



GAME CHANGERS Gender Equity Campaign

Social Media Posting Guide

Please help us spread the word about the campaign!

Three (3) Grand Prizes Available! Win \$1,000 towards your own personal development or program development (new or existing with an emphasis on hockey) supporting women and girls in sport and recreation. Contest open to all Canadians who share a passion for advancing gender equity.

Examples of how the prize money can be used:

- *Personal development (supporting equitable opportunities)*
 - *E.g.: Attend a conference with a gender equity focus, enhance coaching credentials, enroll in an educational program*
- *Program development (hockey focused)*
 - *E.g.: Run a skills development, start or expand a team/league, purchase equipment, cover a team or camp cost*

Contest Dates: June 20th – July 15th, 2022

Give CARHA Hockey and CARHA Women's Hockey a follow and share the campaign launch from our any of our pages

- **FB:** @CARHAHockey @CARHAWomensHockey
- **TW:** @CARHAHockey @CHWomensHockey
- **IG:** @carhahockey75

CARHA Hockey – Campaign launch post

- Facebook: <https://bit.ly/3NbpFkV>
- Twitter: <https://bit.ly/3y4DkG5>
- Instagram: <https://www.instagram.com/p/CfByqLtLzt3/?hl=en>

CARHA Women's Hockey – Campaign launch post

- Facebook: <https://bit.ly/3HHOKmr>
- Twitter: <https://bit.ly/3y7Ufal>

SUBMISSIONS & BLOG POSTS

All submissions will appear on our campaign page - www.thenextstride.ca/programs/game-changers. Check them out for inspiration! We'll also be sharing stories and blog posts throughout the campaign to highlight game changers in our communities.

SOCIAL MEDIA POSTS & CREATIVE

This package includes graphics for your use to help promote the campaign. Sample post content has also been included to accompany the graphics.

Feel free to personalize your messaging or share your submission to encourage more people to enter and share their stories!

POTENTIAL POST IDEAS

- Changing the game starts with the people and programs making strides for advancing gender equity in recreation and sport.

How could you use \$1,000 to make an impact? Visit www.thenextstride.ca/programs/game-changers to learn more.

- Stride with us for championing women and girls in sport and recreation by highlighting past, present and future game changers.

CARHA Hockey will award three (3) prizes of \$1,000 towards a female-focused cause or initiative. Tell us how you can make an impact at www.thenextstride.ca/programs/game-changers.

1200x630



1080x1080



Thanks for your support and making an impact!