

PRESENTATION 2024

SOCIAL MEDIA MARKETING PLAN



Muskoka Ski Club & Hidden Valley
Highlands Ski Area

f FACEBOOK

5177 followers

Content Types:

- Event Announcements: Create event pages for races, family days, or après-ski parties.
- Community Engagement: Share throwback photos, polls, and family-friendly content.
- Blog Links: Drive traffic to your website with snow safety tips, skiing tips, and local area guides.

Engagement Tactics:

- Respond quickly to comments and messages.
- Use Facebook Live to stream events or weather updates.

Frequency: 3-4 posts/week.



Hidden Valley Highlands Area

likes • 5.1K followers

Muskoka's ONLY ski hill with the tradition of providing winter fun since 1961 in Huntsville ON

 Manage





TIKTOK

Content Types:

- Fun Challenges: Engage followers with trends like slope style challenges or dance-offs in ski gear.
- Tutorials: Short, engaging clips on skiing tips, tricks, or how to gear up for the slopes.
- Humor and Fails: Light-hearted content that shows the fun (and falls) of skiing and snowboarding.
- Hashtag Strategy: Use popular winter sports hashtags and create branded ones, e.g., #SkiMuskoka.

Frequency: 3 posts/week.



@ski.hidden.valley

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Followers

1

Like

profile

Share profile

+ Add bio



/view expired Stories in "Your private videos"

