

COMMUNICATION GUIDE



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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
WHEN

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

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..

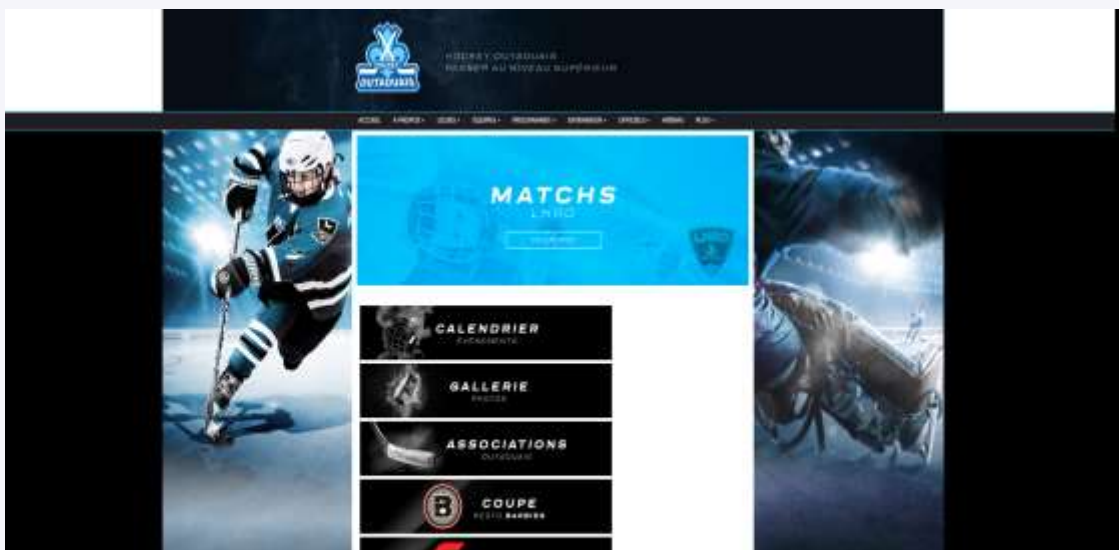


Regularly update your website

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.



ACCUEIL L'ORGANISATION PROGRAMMES TOURNOIS ÉQUIPE DES DÉPARTEMENTS ET ENTRAÎNEURS

Membres du CA - Saison 2018-2019

Exécutif		
Poste	Nom	Contact
Président	M. Alain Lachance	[Email]
Vice-président - Toutes divisions - Double lettre	M. Bruno Parent	[Email]
Vice-président - Toutes divisions - Simple lettre	M. Pierre Harrel	[Email]
Treasurer	M. Michel Robitaille	[Email]
Secrétaire	Mme Martine Malouin	[Email]
Directeurs de clubs		
Poste	Nom	Contact
Directeurs Novice	Mme Nancy Gagnon Mme Marie Christine Guay	[Email]
Directeurs Atome	M. Mario Carrière M. Mathieu Dufresne	[Email]
Directeurs Pee-Wee	M. Simon Bélanger Mme Mylène Chénard	[Email]
Directeur Barrage	M. Patrick Hébert	[Email]
Directeurs Midget	M. Sylvain Caron	[Email]
Directeur Junior	Mme Martine Malouin M. Serge Blouin	[Email]

ADMINISTRATORS' AND PERSONNEL MEMBERS' CONTACT INFORMATION

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.



LINKS TO REGISTER

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!



Bantam AA

2018-08-16

L'an dernier, nous avons rencontré certains problèmes au niveau Bantam AA de chaque association. Puisque la ligue ne comprenait que 3 équipes à ce niveau, une fréquence trop élevée des rencontres entre chaque équipe a mené à un nombre important de su...

[Lire l'article](#)

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...
 drothepuck1957@gmail.com



SOCIAL MEDIA

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.



Facebook



@HockeyQuebecOfficielle

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.

