Social Media Campaign

In your RMHA groups, you will create three social media accounts.

You must make the username and password easy. Try to not make it live as RMHA has their own accounts.

If it has to be made live, we will do that on the day it is due.

RMHA uses Facebook, Twitter & Instagram and prefers your take on those accounts. You can check their sites online.

Look at other hockey or sports Social Media Campaigns and use your original images and any pertinent details to create your site – DO NOT use copyrighted images in your social media campaign.

Evaluation is as follows:

|  |  |
| --- | --- |
| Three Social Media Sites |  |
|  |  |  |
| Site 1: |  |  |
| Layout |  | /2 |
| Visuals |  | /2 |
| Content |  | /2 |
| Promotes |  | /2 |
| Professional |  | /2 |
|  |  |  |
| Site 2: |  |  |
| Layout |  | /2 |
| Visuals |  | /2 |
| Content |  | /2 |
| Promotes |  | /2 |
| Professional |  | /2 |
|  |  |  |
| Site 3: |  |  |
| Layout |  | /2 |
| Visuals |  | /2 |
| Content |  | /2 |
| Promotes |  | /2 |
| Professional |  | /2 |
|  |  |  |
| Total | 0 | /30 |

This is the information Carolyn Hart the president of RMHA sent me.

“We currently use Instagram, Twitter and Facebook.

If the students have a look at our existing sites, they will get a sense of the information we share.

Soon, we will be opening up registration and encouraging players to re-register and also join for the first time.”