



UNLEASH YOUR CLUB EVENTS!



A GUIDE TO PROMOTING YOUR
CKC CLUB AND EVENTS.

BUILD EXCITEMENT FOR YOUR CLUB

Looking to take your club's marketing to the next level and make your events, members and activities shine? Want to attract new members and increase event entries? How about engaging the public at your events? If the answer is "Yes", then read on!

Generating buzz to promote your club is key when it comes to creating great publicity. This guide takes a closer look at the use of social and traditional media, as well as aligning with corporate partners to help get the word out—and promote your breeds, events, and our shared passion for purebred dogs.

The media is a useful and rewarding way to promote your message to the public. Making the right connections and building strong relationships will go a long way when it comes to establishing your club as the go-to for dog events and purebred dogs.

CKC is committed to supporting all our recognized clubs to attract newcomers and educate the public about the benefits of purebred dogs and responsible breeders. Leverage the power of more than 18,000 members and over 3,000 annual events as we work together to reach more Canadians than ever before. •

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It is no secret that social media has taken over the world, with billions of active users, many of whom use more than one platform!

MOST POPULAR SOCIAL MEDIA PLATFORMS

HERE IS A QUICK
RUNDOWN OF THE
MOST POPULAR
SOCIAL MEDIA
PLATFORMS:



FACEBOOK:

very popular with CKC members and purebred dog fanciers globally



INSTAGRAM:

your place to reach a younger audience using images and short videos



YOUTUBE:

excellent way to reach many demographics; can be more costly to produce quality video content



TWITTER:

best for real time conversations, updates, and live coverage

HASHTAGS, HANDLES, AND HOW TO USE THEM

You've undoubtedly noticed them all over social media, and you might be wondering what they are. Hashtags make it easier for other users to find content relating to a specific topic. This way, users of a given social media platform can search for a keyword, and all content tagged with this subject is easily discovered.

- For example, the hashtags #GSD #GermanShepherdDog #GermanShepherd would all point users toward content related to German Shepherd Dogs specifically.
- The broader hashtags #workingdog #herdingdog #policedog would help users find content related to working and herding dogs.
- Even wider, the hashtags #purebred #purebreddog would allow users to search for content related to purebred dogs.

KEYWORD DEFINITIONS:

Hashtag: a user-generated tagging system in which a word or phrase is preceded by a hash or pound sign (#)

Handle: username a person or group uses on social media to allow others to identify them that is preceded by an at sign (@)

Tag: a way to link your social media with another user by using their handle or the use of a keyword to connect content on a social media site

Hashtags are not the only way to tag your content. You can also use a handle to engage other social media users. For instance, on Instagram the CKC account is "ckc4thedogs." If you wanted to tag us in any of your content, then you would use our handle "@ckc4thedogs" in your caption. Handles can also be used in pictures to tag the people that were present in the photo so that you do not have to list the name(s) in the caption. When you upload your photo on any social media platform you will have the option to tag people before posting the photo. •

USEFUL TIPS TO REMEMBER WHEN CREATING AND USING HASHTAGS:

- Hashtags (#) refer to a topic, whereas handles (@) refer to an individual or group.
- Both hashtags and handles can be used anywhere in captions and comments.
- Tagging related account handles in a post may encourage them to share your content.
- Do not add spaces or punctuation in your hashtag.
- Different platforms utilize hashtags differently. Limit hashtag use on Facebook and Twitter but go wild on Instagram!

- When creating hashtags for an event, be innovative! For example, if your club is Ronson KC and your event is a show in the year 2019, #RonsonKCDogs2019 or #RKCDogs2019 could be possible hashtags.
- Your original hashtag can be used in combination with other, more common ones, i.e., #RKCDogs2019 #purebred #showdogs •

USE THESE PROPRIETARY CANADIAN KENNEL CLUB HASHTAGS:

#CanadianKennelClub	for all content relating to purebred dogs in Canada
#CKCTopDogs	for any events, trials, wins, points earned, or special moments related to a competitor's Top Dogs journey
#CKCTopDogsTips	to leverage exciting/experienced competitors to help educate the public
#CKCJuniors	for any content related to Junior (age 4-18 years) involvement in purebred dogs
#CKCJuniorNationals	for any content related to the CKC Junior Handling National Championships
#EntertheRing	for Junior video tutorials, getting started in Juniors, novices

TARGET YOUR FOLLOWERS ON FACEBOOK!