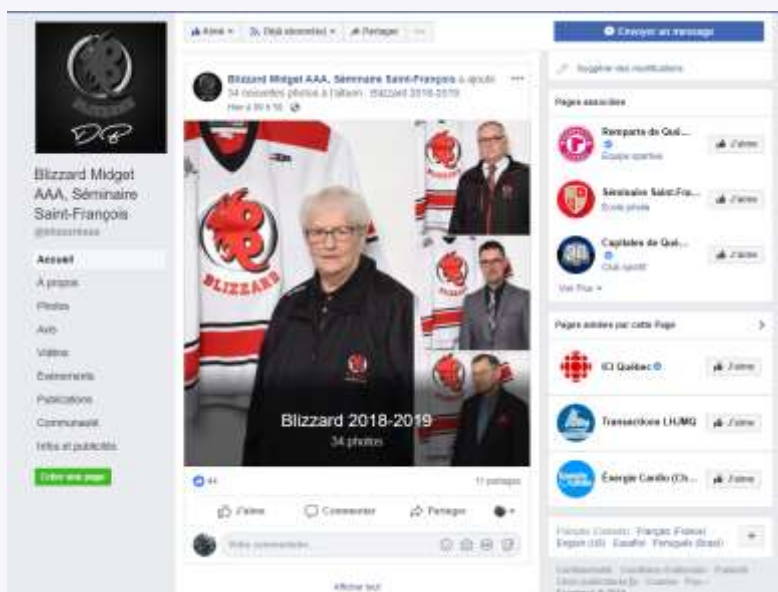


PHOTO ALBUM

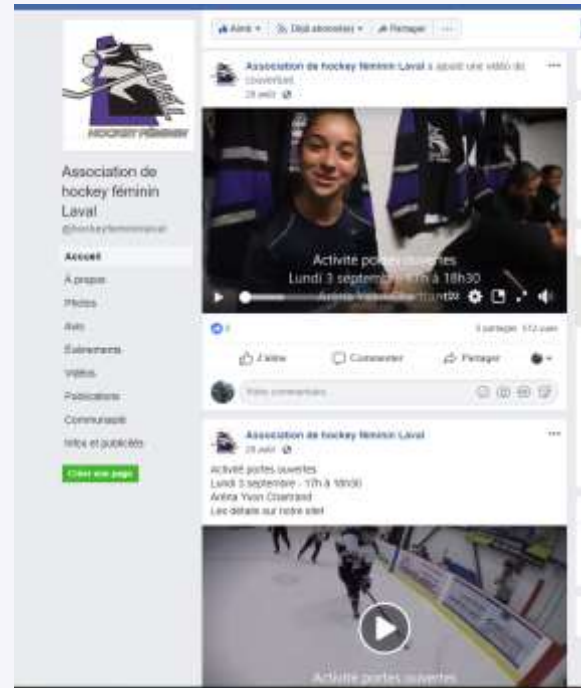
During your events, a simple and very efficient photo album can be created. People will recognize each other and then, they'll share the pictures they want.

VIDEO

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.



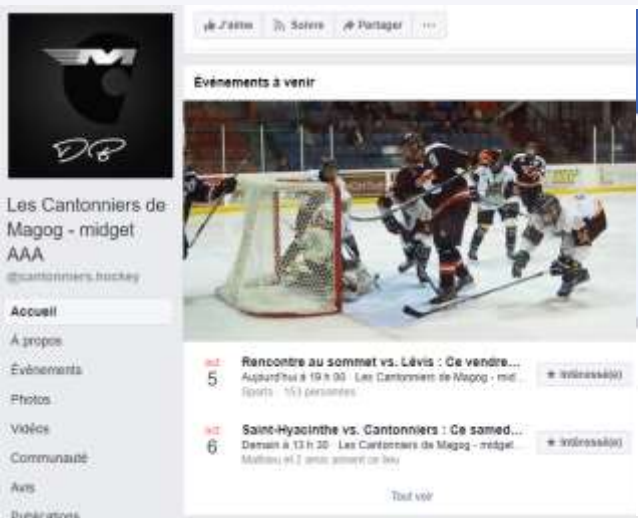
EVENT

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.

Overview of a Facebook event

Overview of a notification on a cell phone.



Twitter



@HockeyQuebec

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.

