



# ACADEMY NEWS



ST. EDMUND HOCKEY ACADEMY

NOVEMBER / DECEMBER 2010

[WWW.STEDMUNDHOCKEY.COM](http://WWW.STEDMUNDHOCKEY.COM)

## HOCKEY ACADEMY ON TWITTER!!



Join & follow on the Academy

<http://twitter.com/STEDMUNDHOCKEY>

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). Exciting for this year is that 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.

### 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.
3. ONCE YOUR ACCOUNT HAS BEEN ACTIVATED, PLEASE CHOOSE TO FOLLOW: STEDMUNDHOCKEY

### 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

\*\* IF YOU DO NOT WISH TO SIGN UP FOR TWITTER, ALL POSTINGS CAN BE READ ON THE TWITTER PAGE BOX ON THE RIGHT HAND SIDE OF THE MAIN WEBSITE PAGE OF THE HOCKEY ACADEMY. IF YOU CLICK ON THE TWITTER ICON ON THE LEFT HAND SIDE OF THE MAIN PAGE, YOU CAN SEE ALL POSTINGS SINCE THE BEGINNING OF THE YEAR.

## TWITTER CONTEST!!

WIN A 10TH ANNIVERSARY GOLF BAG FROM THE HOCKEY ACADEMY

ANY PARENTS THAT SIGN UP FOR TWITTER OR HAVE ALREADY SIGNED UP FOR TWITTER WILL HAVE THEIR NAME GO IN A DRAW FOR A TAYLOR MADE 10TH ANNIVERSARY GOLF 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 GOLF BAG.

**DRAW DEADLINE: DECEMBER 10, 2010**



St. Edmund Hockey Academy  
Celebrating 10 Years  
ST. EDMUND HOCKEY ACADEMY

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