



# ACADEMY NEWS

ST. EDMUND HOCKEY ACADEMY

DECEMBER 2011

WWW.STEDMUNDHOCKEY.COM

## HOCKEY ACADEMY ON TWITTER!!

<http://twitter.com/STEDMUNDHOCKEY>



Join & follow on the Academy

The main source for information such as newsletters, schedules and upcoming events can be located on the Hockey Academy website at: [www.stedmundhockey.com](http://www.stedmundhockey.com). For the second year, the Academy is on TWITTER. Parents can get instant messaging of important news and announcements straight to their smart phones. You can also see the conversation on the main page of the website. If you click on the Twitter icon on the left hand side of the main page of the website, you can read all of the twitter postings. This allows the Academy to communicate important info quickly to a large group of parents. [E.g. arena switch, important announcements, etc.]

#### HOW EASY IT IS TO SIGN UP:

1. GO TO TWITTER.COM AND CREATE A NEW ACCOUNT. THEY ASK FOR A FEW MINOR PIECES OF INFORMATION.
2. IF YOU INCLUDE YOUR CELL PHONE NUMBER IN YOUR INFORMATION, EVERY TIME THERE IS A POSTING ON THE HOCKEY ACADEMY TWITTER PAGE, YOU WILL RECEIVE A SMS TEXT MESSAGE TO YOUR PHONE WITH THE POSTING. Or you can check by using the Twitter app on your phone at your convenience.
3. ONCE YOUR ACCOUNT HAS BEEN ACTIVATED, PLEASE CHOOSE TO FOLLOW: STEDMUNDHOCKEY. You can also follow the steps by clicking on the Twitter Icon on the website.

#### WHY IS THIS AN EFFECTIVE TOOL?

1. IMPROVES COMMUNICATION BETWEEN THE ACADEMY AND FAMILIES
2. PROVIDES INSTANT MESSAGING COMPARED TO ALL MESSAGES HAVING TO BE SENT TO THE WEBMASTER AND THEN POSTED.
3. PROVIDES UPDATES ON ALUMNI AND CREATES A RICH TRADITION FOR OUR CURRENT STUDENT-ATHLETES

## TWITTER CONTEST!!

WIN A ST. EDMUND HOCKEY ACADEMY  
UNDER ARMOUR GYM BAG

ANY PARENTS THAT SIGN UP FOR TWITTER OR HAVE ALREADY SIGNED UP FOR TWITTER WILL HAVE THEIR NAME GO IN A DRAW FOR A UNDER ARMOUR GYM BAG. TWITTER SENDS AN AUTOMATIC EMAIL TO THE HOCKEY ACADEMY TO NOTIFY WHEN A NEW USER SIGNS UP FOR THE INSTANT MESSAGING SERVICE.

**PLEASE NOTE:** ANY PARENTS THAT HAVE PREVIOUSLY SIGNED UP FOR TWITTER WILL AUTOMATICALLY BE PUT INTO THE DRAW FOR THE GYM BAG.

**DRAW DEADLINE: DECEMBER 21, 2011**



ST. EDMUND  
HOCKEY ACADEMY