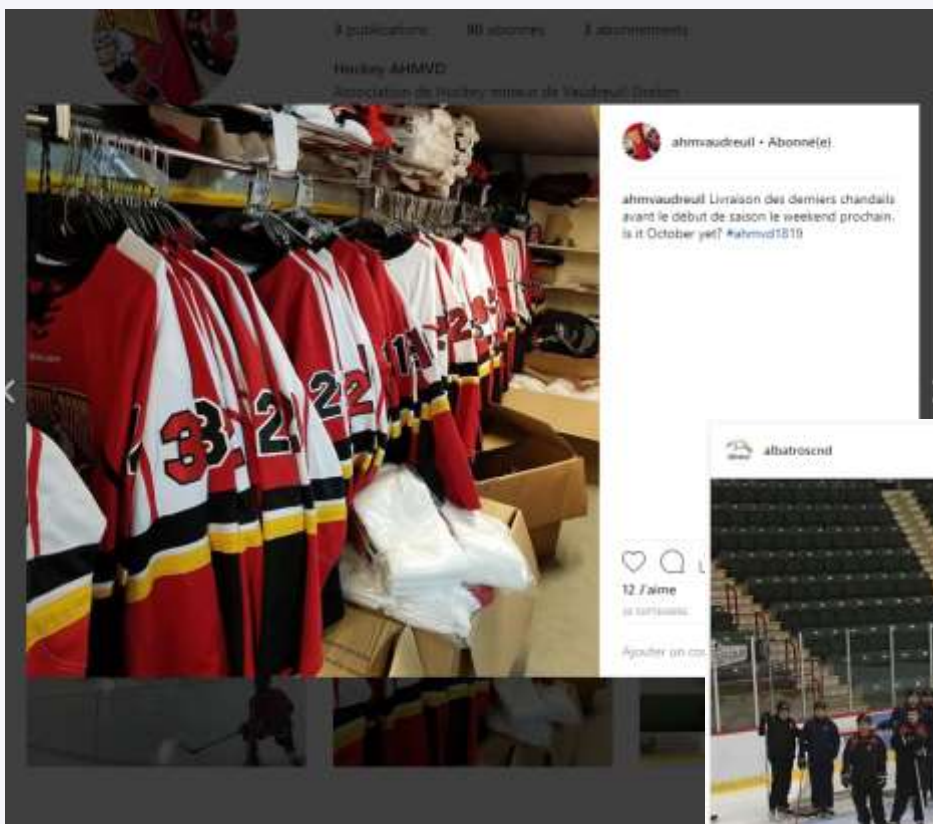


Instagram



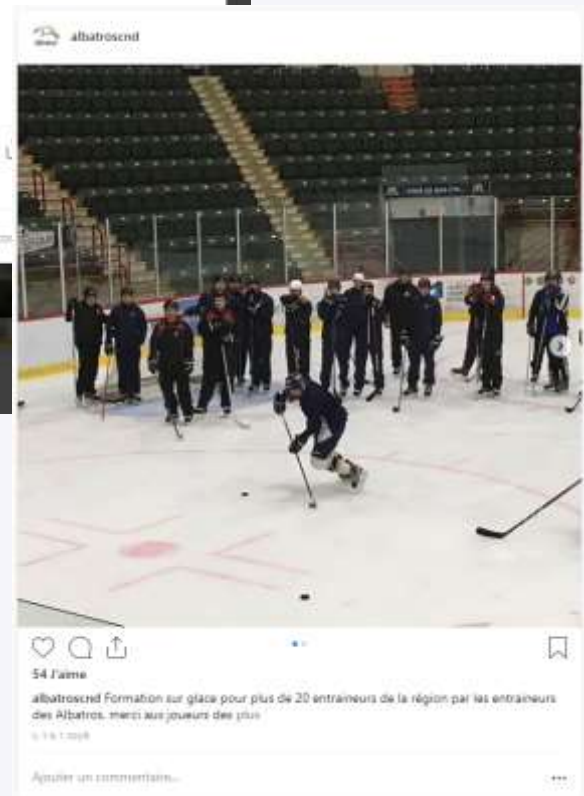
@hockey.quebec

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



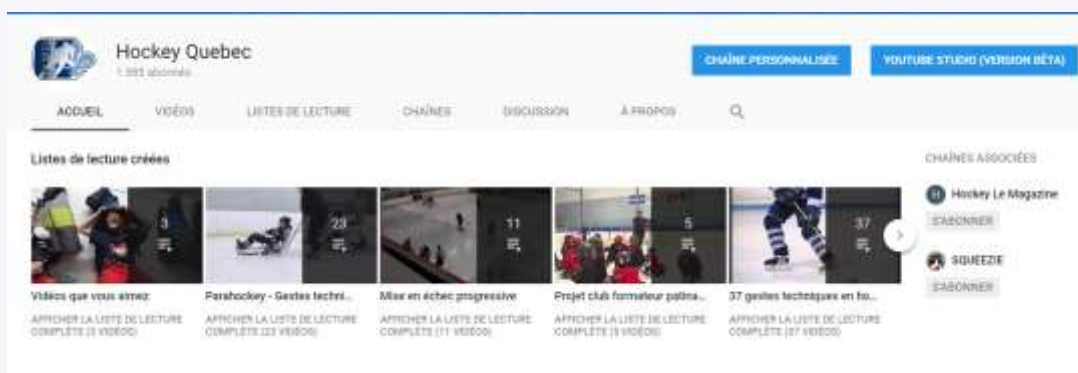
YouTube



@Hockey Québec

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.



News video
Para hockey - Technical skills
Progressive checking
Physical contact
Drills for players
And many more...

Snapchat



Snapchat allows you to post content, temporarily, with stories, short videos or instant photos. Subscribers then 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 web site. **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.



CRISIS MANAGEMENT

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.

1. CRISIS MANAGEMENT

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 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!

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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.

YOUR LOGO

PRESS RELEASE

For immediate release

[Title: Press Release]

Commenté [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.

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

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

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

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

[Additional and meaningful explications to the press release]

Commenté [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 communiqué itself.

- 30 -

Commenté [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.

Source:

[Name of the person in charge]

[Title/function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

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

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

Commenté [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

Example

A first edition for the *Development Day for Coaches in Québec*

Commenté [MD8]: TITLE

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

Commenté [MD9]: Subtitle (rarely used), completes the title by adding information.

(Montreal, Qc), Tuesday, August 14, 2018 – Hockey Québec, in collaboration with the Ligue de hockey midget AAA du Québec (LHMAAAQ), is proud to announce the first ever *Development Day for Coaches in Québec* 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.

Commenté [MD10]: Lead

"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 Québec's general manager.

Commenté [MD11]: Quote from the head of the organization.

"The Ligue de hockey midget AAA du Québec is very proud to offer, in collaboration with Hockey Québec, 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.

Commenté [MD12]: In this case, since there are two people in charge, we find a second quote - this time from the LHMAAAQ.

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- Speciality Clinic – Puck Control

A clinic done in two steps, theory (in class) and practical (on the ice), it will be centred 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.

Commenté [MD13]: Additional and relevant information to the press release, including a quote from the technical department, to add to the content.

Hockey Québec and the Ligue de hockey midget AAA du Québec 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!

Commenté [MD14]: Closing sentence.

- 30 -

Commenté [MD15]: -30- to imply the end of the press release

Source

Marie-Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
mjdesaulniers@hockey.qc.ca
B: 514 252-3079, # 3550

Commenté [MD16]: Contact information for more information within the organization.

YOUR LOGO

PRESS RELEASE

For immediate release

[Title: Press Release for crisis management]

(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]

- 30 -

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 logo/mention is not necessary.

Commenté [MD18]: In crisis management, your title must be concise and quickly 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.



PRESS RELEASE

For immediate release

Hockey Québec will make the officials' training mandatory for bantam players

Commenté [MD24]: Title: must be concise and quickly communicate the essentials.

(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.

Commenté [MD25]: Lead: it refers to the situation/crisis management and positions the federation in the actions undertaken.

"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 Ménard.

Commenté [MD26]: Quote from the spokesperson of the federation: the director general takes a position and gives the point of view of Hockey Québec facing this situation (unacceptable).

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.

Commenté [MD27]: Additional information is mentioned there, without going into further details.

Hockey Québec will make no further comments on this issue.

Commenté [MD28]: If you have no information to add or do not want to comment on the situation. Ex.: In the context of allegations of sexual abuse, fraud or any other subject matter or legal process, we ask you not to comment further.

- 30 -

Commenté [MD29]: -30- implies the end of the press release

Source

Marie-Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
mjdesaulniers@hockey.qc.ca
B: 514 252-3079 # 3550

Commenté [MD30]: Contact information for more information within the organization.

**** 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.

YOUR LOGO

[Title: News announcement]

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

(City, province), date – [Name of the organization, region, MHA] + [subject of the announcement].

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

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

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.

[Additional and meaningful information to the announcement]

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

Commenté [MD34]: 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.

