

**FREESTYLERZ FESTIVAL  
SOCIAL MEDIA GUIDE**

**#freestylecanada**

**#freestylerzfestival**

**@freestylecanadaski**

**Post on: (if available)**

* + Facebook Group
  + Instagram Account
  + Website

**Pre-Event (app 3 weeks before event)**

1. Suggested Post
   1. Branded Logo FC, Freestylerz Festival logo
   2. Action Shot of Athlete
   3. Date of event/Place
   4. Call to action

Come join us(resort link)

Signup (how/link)

****Pre-Event (1 week before event)**

1. Suggested Post
   1. Picture with group of kids having fun

Branded Logo FC, Freestylerz Festival logo on picture

* 1. Over Dates of event
  2. Call to action

Come join us (where/when)

Signup ( link/spots limited)

**Event Day 1**

1. Action shots of athletes training on one of 6 stations  
   (or insta story)

**Event Day 2**

1. Group Participant shot (or insta story of winning cheer)

**Post-Event**

1. Picture of all the volunteers
   1. Thank you message to everyone who helped
   2. Action shots from event