



2021 IIHF World Girls Hockey Weekend
USA Hockey Communications and Social Media Best Practices
October 15-17, 2021

Thank you for your support of girl's hockey! Here at USA Hockey we're excited to celebrate the 2021 IIHF World Girls Hockey Weekend with you from October 15-17. Please see below for best practices and information on how to celebrate your events and teams via your individual, your athlete's and your team's social media platforms.

If you have any questions or would like to share photos from an event, please do not hesitate to reach out to Melissa Katz (Melissa.katz@usahockey.org).

INFO: USA Hockey is encouraging associations, rinks and teams to host event to build awareness, celebrate current players and grow girls participation in hockey as part of the IIHF's Girls Hockey Weekend.

SOCIAL HASHTAGS: When posting on social media for World Girls Hockey weekend, use the following hashtags:

- #GirlsHockey – this is the hashtag that will be used by USA Hockey throughout the weekend.
- #WGIHW – this is the hashtag that will be used by the IIHF.
- #MyWhyTour – the first two games of the My Why Tour, presented by Toyota are Oct. 22 and Oct. 25 against Canada. This will be the official hashtag of the tour.

EXAMPLE SOCIAL POSTS: Need some inspiration? Here are a few example social posts for you to use.

- Happy World Girls Hockey Weekend! We're excited to celebrate #girlshockey participation across the world this weekend. #WGIHW
- All smiles for #girlshockey weekend! 😊😊 [INSERT PHOTO OR VIDEO OF SMILING PLAYERS]
- Stick taps all around! 🏒🏒 Excited to celebrate Girls Hockey Weekend with our team. #girlshockey #WGIHW [INSERT PHOTOS OR VIDEOS OF SMILING PLAYERS]

SOCIAL MEDIA BEST PRACTICES: Here are a few tips and tricks to ensure you are getting the most out of your social media coverage of Girls Hockey Weekend.

- Tag us! USA Hockey wants to see what you're doing to celebrate Girls Hockey Weekend. Whether it's including our handles in the text of the post or tagging us in a picture, we're excited to hear from you on social. If you tag us in a Girls Hockey Weekend post, we'll engage with it via our channels as well.
- Get creative! Post pictures and videos across your social channels of the event. Posts that include pictures and videos, historically get more engagement.

USA HOCKEY CHANNELS: Be sure to keep up with USA Hockey on our social channels to see what we share and post for World Girls Hockey Weekend. Our handle on Facebook, Instagram, Twitter and YouTube is @USAHockey.