir kiosk at each of the Dodge Cup venues or by visiting the Graduer Sports website at www.graduer.com.
All the teams that reach the semi-finals or finals of their division are automatically entitled to a medal, while the champion team receives both the banner and the Dodge Cup trophy.

**The champion teams identified in the CCM cap**

Just like the professional sports championships, every Dodge Cup champion team player will be easily identifiable as he or she walks out of the rink wearing a special CCM signature cap.

The image of the Dodge Cup 2018 appears with the mention Champions. The company CCM Hockey graciously offers this cap to the event’s heroes.

For CCM Hockey, this contribution is an original way of highlighting the intense effort made by the players of the teams participating in the Dodge Cup and highlighting the merits of the champion teams.

**Regional championship results online**

Fans can follow the action of the championships by consulting the official website of the competition at www.coupe-dodge.qc.ca.

All players and team statistics are regularly updated to allow fans to experience the 2018 Dodge Cup.

**Social networks to the forefront**

Stay connected to Hockey Québec’s social networks - Facebook, Twitter and Instagram - in addition to the Dodge Cup Twitter throughout the event. Images, results and interesting stories will be on the menu.

For more information on the Dodge Cup and to virtually live the event from April 18 to 22, 2018, visit www.coupe-dodge.qc.ca.

For further information:
Marie-Joëlle Desaulniers
Communications and regional support coordinator
Hockey Québec
mjdesaulniers@hockey.qc.ca

---

Commenté [MD87]: Additional and meaningful information to the announcement of the tournament/competition

Commenté [MD88]: Closing sentence

Commenté [MD89]: -36- implies the text is complete

Commenté [MD90]: Contact information for the person or organization who will be responding to requests.
Registration period

[City, Province], Date – [Name of the organization, region, MHA] + [meaningful information about the registration period: dates, length, location, conditions if applicable, etc.]

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] would like to thank all those who will register and wishes everyone a great [season, tournament, event x] to all our participating players.

30

Source:
[Name of the person in charge]
[Title/Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]
Register your team to the seventh edition of the Super Festival Timbits MAHG

[Montreal, Qc], Wednesday August 2018 – You are a pre-novice player taking part in Hockey Québec’s MAHG program, then register and your team could win one of 12 invites to the 7th edition of the Super Festival Timbits MAHG in Brossard. The event will take place Saturday, May 11, 2019, from 8:00 to 12:00 at the Bell Sports Complex in Brossard.

The selected teams will participate in one hour of ice and several off-ice activities for all the kids. In order to be eligible for the contest, you must be a member of a Pre-Novice team participating in the Hockey Québec MAHG program.

Registration will take place from February 20th to March 20, 2019. Click here to access the form and register.

Hockey Québec thanks everyone who signs up and wishes a great Super Festival Timbits MAHG to all participants.

Source
Hockey Québec
info@hockey.qc.ca
[Title – Generic Announcement]

(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the announcement: answer the 5 key questions].

"[Quote by the person in charge of the organization, region or MHA issuing the announcement]", acknowledges [Name of the person].

[Additional and meaningful information to the announcement]

[Name of the region, MHA, organization, league] would like to thank [mention the target audience + information about the announcement].

Source:
[Name of the person in charge]
[Title/Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]

Comment: [MD103]: Don’t forget your lead/first paragraph must answer the 5 key questions: What, who, why, when and where.

Comment: [MD104]: This quote is not necessary, if you wish, you can include a quote from the person responsible for the announcement within the organization. The quote may refer to a point of view.

Comment: [MD105]: Other relevant information to be shared with the public can then be included in this paragraph. You can also include several, depending on the amount of information to share.

On the other hand, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Comment: [MD106]: A concluding sentence is always appreciated and closes the announcement well.

Comment: [MD107]: -1- implies the text is complete

Comment: [MD108]: ‘Source’ may also be replaced by “For more information, contact.” The person mentioned will receive requests from members in connection with the tournament. It is also possible to put only the name of the organization and the general coordinates.
Hockey Québec will hold a specialized clinic for goalies.