By far the most popular of social media platforms, Facebook is flooded with content, providing users with a constant source of information, amusement, and stimulation. Being strategic about how you utilize Facebook is so important to achieving the interaction and engagement you're hoping for.

Tips for how to stand out:

- Early morning and evening are the best times to post because most users are active before or after work.
- Weekend posts tend to do well so don't be afraid to post dog show/trial photos or videos as they are taken.
- Facebook prioritizes "live" videos, which are videos that are streamed in real time.
- Whether live or pre-filmed, the best length for video content is around one minute.
- Always post content with visuals (photos, videos).
- Posts can be scheduled for future dates and/or times if you don't want the post up at the time you are creating it.

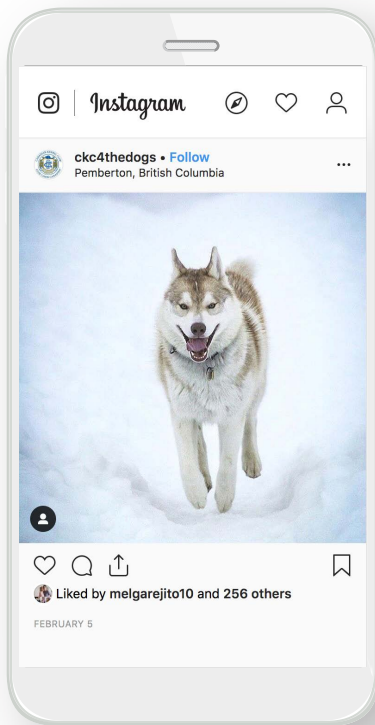
- You can interact with other users by liking a post, reacting or responding to a comment, becoming their Facebook friend or tagging them in content.
 - Polls are an alternate way to engage users to comment on your page or event. When creating a post just click the “poll” tab, then you are able to pose a question and include answers for your audience to select. •
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INVITE YOUR FOLLOWERS TO AN EVENT USING THE “EVENT” FEATURE

- An event page is a wonderful tool to help promote your club’s events.
 - Create and begin promoting your event page three months prior to the date.
 - To create an event, click “events” under the explore tab.
 - Make sure to create a public event. Private events are restricted to people the host invites and this cannot be altered after the event is created.
 - By creating an event, your club becomes the host, but you can add co-hosts if applicable.
 - Facebook users can interact with the event by displaying their interest, sharing the event or even declare that they will be attending.
 - All pertinent details—date, time, location, other useful information—are displayed and easily accessible.
 - A discussion section allows the public to engage with your club and ask questions about the event. •
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INSTAGRAM: INSTANT ACCESS TO A YOUTHFUL AUDIENCE

Although not yet popular with many involved with dog shows and events, Instagram is wildly popular with Millennials and Generation Z; in fact, users of that demographic prefer it to Facebook! Instagram is all about visuals, providing a constant stream of high-quality images and videos. Don’t miss out on the opportunity to get creative in the production of “Instagrammable” material, while simultaneously appealing to the very audience you need to carry your breed, your club and purebred dogs into the future!



← This is an example of an Instagram post by CKC (@ckc4thedogs). Important considerations include:

- The high-quality and appealing image.
- The use of a hashtag related to the image. Additional hashtags that could have been added are #husky #siberianhusky #dog #winter
- The account the picture was re-posted from was tagged in the caption (@qanikthehusky) and picture (as denoted by the person symbol in the left corner of the photo).
- The location the picture was taken was added. •

HELPFUL TIPS AND TRICKS WHEN USING INSTAGRAM:

