



Date: June 10, 2023

Marketing and Communications Manager Year End Report

Submitted by: Jo-Ann MacNeil

For: CMHA Board	
1	<ul style="list-style-type: none">● worked closely with the Registrar for confirmation of players who made AA and AAA teams● share information from Hockey Canada, Hockey Alberta and other hockey related sites.● Weekly posts for Home Games to encourage and build our hockey community once teams are made and game times are finalized including Junior C.● Shared information from a number of community businesses that benefit our players. (Speed School as an example) Especially businesses that use the same building as us and build relationships with CRCA.● shared the reffing clinic date● To email the association with any major info to keep them informed as not everyone has social media.● Coordinators- if anything is happening with your age groups, please let me know. Do not assume I know already and you are not bugging me.● Started "Tell Us Tuesday" so it is a weekly spot where teams can advertise their different fundraisers to bring awareness to the community.● Posted a "Looking for Local programs for our athletes" post so organizations can feel they can reach out to us to promote programs that could benefit our players and help create awareness of local programs for parents.● Sharing of CRCA posts- Pave the Parking Lot and opening of Lounge● Pinned the 50/50 but continue to share it● Promoted the U15 tournament. Organizers sent pictures of items and include the names of people and organizations to thank. I put together separate posts for a bunch of them.● New Raffle posted● Thank yous for businesses who are sponsoring and supporting the Association. If there are any missing, please let me know as I post what is given to me.● Support the Ironman tournament● share information from Hockey Alberta● share Shinney and Public Skate times as well as the CRCA AGM.● post Lakers Closet Sale● posted U7 tournament 50/50● posted First Shift● posted Kruger Big Assist● posted CMHA Parent Pub night● posted Girls Hockey meeting● It was great to be able to post a number of tournaments where our teams did well in!!! Thank you to the managers and parents that reached out to celebrate their team.● Shared the Western Canada Pond Hockey Championship● Find the Easter Eggs post● shared Hockey Alberta Female coach clinic opportunity● posted about the Springdown Meltdown Tournament and it's success● Save the date golf fundraiser● congratulations to teams who placed in various tournaments● number of posts and emails about the golf tournament fundraiser● Registration for the new upcoming season● local kids being drafted and success in WHL● CMHA awards night



2	<p>Recommendation for this role for 2023/2024 season and confirmed that she is the position:</p> <p>Vanessa Bourgault</p>
3	<p>General Info that is continued from last meeting</p> <ul style="list-style-type: none"> • To continue to share information from Hockey Canada, Hockey Alberta and other hockey related sites. • Share information from a number of community businesses that benefit our players. (Speed School as an example) Especially businesses that use the same building as us and build relationships with CRCA. If something is being missed, please kindly communicate it to me. • Create a calendar/ document of major events and posts of this year to share with the next person in this position so they can use it as a guide.
5	<p>Encourage Local and community</p> <ul style="list-style-type: none"> • Giving the public a variety of opportunities for people to post but some engagement with tournaments wins.
6	<p>Instagram</p> <ul style="list-style-type: none"> • Please follow if you have Instagram- even get your children to follow if they have Instagram 344 Followers now since it was created on Sept 10th 2022. • Information is also shared in stories
7	<p>Facebook Stats- Past 28 days (as of June 10)</p> <ul style="list-style-type: none"> • 697 Followers in total • Page Health (new feature)- Good <ul style="list-style-type: none"> ◦ Post reach- 6,1K +110% ◦ Engagement 1.1K +2% • Board members- please share/ like some posts every now and again because it helps with engagement and reaching a number of community members- helps with our page's algorithms- reaching a variety of people and keep "active" • Please follow/like if you have Facebook- even get your children to follow if they have Facebook