Montreal, QC, Tuesday, October 9, 2018 – Hockey Québec will hold a specialized clinic for goalies, this Sunday, October 28, 2018, at the Bell Centre in Montreal. The development activity will be offered free of charge to all those who register before Friday, October 19th.

"As a Federation, we want to provide the best coaching to our Quebec players and coaches. Bringing together many goalies from across the province under one roof will certainly generate a good exchange and sharing of knowledge for all," says the technical director of Hockey Québec, Yves Archambault.

Hockey Québec offers various specialized clinics to its members: Puck Control, Skating, Developing Defencemen to name only those. You will find more on this subject [online here].

Hockey Québec wishes an excellent clinic to all the participating goalies.

Source
Yves Archambault
Technical Director
Hockey Québec
yarchambault@hockey.qc.ca
(City, Province), Date – [Name of the organization, region, MHA] + [meaningful information about the nomination: Name of the person, their title, who the replacement is for, etc.].

"[Quote for the hired person, newly in this role]" says [Name of the person and title].

[Information about the professional background or experiences within the organization and contact information to contact the person].

"[Quote from the person hiring or making the announcement]", says [Name and title of the quoted person].

[Entry into office is immediate \ Entry into function is effective as from DATE].

[Name of the region, MHA, organization, league] congratulates [Name of the nominated person] for their position [name of the position] and wish [him/her] well in [his/her] new responsibilities.

- 30 -

Source:
[Name of the person in charge]
[Title/Function]
[Name of the organization, region, MHA]
[Contact information - email and/or phone]

Commenté (MD110): Your title should be catchy, evocative and concise.

Commenté (MD117): Don't forget: your lead/first paragraph must answer the 5 key questions: What, who, why, when and where.

Commenté (MD118): The quote from the newly appointed person should demonstrate his/her pride and desire to take up these new duties.

Commenté (MD119): Add other relevant information to justify the appointment. Mention his/her qualifications, previous experiences and courses. If he/she is an active participant in minor hockey, always keep in mind: too much communication kills communication. Avoid getting lost in too many messages.

Commenté (MD120): Quotes from the person who appointed the new employee/volunteer. Do not forget to emphasize your choice and his/her skills.

Commenté (MD121): Indicate when he/she will start - either immediately or the date on which he/she will start.

Commenté (MD122): A concluding sentence is always appreciated and closes the announcement well.

Commenté (MD123): The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté (MD124): "Source:" may also be replaced by "For more information, contact:" The person mentioned will receive requests from members in connection with the tournament. It is also possible to put only the name of the organization and the general coordinates.
Jean-Simon Marchand appointed reporter for the LHEQ

Montreal (QC), Friday, October 10, 2018 – It is with great pleasure that the Ligue de hockey d'excellence du Québec (LHEQ) announces the appointment of Jean-Simon Marchand as a reporter for the LHEQ.

"It is with a sense of pride and interest that I am joining the LHEQ today. This new challenge fits exactly with the goals of my professional development and I can't wait to get started," says newly appointed Jean-Simon Marchand.

In the process of obtaining his college diploma in Arts et technologie des médias from Cégep de Jonquière, Jean-Simon Marchand is passionate about sports. Since high school, he has shown a desire to get involved with student sports teams, starting with the Harangs du Triolet. Then, he used his expertise sporadically with the Jonquière Élites, his adopted city during his college studies, in the Ligue de hockey de développement midget AAA du Québec. A former hockey player, Mr. Marchand is also an official (referee and linesman) for his home region, Hockey Sherbrooke.

"His knowledge of the environment, his experience in the LHEQ and his desire to learn and contribute to the success of the LHEQ make him the ideal candidate to occupy this position," said Paul Ménard, General Director of Hockey Québec.

Jean-Simon Marchand’s main tasks will be to conduct interviews with the various LHEQ participants, write the stories and publish them on the league's platforms. He will also manage the LHEQ social network accounts. You can reach Mr. Marchand by email at journalism@LHEQ@hockey.qc.ca.