- Use high-quality images to attract a young audience.
- Post consistently on a regular basis.
- Remember, this is a tool to reach a younger demographic.
- Keep video content short (30 seconds) and high-quality.
- Engage with users by liking or responding to comments, following accounts back or including hashtags and handles when needed.
- Add a call to action, such as a question, in your caption to encourage users to engage with your post.
- Feel free to include emojis, which are small digital images used to represent an idea or expression. Emojis can usually be found on your phone keyboard when you click the smiley face symbol beside the space bar.
- Make sure your account is public because private accounts are only visible to those you allow to follow your account.
- Use direct messaging to have a private communication between your account and another user. Remember to be polite and friendly.
- Instagram stories allow users to post a photo or video for 24 hours before it is automatically deleted. This feature can be useful for showing followers what occurs on event days! These stories can be saved in your highlights if you want to permanently keep them on your account. •

OTHER DIGITAL PLATFORMS

In addition to the two “big ones”—Facebook and Instagram—there are a couple of other digital platforms that are commonly used.

YOUTUBE provides users with access to streaming video content including full-length short documentaries and “how to” videos. This is your club’s best bet if your members are interested in creating a short doc or a series of tutorials about a breed, or showing dogs, or training, or any topic that needs greater coverage than the short time frame appreciated by Facebook and Instagram users.

- Provide high-quality, well-directed video content.
- Organize your videos into playlists, making it easier for users to watch several related videos.
- Videos are found by searching for a specific topic.
- The owner of a channel adds tags to each video to help users locate their content.
- Engage with the audience in the comments section to keep them hooked on your channel.
- Provide interesting and engaging information in your videos and aim to produce captivating visuals.
- If your channel proves popular, your videos can be monetized! •

TWITTER has become somewhat infamous for the “tweets” that famous personalities often post on this social media platform. This is an excellent way for your club to share short thoughts, ideas, or opinions—limited to 280 characters. This is also the best way to connect directly with well-known personalities; maybe you want to invite them to an event or have them support your breed or club?!

- A post made on twitter is called a tweet.
- Post frequently to build trust and a following.
- Easy to repost content by re-tweeting.
- Find other breed and purebred enthusiasts by following hashtags.
- Celebrate dog-related events and occasions.
- You can like, re-tweet or comment on any tweet to engage with followers.
- Share original information to be seen as an authoritative source. •

Across all platforms, here are some general “rule of thumb” practices that can help you utilize your space to the best advantage. We want to help you get to “trending” status!

SET UP FOR SUCCESS WITH SOCIAL MEDIA

TOP TIPS AND GENERAL SUGGESTIONS

- Seek a media-savvy club member to act as a social media coordinator. This is important as you want someone who is dedicated to your club's social media accounts.
- Create a club Facebook account and a club Instagram account.
 - A Facebook page is arguably more important to have and maintain than a website today, and certainly much less expensive!
- Support your social media coordinator by submitting content.
 - Provide high-quality graphics, videos and links of interest whenever you have an opportunity to do so.
 - As a club, aim for three Facebook posts per week, and up to 10 Instagram posts.
- If you need help coming up with content, you can always share resources from CKC's website and blog, The Dish! Available online in both official languages.
- Provide your social media coordinator with a prime spot at your shows, trials or other events to be able to effectively livestream.
 - Live video content is always a hit, but make sure it is streamed vertically!
- Get your club members excited! They can post and share photos or videos from your events, breed/discipline-specific news, and/or have a little fun with widely used hashtags like #TongueOutTuesday or #HikingDogs
- Get to know what your followers respond best to:
 - When something works, go with it and use the same strategy for new content.

- Take the time to watch a Facebook analytics tutorial. Understanding the reports will help you make better decisions.

- Promote events well ahead of time and engage with the public.
- Show off what is special about your club and the events you hold. Are you a breed club? Do your members excel at a specific discipline? Host an annual event?
- Highlight your club and club members' expertise by sharing educational content in positive and accessible language to develop your reputation as an important and valuable source of information.
- Ask your followers for ideas and suggestions. Make them feel valued.
- Do not post content without visuals (photos, videos).
- If you receive direct messages, respond promptly and kindly.
- Tag related accounts (CKC @CKC4thedogs, other local kennel clubs, breed clubs) to encourage them to share your content, then share theirs in return!
- Know your audience (public) and speak to them, not solely to yourself or those already involved in purebred dogs/ your club.