- 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]

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 coordinates; the mention of a resource person is not necessary, contrary to a press release, for example.



Example

Playing half-ice for our novice players: “The most natural thing in the world”

Commenté [MD38]: Title

(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 Québec 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.

Commenté [MD39]: Lead

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

Commenté [MD40]: Presentation of the quoted individual.

“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.

Commenté [MD41]: Quote

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.

9

Example

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. Gosselin 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.

Commenté [MD42]: Additional and meaningful information to the announcement

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

Commenté [MD43]: Closing sentence

- 30 -

Commenté [MD44]: -30- Implies the text is complete

Source

Marie-Joël Desaulniers

Communications and regional support coordinator

Hockey Québec

mjdesaulniers@hockey.qc.ca

Commenté [MD45]: Contact information of the person to contact.

YOUR LOGO

PARTNER'S
LOGO

[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]

Commenté [MD46]: In a partnership announcement, your partner's name will need to be there. Your title should be catchy, evocative and concise.

Commenté [MD47]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

Commenté [MD48]: The first quote should be from your partner. You will put them forward, which is more than appreciated by the partners.

Commenté [MD49]: The quote from your organization must be related to your partner. You can mention the benefits and advantages you get from having them by your side. Your "spokesperson" can also mention his/her vision or point of view.

Commenté [MD50]: 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.

Commenté [MD51]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD52]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD53]: The person mentioned in the first section must be that of your organization. The latter will receive requests from members in connection with this announcement. It is also possible to put only the name of the organization and the general coordinates.

Commenté [MD54]: This second section is not mandatory; it is rarely added. At the request of your partner, you can include the contact details of the person responsible for the partnership. Example: Car dealerships offering a discount - Contact information for the sales manager in charge of the project.



Example

Hockey Québec, in collaboration with Opération Enfant Soleil, produces 23 video capsules specifically for para hockey

Commenté [MD55]: Title

(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.

Commenté [MD56]: Lead

"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.

Commenté [MD57]: Partner quote

"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, Mariève Blais.

Commenté [MD58]: Organization quote

Léandre Gagné-Lemieux mainly ensured that the moves were described correctly, both in terms of the correct 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 [the Hockey Québec website](#), under the *Programs* tab, *Para hockey*.

Fonds Josée Lavigueur from Opération Enfant Soleil

The capsules were made possible thanks to the Fonds Josée Lavigueur 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.

Commenté [MD59]: Additional and meaningful information to the announcement of the partnership.

Hockey Québec warmly thanks everyone involved in the production of these capsules. Starting with the Josée Lavigueur 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

Example

Leroux, Vanessa Racine, Benoit St-Amand, Raphaëlle Tousignant, Étienne Tremblay and Alain Tremblay - pusher).

- 30 -

Source

Marie-Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
midesaulniers@hockey.qc.ca

Commenté [MD60]: Closing sentences and acknowledgment of the partner.

Commenté [MD61]: -30- implies the text is complete

Commenté [MD62]: Contact information within the organization

Here we have not included the contact details of the partner.

YOUR LOGO

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, Xth 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]

Commenté [MD63]: Kicker: by adding a kicker, you indicate to your reader the subject of your text/announcement. In addition, it prevents your title from being too long; it makes it concise. The team's name is highlighted in yellow since it is not necessary (ex.: season launch of a league or region)

Commenté [MD64]: Your title should be catchy, evocative and concise.

Commenté [MD65]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

Commenté [MD66]: 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.

Commenté [MD67]: A concluding sentence is always appreciated and closes the announcement well.

Commenté [MD68]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD69]: "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.



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 Midget 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.

Example

Commenté [MD70]: Kicker (2018-2019 Season Launch) and title

Commenté [MD71]: Lead

Commenté [MD72]: Quote from the person in charge of the league.

LHEQ LIGUE DE HOCKEY D'EXCELLENCE DU QUÉBEC
 VOLLEY FÉMININE / PEE-WEE AAA / BANTAM AA / MIDGET AAA
 ÉQUIPE DE DÉVELOPPEMENT / 4 RINKS PARTICIPANTS / 4 OCTOBRE 2018

