Social Posts

The following is post content for clubs’ social media accounts (Facebook, Twitter and Instagram). Text alone is provided, so that clubs can personalize the posts by using their own photos.

### POSTS FOR KEY MESSAGE 1

*In a time when many are feeling isolated, curling can still bring people together.*

Curling brings people together – safely. We’re still your place for connection and community.

Distancing doesn’t have to be lonely. We’ve made it safe for friends to curl together.

Curling puts the “social” in “social distancing.” Come play a game with friends and family, safely.

### POSTS FOR KEY MESSAGE 2

*Curling is a low-contact, low-risk activity.*

Need a new way to stay active? Curling is low contact and low risk.

If you’re looking for a sport where no one has to touch each other, we’ve had you covered for years.

Stay 2m apart? No problem. There’s not a lot of tackling in curling.

### POSTS FOR KEY MESSAGE 3

*Thought has gone into making your curling experience even safer.*

We’ve made some changes to help keep you safe. Making the game less fun wasn’t one of them.

Less handshakes, more hand sanitizer. We’re here to help you curl safely.

We’ve used local, provincial, and national guidelines to make your game even safer. Come see what’s new

### POSTS FOR KEY MESSAGE 4

*Alberta’s curling clubs contribute to the local economy, getting people back to work and play.*

Our staff are back to work and ready to welcome you. From 2m away, of course.

We’re so happy to have our team safely back at work. Supporting local jobs always feels good.

Curling adds $584 million to Canada’s economy every year. Maybe the most fun way to support economic recovery.

### POSTS FOR Additional (Social Media Specific) MessagING

*The game might look a little different right now, but it’s still curling.*

Curling in 2020 has to be a little different. But not a lot different.

Having just one sweeper might be different. But the thrill of the game? Not different at all.

### HASHTAGS (TWITTER AND INSTAGRAM) – IN ORDER OF PRIORITY

#curlalberta #keepcurling #drawtogether