

FIS Freestyle Skiing 2015/16 Social Media Tool Kit

FIS FREESTYLE MEDIA COORDINATORS

Chad Buchholz
buchholz@fisski.com
+41795020960

Mateusz Kielpinski
kielpinski@fisski.com
+41796853782

FIS FREESTYLE RACE DIRECTORS

Joe Fitzgerald
fitzgerald@fisski.com

Martin Fiala (Audi FIS Ski Cross World Cup)
fiala@fisski.com

1. Official FIS Freestyle Channels

- Facebook: <https://www.facebook.com/fisfreestyle>
- Twitter: [@fisfreestyle](https://twitter.com/fisfreestyle)
- Instagram: [@fisfreestyle](https://www.instagram.com/fisfreestyle)
- YouTube: <https://www.youtube.com/FISFreestyle>

We encourage you to mark, tag and @-tag all relevant FIS Freestyle channels in any of your posts concerning Freestyle skiing, and in any post relating to your event we will happily return the favour.

Social media is about creating connections and spreading the content as far as possible. The more we work together, the greater our reach will be!

2. Official Hashtags

For all channels commonly using hashtags (Twitter, Instagram, Facebook) the official hashtag is: **#fisfreestyle**

Should you have a particular hashtag you wish to use for your event as well, please let us know in advance so we can coordinate our efforts.

3. Photos

We strongly encourage all of our LOCs to have a photographer on hand to document the on-hill action for use by their (and our) social media channels. Photos are the most efficient way

to communicate a sense of what takes place on hill, and through distribution on Facebook, Instagram, Twitter, and/or photo-sharing sites like Smugmug, quality photos of an event are an ideal way to increase visibility for all partners involved.

We do understand that hiring a photographer on a day rate can be an expensive endeavour, which is why we suggest looking to establish something of an internship program. Seeking out a student photographer who is looking to build a portfolio, or an amateur enthusiast who will exchange photos for special competition access, are just two of the possibilities for finding a suitable documentarian for your event.

If and when you have located a photographer for your event, please put him or her in contact with either Chad Buchholz or Mateusz Kielpinski to help organize logistics for the event.

3. Venue Channels and Key Athletes

We follow all of our venue social media channels and share, retweet and regram from them whenever possible as we work to create buzz around our events and build towards the season's marquee competitions. If you would like to see what various organisers are doing ahead of and during a FIS Freestyle event, here are complete lists of 2015/16 Freestyle World Cup organisers and their respective social media.

As well, to help you follow and share/retweet/regram athlete posts, we have compiled profiles of some of the most prominent men and ladies of the Freestyle World Cup tour. If you are interested in more athletes (e.g. from your country) please contact us and we should be able to point you in the right direction.

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AUDI Ski Cross World Cup Venues 2015/16

WEBSITE	FACEBOOK	TWITTER	INSTAGRAM
Val Thorens (FRA)	Val Thorens resort	@Val_Tho	@val_thorens
Arosa (SUI)	Arosa resort	@arosalenzerheid	@arosalenzerheide
Montafon (AUT)	Montafon World Cup	@Montafon	@silvrettamontafon
Innichen/San Candido (ITA)	Innichen/San Candido World Cup	@skicrossitaly	@skicross_san_candido
Megeve (FRA)	Megeve resort	@megeve	@megeve_officiel
Watles (ITA)	Watles World Cup	@fisiofficial	@skicrosswatles
Feldberg (GER)	Feldberg resort	@hochschwarzwald	@hochschwarzwald
Idre (SWE)	Idre resort	@idrefjall	@idrefjall
Sunny Valley (RUS)	Sunny Valley resort	@Moya_Dolina	
Blue Mtn (CAN)	Blue Mountain resort	@BlueMtnResort	@bluemtnresort
Sierra Nevada (SPA)	Sierra Nevada resort	#SN2017	@Snevada2017

AUDI Ski Cross World Cup Key Athletes 2015/16

WEBSITE	FACEBOOK	TWITTER	INSTAGRAM
MEN			
OEHLING-NORBERG, Victor (SWE)	Victor Oehling-Norberg Facebook		@victorohlingnorberg
CHAPUIS, Jean-Frederic (FRA)	Jean-Fred Chapuis Facebook		@jfchapuis
FLISAR, Filip (SLO)	Filip Flisar Facebook		@pesjanzbrki
BOHNACKER, Daniel (GER)	Daniel Bohnacker Facebook	@dabo212	@danielbohnacker
LEMAN, Brady (CAN)	Brady Leman Facebook	@lemanracing	@lemanracing
DELBOSCO, Chris (CAN)	Chris Delbosco Facebook	@chrisdelbosco	@chrisdelbosco
ZANGERL, Thomas (AUT)	Thomas Zangerl Facebook	@thomas_zangerl	@thomas_zangerl