SHOWCASE 6 ET 7 OCTOBRE 2018

DATE	HEURE	HEURE F.	GLACE	ÉQUIPE 1	ÉQUIPE 2	ÉQUIPE 3
2018-10-06	08:00	11:15	GLACE B	PEE-WEE AAA V.F.	ARISE QUÉBEC	INTÉPRISE OUTAOUAIS
2018-10-06	10:00	11:30	GLACE C	BANTAM AA V.F.	ARISE QUÉBEC	INTÉPRISE OUTAOUAIS
2018-10-06	11:15	12:00	GLACE B	PEE-WEE AAA V.F.	CENTRE QUÉBEC	WARRENS LAC ST LOUIS
2018-10-06	11:30	12:00	GLACE D	FELICIE AAA V.F.	BERNARD ROCHÉLÉU	LAVAL-MONTREAL
2018-10-06	12:00	14:15	GLACE B	PEE-WEE AAA V.F.	HARFANG TROUET	LAURENTIDES-LANAUZÈRE
2018-10-06	12:00	14:30	GLACE A	BANTAM AA V.F.	CENTRE QUÉBEC	WARRENS LAC ST LOUIS
2018-10-06	12:00	14:30	GLACE C	BANTAM AA V.F.	BERNARD ROCHÉLÉU	LAVAL-MONTREAL
2018-10-06	12:30	15:00	GLACE D	BANTAM AA V.F.	HARFANG TROUET	LAURENTIDES-LANAUZÈRE
2018-10-06	14:15	16:00	GLACE B	MIDGET AAA V.F.	BERNARD ROCHÉLÉU	LAVAL-MONTREAL
2018-10-06	14:30	16:00	GLACE A	MIDGET AAA V.F.	CENTRE QUÉBEC	WARRENS LAC ST LOUIS
2018-10-06	14:30	16:00	GLACE C	MIDGET AAA V.F.	ARISE QUÉBEC	INTÉPRISE OUTAOUAIS
2018-10-06	15:00	16:30	GLACE D	MIDGET AAA V.F.	HARFANG TROUET	LAURENTIDES-LANAUZÈRE
2018-10-06	17:00	17:15	GLACE B	LIGUE INTERREGIONALE FÉMININE	ÉQUIPE AA	ÉQUIPE AA
2018-10-06	18:00	17:30	GLACE C	PEE-WEE AAA V.F.	LAVAL-MONTREAL	CENTRE QUÉBEC
2018-10-06	18:00	17:30	GLACE A	LIGUE INTERREGIONALE FÉMININE	ÉQUIPE AA	ÉQUIPE AA
2018-10-06	18:30	19:00	GLACE D	PEE-WEE AAA V.F.	ARISE QUÉBEC	WARRENS LAC ST LOUIS
2018-10-06	17:15	18:45	GLACE B	PEE-WEE AAA V.F.	INTÉPRISE OUTAOUAIS	HARFANG TROUET
2018-10-06	17:30	19:00	GLACE A	BANTAM AA V.F.	ARISE QUÉBEC	WARRENS LAC ST LOUIS
2018-10-06	17:30	19:00	GLACE C	PEE-WEE AAA V.F.	BERNARD ROCHÉLÉU	LAURENTIDES-LANAUZÈRE
2018-10-06	18:00	19:30	GLACE D	BANTAM AA V.F.	BERNARD ROCHÉLÉU	LAURENTIDES-LANAUZÈRE
2018-10-06	18:45	20:15	GLACE B	BANTAM AA V.F.	INTÉPRISE OUTAOUAIS	HARFANG TROUET
2018-10-06	19:00	20:30	GLACE A	BANTAM AA V.F.	LAVAL-MONTREAL	CENTRE QUÉBEC
2018-10-06	19:00	20:30	GLACE C	MIDGET AAA V.F.	ARISE QUÉBEC	WARRENS LAC ST LOUIS
2018-10-06	19:30	21:00	GLACE D	MIDGET AAA V.F.	INTÉPRISE OUTAOUAIS	HARFANG TROUET
2018-10-06	20:15	21:45	GLACE B	MIDGET AAA V.F.	LAVAL-MONTREAL	CENTRE QUÉBEC
2018-10-06	20:30	22:00	GLACE C	MIDGET AAA V.F.	BERNARD ROCHÉLÉU	LAURENTIDES-LANAUZÈRE
2018-10-07	11:30	13:30	GLACE A	BANTAM AA V.F. / U18 V.F.	WEST ET NOUVEAU	LIGUE FÉMININE
2018-10-07	14:15	16:45	GLACE B	BANTAM AA V.F. / U18 V.F.	LIGUE FÉMININE	A VOUS

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.

Example

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.lheq.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.

30

Source

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Hockey Québec
mjdesaulniers@hockey.qc.ca

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

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

Commenté [MD75]: Closing sentence

Commenté [MD76]: -30- implies the text is complete

Commenté [MD77]: Contact information of the person who will be responding to requests.

YOUR LOGO TOURNAMENT'S LOGO

[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.

- 30 -

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

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

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

Commenté [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.

Commenté [MD81]: 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.

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

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

Commenté [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 coordinates.



Example

The Outaouais region will vibrate to the rhythm of the Dodge Cup

Commenté [MD85]: Title

(Montreal, Qc), 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.

Commenté [MD86]: Lead

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 Minville, president of Hockey Quebec. "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 Quebec's General Manager Paul Ménard.

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 Lagacé Trophy.

Dodge players of the game

As part of the 2018 Dodge Cup, Hockey Quebec, 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 puck with the Dodge Cup logo.

An official Dodge Cup ring produced by Graduor Sports.

The company Graduor 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 Graduor Sports website at www.graduor.com.

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Example

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.

- 30 -

For further information:

Marie-Joël 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]: -30- implies the text is complete

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

YOUR LOGO

[Title – Registration period]

Commenté [MD91]: Your title should be catchy, evocative and concise.

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

Commenté [MD92]: Don't forget: your lead/first paragraph must answer the 5 key questions: **What, who, why, when and where.**

[Additional and meaningful information to the announcement]

Commenté [MD93]: 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.

[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 -

Commenté [MD94]: A concluding sentence is always appreciated and closes the announcement well.

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

Commenté [MD95]: The "- 30 -" confirms that your press release is complete and that the following information should not be communicated (contact details, among others).

Commenté [MD96]: "Source:" may also be replaced by "For more information, contact:" The person mentioned in this section will receive requests from members in relation to the tournament. It is also possible to put only the name of the organization and the general coordinates.



Exemple

Register your team to the seventh edition of the Super Festival Timbits MAHG

Commenté [MD97]: Title

(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.

Commenté [MD98]: Lead

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.

Commenté [MD99]: Additional information

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

Commenté [MD100]: Closing sentence

- 30 -

Commenté [MD101]: -30- implies the text is complete

Source
Hockey Québec
info@hockey.qc.ca

Commenté [MD102]: Contact information of the organization (or the person) responsible for the event/registration period.

YOUR LOGO

[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].

- 30 -

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

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

Commenté [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.

Commenté [MD105]: 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.

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

Commenté [MD107]: -30- implies the text is complete

Commenté [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.



Example

Hockey Québec will hold a specialized clinic for goaltenders

Commenté [MD109]: Title

(Montreal, Qc), Tuesday, October 9, 2018 – Hockey Québec will hold a specialized clinic for goaltenders, 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.