His entry into function is immediate.

Please join the entire LHEQ team to congratulate and welcome Jean-Simon Marchand to the LHEQ team as a journalist.

Source:
Marie-Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
mdesaulniers@hockey.qc.ca
Title – President’s Message

[Name of the organization, region, MHA] + [primary information you want to share about the launch of tournaments, season, encouragement, etc.]

[Additional information to the president’s message]

[Name of the region, MHA, organization, league] wishes [wishes related to your president’s message] to all our participating players.

Electronic signature

[Your name]
[Function: President of [name of the region, MHA, organization]]
[Contact information]

Commenté [MD134]: Your title should be catchy, executive and concise.

Commenté [MD135]: In the case of a president’s message, your lead will introduce information related to the message you want to communicate (fun. change in a certain project, announcement, etc.).

Commenté [MD136]: Other relevant information you want to share.

Commenté [MD137]: A concluding sentence is always appreciated and closes the announcement well. You can refer to your principal message introduced in your lead.

Commenté [MD138]: If you have an electronic signature, you can integrate it. To produce one, just sign an a blank sheet, scan it and export/save it all in JPG or PNG format.

Commenté [MD139]: Your president’s contact information, including an email or phone number to reach him/her.
Let’s be proud of what we are achieving

It is with renewed pleasure that Hockey Québec, its Board of Directors and the members of the Executive Committee of the Ligue de Hockey d’Excellence du Québec (LHEQ) wish an excellent season to the teams and the organization of Pointe Corp’s- Levy.

The deployment of a season cannot be done without the generous involvement of many volunteers. It is a precious wealth for a society and for its well-being. The quality of our organizations is synonymous with the vitality of hockey in Quebec. Let’s be proud of what we achieve, be proud of the work done by our coaches and the efforts made by players for their development, in both academics and sports.

We wish you a great hockey season 2018-2019! May it be done under the sign of development and sportsmanship!

Yves Sigouin
Hockey Quebec President
ysigouin@hockey.qc.ca
[Facebook Post]

Commentaire (MD146): WRITE A POST
It is in this section that you will enter your title/message. Be sure to formulate your text in such a way that it is attractive, concise and evocative. If you have a web link to include, just copy and paste it in this section. Then, once inside, you can delete it in the "Text"; it will remain active and visible all the same.
You can also identify your teams, organizations or coaches, for example, who are already on Facebook. It is the same for the places accessible by a "company" page.
Don't hesitate to ask your subscribers to comment, identify and share your post. The more interactions you reach with the public, the more likely you are to reach people and increase your subscriber base.

PHOTO/VIDEO
In this section, you can insert a photo or video. Posts that include a photo or video reach more people. And make sure that it is directly related to the message that accompanies it.

FEELING/ACTIVITY
You can even add how you are feeling. For example, when a new member is nominated, "grateful" would be appropriate.

CHECK IN
This section allows you to identify where you are or where the activity is taking place.

TAG A SPONSOR
This section is useful to identify a sponsor in a post promoting this partnership. For example, Restaurant X is offering the meal during an event, a gala or a tournament. You can post a group picture mentioning the name of your partner in this section.

Before publishing, make sure that the option "PUBLIC" is activated. Finally, it's possible to schedule a post by clicking on the arrow just right of the "PUBLISH" button. You will have to choose the time and date you want your post to be published.
**Example #1 – Facebook Post**

![Image of a Facebook post](image)

**Performance de votre publication**

<table>
<thead>
<tr>
<th>15113</th>
<th>Liens partagés</th>
</tr>
</thead>
<tbody>
<tr>
<td>490</td>
<td>Commentaires, mentions et partages</td>
</tr>
<tr>
<td>292</td>
<td>Partagé en</td>
</tr>
<tr>
<td>107</td>
<td>Partagé en</td>
</tr>
<tr>
<td>8</td>
<td>Partagé en</td>
</tr>
<tr>
<td>69</td>
<td>Partagé en</td>
</tr>
<tr>
<td>26</td>
<td>Partagé en</td>
</tr>
</tbody>
</table>

**Commenté (MD147):** In this example, more than 15,000 people were reached/contacted by this post. These figures come mainly from the number of shares, people who commented and/or liked the publication.