ATTRACTING A YOUNGER AUDIENCE

is so important for our future, so remember these tips when posting content:

- Keep messages short, sweet and fun.
- Employ appealing imagery—high-quality, interesting content.
- Use images and videos that show younger people at a show, or trial, or enjoying the company of purebred dogs.
- Hashtag away! If needed you can google popular dog hashtags for that week. For example, if your post depicts a German Shepherd Dog, some examples of hashtags that you might use, particularly if posting on Instagram, are: #GSD #GermanShepherdDog #GermanShepherd #workingdog #herdingdog #policedog #IPO #Schutzhund #ringsport #purebred #purebreddog •

Questions about anything
and everything Social Media?
Don't hesitate to contact
Jackiy Boychuk,
CKC's Marketing Specialist,
at jboychuk@ckc.ca



SPREAD THE WORD! TRADITIONAL MEDIA (PRINT, BROADCAST, TELEVISION, RADIO)

JUST THE FACTS! MAKING THE MOST OF A PRESS RELEASE

Through the changing landscape of public relations, the press release continues to be a useful marketing tool for your club's overall public relations plans. The press release provides an excellent opportunity to connect to your desired audiences—including, but not limited to, reporters. The press release is an official announcement (written or recorded) that an organization issues to the news media and should include the most important information a reporter needs to know, limited to two pages:

- Provide detail and background
- Provide photos
- Present information objectively
- Highlight only what is relevant
- Include a genuine quote
- Use action verbs in the heading to grab the reporter's attention
- Include "who, what, when, where, why" in the first paragraph
- Regular press releases can help your club stand out and build awareness with media over time •

– PRESS RELEASE SAMPLE –



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Slobbery kisses and puppy love!

Calgary, AB (January 19, 2019) – Spruce Meadows isn't just for horses next weekend – it's for dogs, too. Come see hundreds of human's best friend of all different shapes and sizes at the Alberta Kennel Club (AKC) Winter Classic dog show January 25 to 27 at the Spruce Meadows Equi-Plex.

Nearly 700 canines and their human companions will compete each day in several competitions – including junior handling, obedience trials, rally obedience trials and for the coveted Best in Show prize!

Dog shows are a great way to learn everything you could ever want to know about dogs – why some dogs look the way they do, have those interesting haircuts and what jobs they've been bred to do. The people at the end of the leashes are great to talk to and ask questions to help you learn about the world of dog sport and purebred dogs.

Join the Alberta Kennel Club and their furry companions for a great weekend of fun!

Admission available at the gate:

\$10 Adults

\$5 Youth (12-17 years old)

\$5 Seniors over 65 years old

FREE children under 12 years old

FREE parking

The dog show runs from Friday, January 25 to Sunday, January 27 from approximately 8 a.m. – 5 p.m.

For more information about the Alberta Kennel Club Winter Classic Show, please visit

www.albertakennelclub.org

About the Alberta Kennel Club

Governed by the Canadian Kennel Club (CKC), the Alberta Kennel Club (AKC) is an all-breed dog club that was founded in 1904 by a group of sporting dog enthusiasts. As one of the oldest continually operated kennel clubs in Canada, the modest volunteer membership is dedicated to promoting the betterment and welfare of purebred dogs by encouraging responsible breeding and ownership, as well as sportsmanlike conduct. The AKC hosts two annual shows at Spruce Meadows – Winter Classic in January, and the Summer Classic on the August long weekend. The Summer Classic is Canada's largest outdoor dog show, attracting competitors and judges from around the world.

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For more information or onsite interviews with breeders or competitors, contact:

Corrie Horne, Public Relations Chair

Mobile: (403) 620-9271

Email: corrie.horne@shaw.ca

Wendy Hamilton-Petkau, AKC President

Alberta Kennel Club

Mobile: (403) 615-9772

Email: mail@auburnmist.com

EXTRA, EXTRA! A MEDIA ALERT EXPLAINED

Create a media alert when you wish to make a very brief announcement meant for the press, to convince reporters that an event is a story worth covering:

- Include event date, time, and location;
 - Include a contact that is accessible before and during the event; and
 - Send the alert a few weeks before so that reporters can include your event in their assignment schedule. •
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HAVE I GOT A STORY FOR YOU! THE PITCH LETTER

When you have a great idea about a topic, pitch your idea to the media!