Commenté [MD110]: Lead

"As a Federation, we want to provide the best coaching to our Quebec players and coaches. Bringing together many goaltenders 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.

Commenté [MD111]: Quote from the person in charge from the organization.

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](#).

Commenté [MD112]: Additional information

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

Commenté [MD113]: Closing sentence

- 30 -

Commenté [MD114]: -30- implies the text is complete.

Source
Yves Archambault
Technical Director
Hockey Québec
yarchambault@hockey.qc.ca

Commenté [MD115]: Contact information from the person in charge or the person available to answer questions.

YOUR LOGO

[Title – Nomination]

Commenté [MD116]: Your title should be catchy, evocative and concise.

(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.].

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

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

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

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

Commenté [MD119]: Add other relevant information to justify the appointee. 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.

"[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].

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

[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.

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

- 30 -

Commenté [MD122]: A concluding sentence is always appreciated and closes the announcement well.

Source:

[Name of the person in charge]

[Title/Function]

[Name of the organization, region, MHA]

[Contact information - email and/or phone]

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.



Example

Jean-Simon Marchand appointed reporter for the LHEQ

Commenté [MD125]: Title

Montreal (QC), Friday, October 19, 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.

Commenté [MD126]: Lead

"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.

Commenté [MD127]: Quote from the newly appointed person.

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 Harfangs du Triolet. Then, he used his expertise sporadically for 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.

Commenté [MD128]: Additional information, work experience and professional qualifications related to this position.

"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.

Commenté [MD129]: Quote from the person who appointed the new employee/volunteer.

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 journalisteLHEQ@hockey.qc.ca.

Commenté [MD130]: Additional information and contact information to reach the newly appointed person

His entry into function is immediate.

Commenté [MD131]: Start date

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

Commenté [MD132]: Closing sentences and welcoming words for the newly appointed person.

Source

Marie-Joël Desaulniers
Communications and regional support coordinator
Hockey Québec
midesaulniers@hockey.qc.ca

Commenté [MD133]: Contact information from the person in charge of the nomination or for additional information.

YOUR LOGO

[Title – President's Message]

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

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

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.).

[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.

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.

Electronic signature

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

[Your name]

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

[Contact information]

Commenté [MD139]: Your president's contact information, including an email or phone number to reach him/her.



Example

Let's be proud of what we are achieving

Commenté [MD140]: Title

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 Corsairs -Levy.

Commenté [MD141]: Lead

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.

Commenté [MD142]: Other relevant information

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

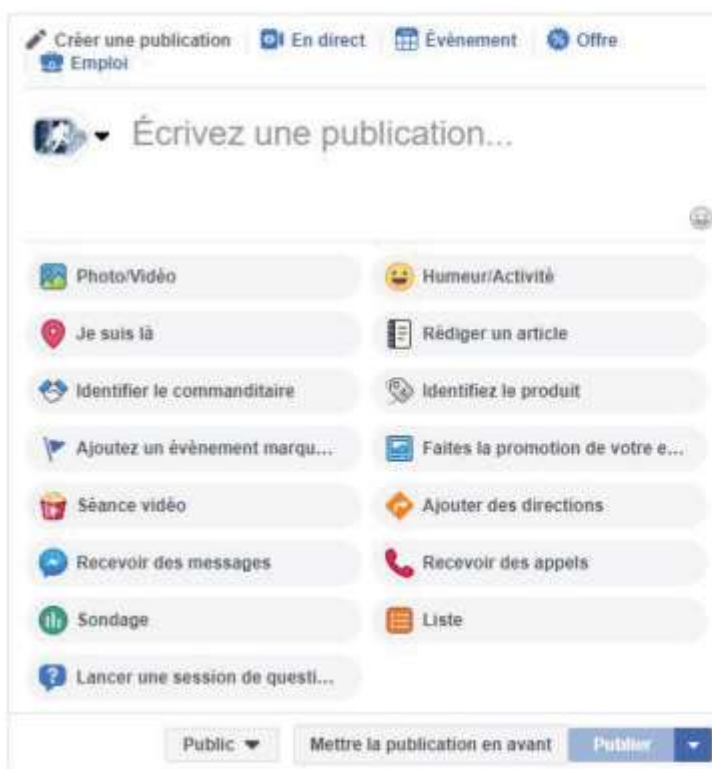
Commenté [MD143]: Conclusion sentence to the president's message

Commenté [MD144]: Electronic signature

Yves Sigouin
Hockey Québec President
ysigouin@hockey.qc.ca

Commenté [MD145]: President's contact information

[Facebook Post]



Commenté [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 visible, 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

Example #1 – Facebook Post

The screenshot shows a Facebook post from 'Hockey Québec' with the following details:

- Post Content:** 'Les hockeyeuses disputeront deux matchs préparatoires dimanche au Centre Chiqué DDO contre les formations Barram AAA du Vert et Noir et des Grenadiers. Elles seront en évaluation toute la journée, en vue de la sélection finale d'Équipe Québec des moins de 18 ans, qui représentera notre province aux prochains Canada Games, tenus en février 2019, à Red Deer, Alberta. ALIGNEMENT ET HORAIRES'.
- Image:** A photograph of female hockey players on an ice rink.
- Performance Metrics (Performances de votre publication):**
 - 15 113 personnes atteintes
 - 490 interactions (likes, commentaires et partages)
 - 292 J'aime (Sur la publication)
 - 28 Reactions (Sur la publication)
 - 14 Réactions (Sur la publication)
 - 121 Commentaires (Sur la publication)
 - 35 Partages (Sur la publication)
 - 2 434 clics sur le post
 - 1 145 clics sur le lien
 - 1 289 ajouter dans le
- Feedback:** 1 Manquer la publication, 1 Manquer toutes les publications, 0 Signaler comme inapproprié, 0 Je n'aime plus la Page.
- Engagement:** 18 113 personnes atteintes, 2 324 interactions.