The word “proud” has been added, generating a sense of belonging to subscribers to the news.

Also, the pages of the “DOO Civic Center” and “Canada Games” have been identified and have received notification of the publication. Most companies identified in this type of publication will in turn share it if the content proves relevant to them.

Finally, we encouraged people to click and view the article in question, indicating that line-ups and scheduling were available. It also counts as an interaction to your publication.

You can access the performance (right section of the photo) of your publications by going to the “Publishing Tools” section on your homepage.

The goal is to reach as many people as possible. You can also analyze/monitor if your subscriber rate increases due to certain types of publications.
Example #2 – Facebook Post

Commenté [MD148]: This example does not include a link to a website. Only one photo, along with a text encouraging people to identify, in comment, the coach they wanted to thank.

This kind of publication works very well.

What is a hashtag?
You will also notice the addition of a hashtag, preceded by the sound sign (#) to the post #MerciCoach. This word or group of words makes it possible to group subjects.
Example #3 – Sharing a Facebook Post

Hockey Québec a partagé une publication.
Publié par Marie-Joie Desaulniers. 29/10, à 11 h 52.

Bravo Maxime Comtois, de la structure des Grenadiers de Châteauguay Midget AAA. Premier but dans la LNH à son premier match, premier tripl.
Well done 😊😊😊

Commenté (MD149): You can also share a post on your Facebook page.
As in this example, the news comes from a reliable and highly credible source in our sport, the NHL.
We took the time to identify the provenance structure of Maxime Comtois. This increases the sense of community, in addition to raising awareness of the integrated structures and their management. We have also identified the league in which he is currently playing, the NHL.
Finally, the fact that it is a video diversifies the format of news published on your page and invites your subscribers to spend more time there.

32 904 vues

L NH
3 octobre, à 22 h 51

Ça s’aura pris que 40 secondes...

Maxime Comtois marque son premier but en carrière sur son premier tir à son premier match dans la LNH avec les Ducks 😊😊😊

2 204 Personnes atteintes
845 Interactions

1 Comment 8 partages

J’aime Commenter Partager
About Twitter
There isn’t a perfect number of tweets in a day or a good time to tweet. Instead, focus on creating relevant content for your target audience that reflects your business, and publish at a steady pace.

Avoid scheduled publications whether from Spordle, your website or Facebook. Each platform has its own goal. Better take the time to create and write different publications for each of them.
Example #1 Twitter

Hockey Québec @HockeyQuebec - 16 oct.
La structure des @GAULOISAAA de Saint-Hyacinthe sera l'hôte de la @HCCoupeTELUS de 2020 🏒

Maintenant, il ne reste plus qu’à attendre l’arrivée du mois d’avril... 2020 🎉

 detalles >> bit.ly/2OroxFi

Commenté [MD151]: The information mentioned is concise, clear and gives the essence of the news. In addition, we have identified the influencers involved.
@GAULOISAAA
@HCCoupeTELUS

In addition to the news link included at the bottom of the tweet, a photo representing the ad has been attached. To it, influencers have been identified
@HockeyCanada_fr
@Hockey_Canada
@Coupe_TELUS
@GAULOISAAA
@LHIMQ
@LHMAAA3

Thus, you increase the chances that the news will be picked up and/or shared on their respective accounts.

Link: https://twitter.com/HockeyQuebec/status/1092298175532606012?x
Example #2 Twitter

Example

Commentaire [MD152]: Concise, the message clearly shows the presence of Hockey Quebec during filming for the current season of Hockey Magazine: the goal of the tweet.

