



## Social Media Guidelines

To maintain brand consistency and drive traffic to GoodLife Kids Foundation channels for year-round information, our aim is to centralize Spin4Kids social media efforts through official GoodLife Kids Foundation channels.

**Please don't create separate groups/pages/events on Facebook, Twitter, or Instagram for your Spin4Kids event.** Use the official GoodLife Kids Foundation accounts to get your message across.

We're happy to set your Spin4Kids location up with a Facebook Event through the official GoodLife Kids Foundation Facebook page. Please contact [laura.haggart@goodlifefitness.com](mailto:laura.haggart@goodlifefitness.com). Please note: Facebook Events will only be created if your location has a designated person to manage social media activity.

### Tips for success on your personal social media channels

- Always be polite and cordial when promoting your event or asking for donations. You're doing it for the kids!
- Use #Spin4Kids and #GoodLifeKids
- Tag/Mention the official GoodLife Kids Foundation accounts
  - [@GoodLifeKids](#) on Facebook
  - [@GoodLifeKids](#) on Twitter
  - [@GoodLifeKids\\_Fdn](#) on Instagram
- When you post on Facebook and Instagram, use location tagging to show your Club
- Use the social media tiles available on [the Event Portal](#).
- Please don't use GoodLife Kids Foundation's logo as your profile picture
- Remember CASL guidelines – please don't private message Members about Spin4Kids
- At Spin4Kids, encourage participants to get social by sharing pictures and videos of their Spin4Kids session

### Questions? Concerns? Need tips?

Contact Laura Haggart

Integrated Marketing and Communications Senior Specialist

[laura.haggart@goodlifefitness.com](mailto:laura.haggart@goodlifefitness.com)

519-661-0190 x 6354