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 "DDO 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 performances (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

Example #2 – Facebook Post

Infos sur la publication

Hockey Québec (recommandé(e))
Publié par Mario-Joël Desautels le 24 septembre

Cette semaine est celle des entraîneurs. #MerciCoach pour votre implication, soutien et dévouement envers nos jeunes. Vous êtes essentiels dans le développement de nos jeunes.

Et vous, quel coach souhaitez-vous remercier? Partagez une photo de lui/elle en commentaire, avec le #MerciCoach.

#MerciCoach SEMINE NATIONALE DES ENTRAINEURS

Obtenez plus de mentions « J'aime », de commentaires et partages. Boostez cette publication pour 26 \$ pour toucher jusqu'à 17 000 personnes.

11 465 Personnes aimées | 1 591 Interactions | Mettre la publication en avant

20 commentaires | 91 partages

J'aime | Commenter | Partager

Performances de votre publication

11 465 utilisateurs aimés

370 Réactions, commentaires et partages

205 J'aime	30 Sur la publication	176 Sur les partages
10 Réactions	3 Sur la publication	7 Sur les partages
1 Partage	0 Sur la publication	1 Sur les partages
92 Commentaires	36 Sur la publication	56 Sur les partages
92 Partages	91 Sur la publication	1 Sur les partages

1 221 Cliquez sur la publication

129 Consultateurs de photos	5 Cliquez sur l'icône	1 087 Autres clics de
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FEEDBACK NEGATIF

1 Signaler la publication | 1 Signaler toutes les publications

0 Signaler comme indésirable | 0 Ne m'aime plus la Page

Les statistiques rapportées peuvent présenter un décalage par rapport à ce qui est affiché sur les publications.

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.

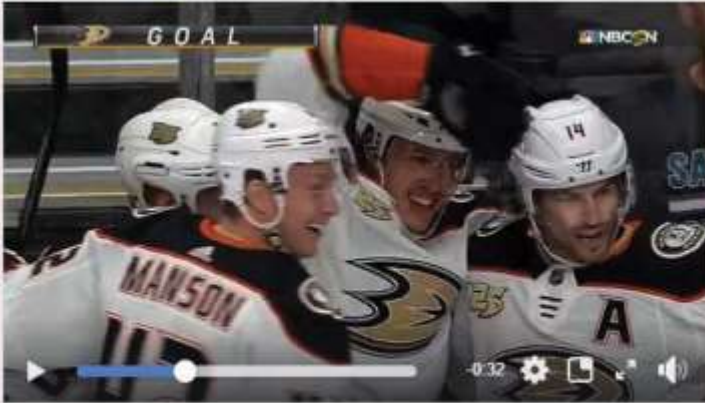
What is a hashtag?

You will also notice the addition of a hashtag, preceded by the pound 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-Joël Desaulniers (91) · 4 octobre, 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 tir! Well done 🍷🍷🍷

GOAL 

32 008 vues


LNH
3 octobre, à 22 h 51 · 🌐 Aimer la Page

Ça n'aura pris que 49 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 Mise en avant non disponible

 101 1 Comment · 3 partages

J'aime Commenter Partager ⋮

Example

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 here.

[Twitter Post]



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.

Commenté [MD150]: What's happening?

It's in this section that you will enter your tweet, which will have to stick to 280 characters or less, punctuation and spaces included. You must be concise and clear.

Photo icon

To accompany your tweet, it is recommended to add a photo or video. Your publications will stand out in the news feeds of your subscribers.

GIF icon

This format of animated digital images can be used in response to a tweet, as "images" for a tweet or in additional information, during a sharing, for example.

Add a question (poll) icon

A publication including a question may be interesting in a survey or event, for example.

Add Location icon

You can activate your location during events, among others. The location can also be changed manually in case you want to enter another municipality.

Example #1 Twitter



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

@GAULOISAAA
@HC_CoupeTELUS

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
@LHJMQ
@LHMAAAQ

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/1052298779326640128>

Example

Example #2 Twitter



Commenté [MD152]: Concise, the message clearly shows the presence of Hockey Québec 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/1052544042129600512>

Example #3 Twitter



Commenté [MD153]: To illustrate what animated GIFs are, this example from the official account of the Montreal Canadiens illustrates one of the possibilities.