Moreover, the presence of the communications allowed the capture of this video which accompanies the publication well.

link: https://twitter.com/HockeyQuebec/status/1052544042127680512
Example #3 Twitter

Canadiens Montréal @CanadiensMTL · 26 oct.
MAXI #GoHabsGo

Commenté (MD152): To illustrate what animated GIFs are, this example from the official account of the Montreal Canadiens illustrates one of the possibilities.

In response to Max Domi’s two goals, during the match on October 25, 2018, Canadiens shared this animated GIF, where we see him celebrating a goal (click on the link below screenshot).

Several animated GIFs already created are accessible. Just search by keyword and you will certainly find one that is suitable for your publication or answer.

link: https://twitter.com/CanadiensMTL/status/1055638477893107003
[Instagram Post]

Step #1 - Select one or more pictures you want to post.

Comment [MD154]: First, you will need to select the photo(s) you want to share. The photos/videos may have been taken beforehand or you can take them in real-time.
Step #2 - Choose a filter, as desired, to apply to your picture or pictures.

Canvas

Comment (MD155): You can keep the photos as they are. The option to choose a filter for the change (C) is also available. This option has the sole purpose of changing the appearance of your photo.
Step #3 – Post the selected picture or pictures

Write a caption...

Tag People

Add Location

Anciers CCL  Sainte-Catherine, Quebec

Facebook  Hockey Québec

Twitter

Tumblr

Advanced Settings

Commenté [MD156]: It is in this section that you will enter your short informative message.

It should be accompanied by several hashtags, starting with the most popular (the one with the most publications to his credit) to the least, in descending order. To be effective, we recommend a minimum of seven (#) hashtags.

Instagram users will then be able to access your posts whether they subscribe to your account or not, via the hashtags mentioned.

It is not recommended to share your post on other social networks.

What is a hashtag?
A hashtag is a word or group of combined keywords, preceded by a pound sign (#). The hashtag aims to group all the publications, thus facilitating the search according to the fields of interest of the users.

You should prioritize hashtags with more publications.
Comment: [MD157]: To announce the 2018 edition of the Women's Dodge Cup, we used a photo from the previous edition. The image illustrates the news, in addition to being attractive: two essential criteria for Instagram.

Adding hashtags strengthens SEO while increasing the likelihood that your post will be viewed and liked by users who are not subscribed to your page. If your content interests them, they may subscribe in return.
Snapchat Post

Step #1 - Take a picture or video

Canvas & Example

Commenté (MDT58): How to create a Snap?
To take a Snap:
- Go to the main Snapchat screen, and then click briefly on the big circle at the bottom center for a photo or at length for a video.
- Edit your Snap by adding text, stickers, emojis and filters.
Step #2 – Send your picture or video

About Snapchat
Snapchat is a free photo and video sharing app available on iOS and Android mobile platforms. The difference with this application is the existence of a time limit for viewing the media sent to its recipients. Each picture or video sent can only be visible to the recipient for a period of time ranging from one to ten seconds, but also, since recently, without time limits.

The app also allows users to create a Story. It is a juxtaposition of several photos/videos. A story can be seen as many times as the user wants, but each story element has a life of 24 hours. Most users are between 13 and 34 years old.

Commenté (MD159): How to send a Snap?
- Press on the arrow on the right.

Commenté (MD160): Select recipients.
- You can also add the Snap to your story or Memories: an option that we highly recommend, as a team or organization.
Today’s communication landscape is in constant flux. That’s why we must work together to make sure that our greatest strength, our network, is put to good use.

Share your best stories. It could be picked up by a region, an organization or a minor hockey association, who knows?

We’d like to thank you for all that you do. We can’t wait to read your stories.

The Hockey Quebec communication department
For further information or for support, please contact Hockey Québec’s communications department:

Marie-Joël Desaulniers  
Communications and regional support coordinator  
E mjdesaulniers@hockey.qc.ca  
P 514 252-3079, #4882

Patrick Marineau  
Communications Director  
E pmarineau@hockey.qc.ca  
P 514 252-3079, #4877