

# SOCIAL MEDIA GUIDE

## Spread the #SpiritOfClubSailing!

#SpiritOfClubSailing is the hashtag of the 2021 season! The best way to use hashtags is to use the same within one community. Make it easier for league fans to find the latest league sailing content and use the hashtag #SpiritOfClubSailing!

## Activate your club's channels!

Take photos and videos of SCL events and use them for your club's social media accounts!

## Invite other sailing fans!

Invite friends to follow the channels of the SAILING Champions League! Recommend the league content to others and let even more sailing fans join the world of league sailing!

## Let everyone join LIVE!

On Saturdays and Sundays, every SCL event is live on YouTube, Facebook and sailing-championsleague.com. Make sure no sailing fan misses out on the show and share the live stream on your social media accounts!

## Interact with SCL content!

Comment, share and react on our SAILING Champions League content. Let us know how you like our content and get in touch with the league sailing community!

## Name and tag SCL accounts!

Tag sailors, clubs, sponsors, National Sailing Leagues and the SAILING Champions League in your postings and comments - this helps the league sailing community to grow and we can share your content on our SAILING Champions League channels!

## Get SCL content for your accounts!

On the event page on sailing-championsleague.com you can download a selection of photos for your social media accounts and SAILING Champions League is always happy to share the photos with you.