- Research the media outlet's target audience and be sure to explain why your story idea would be relevant to that audience in your one-page letter.
 - Pitch a topic of ongoing interest rather than a particular event. For example, you might pitch about finding a responsible breeder, the role of club members in the community, obedience and other training offered by your club, just to name a few ideas.
 - Approach media outlets well in advance of when you want the story published. •
-

EXPRESS YOURSELF! LETTER TO THE EDITOR

Creating a letter to the editor is a quick and easy way to give your club some visibility. Write a response to an article, whether you agree or disagree with it, and to express your opinion on an issue of public interest. For example, if you happen to write about how to find a responsible breeder, suggest attending one of your club's events.

- Include your club's name under your own name;
- Include your title if you happen to be on the executive; and
- Check the submission guidelines for the paper or magazine for length and other parameters. •

WHO'S ON THE LIST? MEDIA LIST

Do your research in order to send your press materials to the right person. Be sure to research media outlets and seek those that have done stories similar to the one you have to offer.

- Do your research: search your breed, club, purebred dogs, or show dogs.
- Contact the media outlet's main office and inquire which reporter is best to connect with for your story topic.
- Determine the nature of your story and the media outlet.
- You might need to contact more than one reporter.
- Contact local cable channels as they are often keen on events such as shows.
- Make contact with highly trafficked websites, blogs, and online guides as they may want to write a story on your topic or event. •

HOW TO WORK WITH THE MEDIA

Building and maintaining positive relationships with media is key to successfully promoting your club and events.

- Make yourself, club executive or appointed spokesperson/people easily accessible.
- Be consistent in your formatting and messaging.
- If releasing written content, keep it short and simple, but pleasant and clear.
- Always maintain positivity in order to best represent your club, CKC, and purebred dogs to the public.
- Be responsive. The more reliable you are in this regard, the more likely the media outlet will be in representing your club/event in the way you desire.
- Research the reporter you are working with and have a sense of their style of journalism.
- Aim to localize and humanize your story to make it relatable and appealing to the general public.
- Keep a list of things your club is doing to actively promote and encourage responsible dog ownership in the wider community.
- Focus on non-conformation activities to showcase, such as obedience, agility, therapy dogs, and other such programs.
- Feature your club's junior members.
- Feature community members who participate in obedience classes or other activities facilitated by your club.
- Develop a rapport with reporters in your area before you have something to pitch.
- Sound bites should be short. Any audio or video clip should not exceed 10-15 seconds.
- If possible, try to create an intriguing news hook that the media can use to pitch your story. •

TALK UP YOUR EVENT! TALKING POINTS THAT STREAMLINE KEY MESSAGES

Once your pitch has been successful, key messages and talking points will help the media best position highlights from the event.

- Discuss how long your club has been a part of the community and how it acts as a support to its members.
- Discuss how your club's event brings greater awareness to issues such as responsible dog ownership and responsible breeding practices.
- Promote purebred dogs by mentioning responsible, purposeful breeding practices, dogs that are screened for inherited diseases and dogs that are fit for purpose—whether it's enjoying a CKC herding, scent detection, agility or obedience event, or hanging out at home as part of the family.
- Talk about how CKC-sanctioned events encourage dog owners to train their dogs for a variety of disciplines, thereby fostering deep and meaningful bonds with their dogs.
- If your club offers Canine Good Neighbour (CGN) events, link CGN to the promotion and education of responsible dog ownership. •

TALK UP THE CANADIAN KENNEL CLUB (CKC)! TALKING POINTS ABOUT CKC

Key messages about CKC can be found at www.ckc.ca including:

- The Canadian Kennel Club is an organization of dog lovers supporting the health and welfare of dogs and their owners across the country.
- The Canadian Kennel Club is a national, member-based non-profit organization, incorporated under the Animal Pedigree Act of Canada.
- CKC registers purebred dogs, regulates dog shows and performance events, and speaks out on major issues concerning dog ownership and the health and welfare of dogs across Canada.
- CKC encourages Canadians to fully enjoy their dogs by participating in CKC events. CKC sanctions nearly 3,000 dog shows, trials, and tests nationwide, hosted by over 600 dog clubs, covering about 21 competitive events from agility and obedience to herding and lure coursing. •

IT'S SHOWTIME! MAKE YOUR EVENT THE MAIN ATTRACTION

Whether you use traditional or digital media/social media to promote your club or event, it's always a good idea to present a unique angle that will make your news stand out from the rest:

- Invite local TV celebrities or on-air personalities to your club's event. Encourage photo opportunities and live media coverage to publicize and cross-promote your event.
- Invite organizations such as CKC-approved therapy dog organizations to your event and ask them to offer demonstrations to add value and excitement at your event.
- Promote special club anniversaries along with club achievements that give back to the community. This might include fundraisers for local causes and Canine Good Neighbour tests that promote responsible dog ownership. Be sure to acknowledge all dogs that passed their CGN test!
- Tie in your club's event to a holiday or special awareness month, such as Animal Health Week in October, sponsored by the Canadian Veterinary Medical Association. Invite a local veterinarian to attend as a guest speaker or have a booth at your event.
- Invite a local politician such as a mayor or councillor that supports purebred dogs to attend your event and ask him/her to present the Best in Show, High in Trial and other top awards. •

TIPS ON ANSWERING MEDIA QUESTIONS

Speaking with the media is an important way to promote your club and events. Here are some general tips to consider prior to an interview:

- Interviews are not conversations: repeat your key points or main message so the likelihood of your point of view being conveyed is increased.
- Be honest and avoid wordy answers.
- Do not be swayed by the reporter, stick to your position/points and pivot the conversation back to your position if the reporter tries to move the conversation elsewhere.
- If you are not comfortable or knowledgeable about a topic, do not be afraid to say, "I don't know," or "I'm not sure."
- Refer to other experts when necessary, but be sure that you do so accurately.
- Maintain a positive tone at all times. Do not be negative or critical.
- Seek clarification if you are unsure about a question.
- Take your time in answering—be clear, consistent, and calm. •

PREPARING FOR A TV INTERVIEW

- Select your clothing wisely, try to aim for something simple.
- Practice your speech in front of a mirror. Remember to speak slowly and use simple words.
- Be careful of your body language. Try to maintain eye contact, avoid hand gestures, stand straight and smile.
- Contact the interviewer to inquire if you can get the questions in advance or an idea of what kind of questions they may ask. •

For media-related questions please reach out to CKC's Senior Communications and Public Relations Specialist, Sarah McDowell at smcdowell@ckc.ca

STRATEGIC CORPORATE PARTNERSHIPS

The most common form of strategic corporate partnership is sponsorship. Sponsorship is a great marketing tool for companies that can support their business goals. Sponsors' marketing goals are usually a combination of:

- Demonstrating brand values
- Accessing a target audience
- Generating new leads or potential customers •

CKC'S TOP TIPS FOR WORKING WITH CORPORATE SPONSORS

DO YOUR RESEARCH!

- Research your sponsors support of similar events or organizations. If possible, determine the value of that sponsorship.
- Avoid any conflicts of interest by ensuring your club sponsors do not conflict with the venue's sponsors, and that they are appropriate to your event and audience. •

KNOW YOUR SPONSOR'S OBJECTIVES

Are they selling a product? Building their newsletter? Know what action you want people to take and tailor your messaging to elicit that action from your audience. •

HOW TO CREATE A PITCH

- Create a pitch that clearly shows the value to a sponsor. How will this sponsorship marketing opportunity help the sponsor meet their business objectives? How will the company benefit from this relationship? Be strategic and targeted in your pitch.
- Understanding your club's demographic will help you target your pitch to align with the sponsor's target audience.
- Be specific about what brand exposure your sponsor will receive for the sponsorship fee. This may include banners at your event, their logo on your club's website and the opportunity to speak to those in attendance at your event. Be creative and work with your sponsor to explore what opportunities would best benefit them. •

WORKING WITH SPONSORS

- Asking for money can feel uncomfortable. Remember, sponsorship is part of a company's marketing budget so they have money set aside for this purpose.
- Talk about the value of the relationship and what it's worth to both your club and the sponsor. It should be win-win for both parties.

