

# Social media tips for our skaters

## Facebook



Official: @InclusiveSkating

**Our page:** We share videos and photos from our clubs & updates on upcoming events.

**Your page:** Share your own pictures and videos and tag us or your local club in your posts and we will share.

**Top tips:** Ask your friend or family to take photos or videos while you skate.

Facebook is a great place to get your friends & family interested in your sport.



## Twitter



Official: @InclusiveSk8

**Our page:** We share news about our organisation and upcoming events.

**Your page:** Follow fellow skaters, get tips and news from the skating world.

**Top tips:** Search twitter for 'figure skating' or 'ice skating' and follow some of the top accounts. Words are limited on twitter so add pictures and videos to your tweets to make them stand out.

Include #InclusiveSkating in your posts.



## Instagram



Official: @InclusiveSkating

**Our post:** Share videos and photos from Inclusive Skating clubs & championship events.

**Your page:** We post photos & videos of your skills and routines on your page. Use stories function to post updates which only show for 24hrs.

**Top tips:** Ask your friend or family to post photos or videos while you skate. Ask users to comment or like your posts to get them out to more people.

Use filters or effects for added fun on your posts.



## YouTube



Official: Inclusive Skating channel

**Our page:** Videos from our events, live streams & video entries.

**Your page:** We share videos of your skating and skills. Video blog about your life and love of skating.

**Top tips:** Search YouTube for loads of great skating videos. Watch tutorial and coaching videos to learn new skills.

Follow your friends, offer them encouragement and advice.



## Tik Tok



**Our page:** We don't have an official page but will share the best videos we see on other platforms.

**Your page:** Show off your skating skills, do viral dances on/off ice. Have fun and express yourself.

**Top tips:** Use hashtag #fyp on your posts. Turn off comments. Search Tik Tok for ice skating videos and add interesting users.

Copy popular memes, use your favourite songs and copy/duet others users to go viral.



## General tips



- Share your content across different platforms. Share your YouTube videos on Facebook & Instagram etc.
- Check spelling & grammar before you post.
- Use privacy settings to protect your account and identity when necessary.
- Use #hashtags to get your posts to more people.
- Have fun, log off social media if it stops being fun.
- Treat other users as you would like to be treated. #BeKind