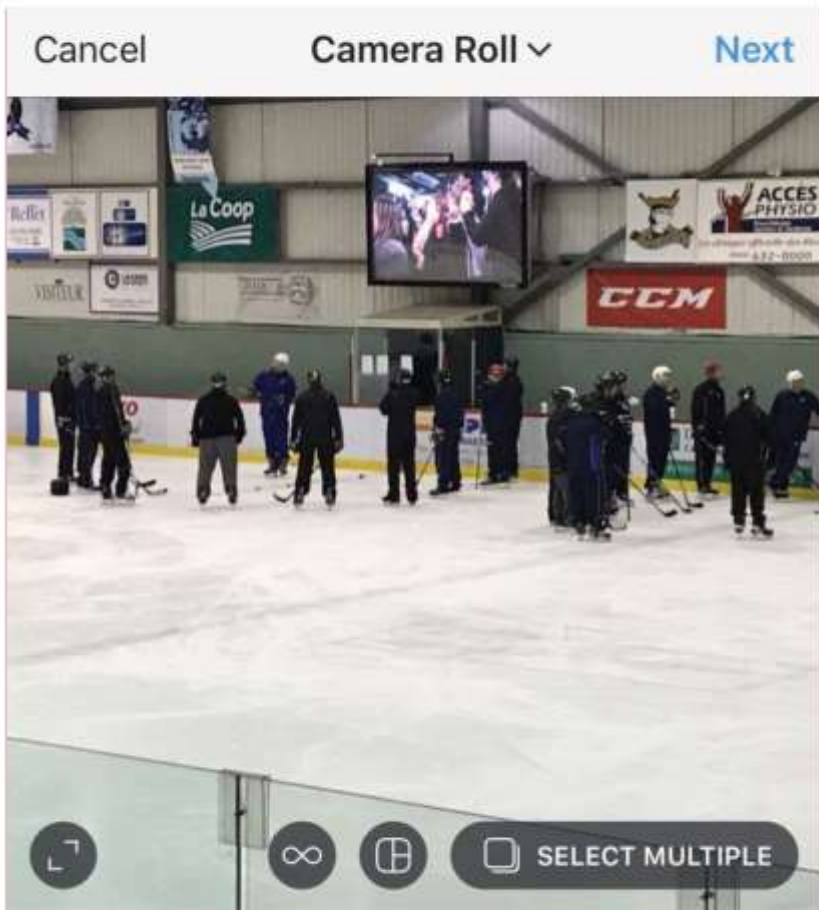
In response to Max Domi's two goals, during the match on October 25, 2018, Canadiens shared this animated GIF, where we see it celebrating a goal (click on the link below screenshot).

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/1055628477892907008>

[Instagram Post]

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



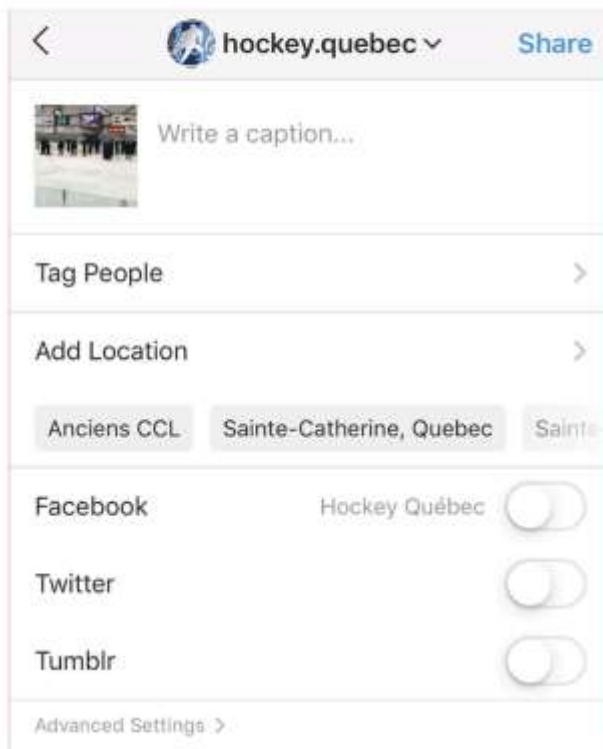
Commenté [MD154]: First, you will need to select the photo (s) you want to share. The photos/videos may have been taken beforehand or you can take them in real time.

Step # 2 - Choose a filter, is desired, to apply to your picture or pictures.



Commenté [MD155]: You can keep the photos as they are. The option to choose a filter for the change (s) is also available. This option has the sole purpose of changing the appearance of your photo.

Step #3 – Post the selected picture or pictures



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 (7) 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.

Example

Instagram Example

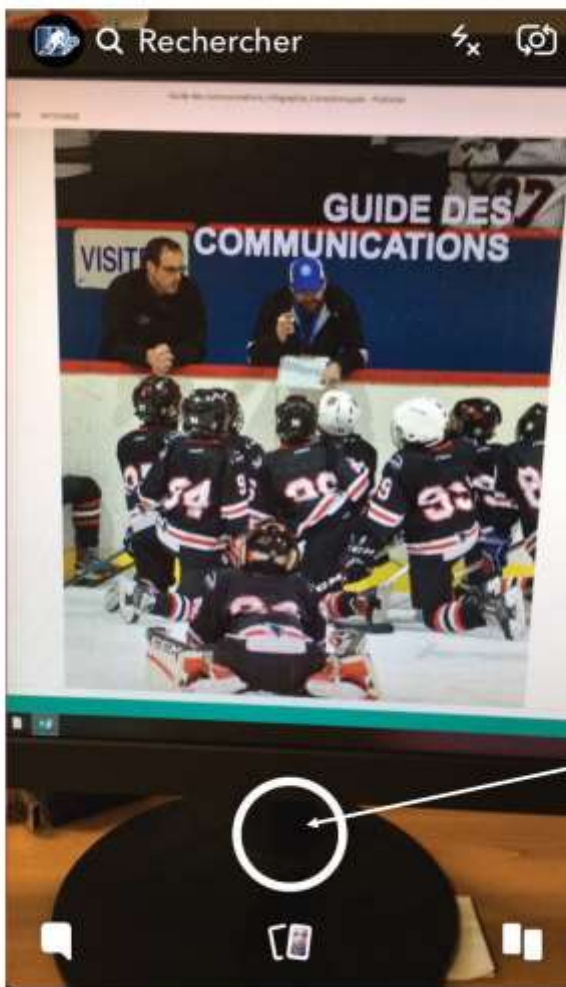


Commenté [MD157]: To announce the 2018 edition of the Women's Dodge Cup, we used a photo from the previous edition. The image illustrates the news, in addition to being attractive: two essential criteria for Instagram.

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



Commenté [MD158]: 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 centre 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



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; option that we highly recommend, as a team or organization.

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.





For further information or for support, please contact Hockey Québec's communications department:

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