- Sponsors may be in a position to provide in-kind sponsorship. This is when instead of money, they provide a good or service that is of use to the club. For example, a sponsor may provide website development services, brochure printing, a discounted or free venue or educational content to benefit your club and its members. •

COMMUNICATING WITH YOUR SPONSOR

- Put things in writing. After phone calls send them a follow-up email to ensure you are both on the same page and keep track of timelines and deliverables.
- Communicate regularly, even after the event, to maintain a strong relationship. After all, you will likely want to approach your sponsors again next year. •

CROSS-PROMOTE!

- Sponsorship is much more than monetary contribution. It's a two way street, but you have to do some groundwork to get both lanes open for online traffic.
- Know where to direct traffic. If your sponsor wants to build a newsletter, skip their website homepage and drive traffic straight to their sign-up page.
- Collaborate on content—pre-plan posts that you and your sponsor can share.
- Encourage any brand fans in your membership to share their testimonial.
- Provide photos, videos and club highlights to leverage your sponsor's social networks for your club. •

ENCOURAGE SPONSORSHIP ACTIVATION

Help sponsors get new leads and customers by engaging your social media following via sponsor activations. Sponsors “activate” when they invest additional funds or resources in a contest, workshop or unique opportunity at your event that supports their business goals.* Improve the response by promoting the opportunity in advance, sharing video or live feed and/or allowing online participation.

**Activation activities are at the sponsor's expense. The cost of activating is in addition to the sponsorship fee they provide to the club!*

For example, Purina Pro Plan “activated” their CKC Seminar sponsorship with a contest for CKC members to win a free trip to the CKC Seminar by joining Purina's Pro Club! Fun fact: activations are a great way of generating additional, exciting content for your social feeds! •

SPONSOR SOCIAL ETIQUETTE

- Always ask which account names and hashtags to use before a post is made.
- Ask your sponsor if they want to approve posts before they are published.
- Never miss an opportunity to tag a sponsor. •

EASIER SPONSOR STEWARDSHIP WITH SOCIAL

“Stewardship” is another way of saying, “taking care of a relationship and helping it grow”. Stewarding can take many forms including remembering to send thank you letters, staying in touch regularly and keeping your sponsors informed about all successes and opportunities for growth. A well-cultivated relationship will yield better results for your club and your sponsor each year, so check out these tips to incorporate your social media savvy into your stewardship plan:

- Use Facebook analytics to see which posts were most successful and what didn't work. If you feel overwhelmed there are a lot of simple, useful tutorial videos on Facebook analytics online. It is well worth the time!
- Share results with your sponsor to set up conversations about successful posts and opportunities for next year. How did these posts contribute to sponsor's objectives? It's okay if some things didn't work out—testing and learning is how we improve, just approach these items honestly and collaborate on how to improve next year.
- The most important aspect of stewardship is willingness to support sponsors to improve their return on investment (ROI). Data sharing will help you and your sponsor make better decisions and bring better value to your club and sponsor. Remember—without a strong ROI, your sponsor won't likely return next year, and definitely won't increase their sponsorship! •

Jackiy Boychuk is your go-to for information on developing corporate partnerships. She is CKC's Marketing Specialist and can be reached at jboychuk@ckc.ca



The Canadian Kennel Club's Marketing & Communications division is here for you! Please do not hesitate to connect with us if you have any questions or suggestions. Our goal is to advance purebred dogs by informing, educating, and expanding public awareness about the vast array of activities and opportunities available to purebred-dog owners. We are here to help foster strong relationships between the purebred-dog community and wider Canadian society to promote and protect the long-term health and growth of the purebred-dog fancy in Canada.

Let's work together!

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