LADIES

THOMPSON, Marielle (CAN)	Marielle Thompson Facebook	@bigairmar	@bigairmar
SMITH, Fanny (SUI)	Fanny Smith Facebook	@SmithFanny	@fannysmith
HOLMLUND, Anna (SWE)	Anna Holmlund Facebook	@Anna_Holmlund	@annaholmlund
DAVID, Ophelie (FRA)	Ophelie David Facebook	@ophelie_david	@ophedavid
LIMBACHER, Andrea (AUT)	Andrea Limbacher Facebook		@andrealimboo
SERWA, Kelsey (CAN)	Kelsey Serwa Facebook	@kelseyserwa	@kelseyserwa
BARON, Alizee (FRA)	Alizee Baron Facebook	@baronalizee	@alizeebaron

Moguls and Aerials World Cup venues 2015/16

WEBSITE	FACEBOOK	TWITTER	INSTAGRAM
Ruka (FIN)	Ruka World Cup	@skisportfinland	@skisportfinland
Beida Lake (CHN)	-	-	-
Lake Placid (USA)	Lake Placid resort	@usfreestyle	@usfreestyleski
Val St. Come (CAN)	Val St. Come resort	@canfreestyleski	@canfreestyleski
Calgary (CAN)	Calgary World Cup	@canfreestyleski	@canfreestyleski
Deer Valley (USA)	Deer Valley resort	@Deer_Valley	@deervalleyresort
Bokwang (KOR)	PyeongChang 2018 Olympic Games	@2018PyeongChang	
Tazawako (JPN)		@tazawako	
Minsk (BLR)			
Moscow (RUS)			
Sierra Nevada (SPA)	Sierra Nevada resort	#SN2017	@Snevada2017

Moguls and Aerials World Cup Key Athletes 2015/16

WEBSITE	FACEBOOK	TWITTER	INSTAGRAM
MEN MOGULS			
KINGSBURY, Mikael (CAN)	Mikael Kingsbury Facebook	@mikaelkingsbury	@mikaelkingsbury
MARQUIS, Philippe (CAN)	Phil Marquis Facebook	@marquisphil	@philmarquis
GRAHAM, Matt (AUS)	Matt Graham Facebook	@mogulmattgraham	@mattgraham_moguls
CAVET, Ben (FRA)	Ben Cavet Facebook	@bencavet	@bencavet
BENNA, Anthony (FRA)	Anthony Benna Facebook	@anthobenna	
MEN AERIALS			
GERRITS, Travis (CAN)	Travis Gerrits Facebook	@travisgerrits	@travisgerrits
BOHONNON, MAC (USA)	Mac Bohannon Facebook	@macbohannon	@mbohannon
MORRIS, David (AUS)	David Morris Facebook	@Aerialskier	@Aerialskier
LILLIS, Christopher (USA)	Chris Lillis Facebook		@chrislillis1
IRVING, Lewis (CAN)		@lewisirving7	@lewisirving7
LADIES MOGULS			
DUFOUR-LAPOINTE, Justine, Chloe, Maxime (CAN)	Les Souers Dufour-Lapointe Facebook	@3_SDL	@justinedufourlapointe @maximedufourlapointe
COX, Britteny (AUS)	Britteny Cox Facebook	@brittycox	@britt_mogul_cox
ROBICHAUD, Audrey (CAN)	Audrey Robichaud Facebook	@audreyrobichaud	@audreyrobichaud
LAFFONT, Perrine (FRA)	Perrine Laffont Facebook	@laffontperrine	@perrinelaffont



MATTHEWS, Mikaela (USA)	Mikaela Matthews Facebook		@mikaelamatthews
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LADIES AERIALS

SCOTT, Danielle (AUS)	Danielle Scott Facebook	@Daniellescott7	@danidanski
MCKINNON, Kiley (USA)	Kiley McKinnon Facebook	@kileymckinnon	@kiley.mckinnon
CALDWELL, Ashley (USA)	Ashley Caldwell Facebook	@ashleyskis	@ashleyskis93
WELLS, Samantha (AUS)	Samantha Wells Facebook		@flippinsam
OLSEN, Madison (USA)	Madison Olsen Facebook	@madisonolsen28	@maddyolsen

Halfpipe, Slopestyle, and Big Air World Cup venues 2016/17

WEBSITE	FACEBOOK	TWITTER	INSTAGRAM
Milan (ITA)	Big Air and the City: Milan	@EXPERIENCEmi1	@experiencemi2016
Moenchengladbach (GER)	ARAG Big Air Festival: Moenchengladbach		
Copper Mtn (USA)	Copper Mountain resort	@CopperMtn	@coppermtn
Font Romeu (FRA)	SFR Freestyle page	@sfrfreestyle	@sfrfreestyletour
Seiser Alm (ITA)	Seiser Alm resort		@snowpark_seiseralm
Mammoth Mtn (USA)	Mammoth Mountain resort	@mammothmountain	@mammothmountain
Quebec City (CAN)	Jamboree: Quebec City	@snowjamboree	@snowjamboree
Bokwang (KOR)	PyeongChang 2018 Olympic Games	@2018PyeongChang	
Silvaplana (SUI)	Silvaplana Corvatsch resort	@corvatsch3303	@corvatsch3303
Tignes (FRA)	SFR Freestyle page	@tignesofficiel	@tignesofficiel
Sierra Nevada (SPA)	Sierra Nevada resort	#SN2017	@Snevada2017

Halfpipe and Slopestyle World Cup Key Athletes 2015/16

WEBSITE	FACEBOOK	TWITTER	INSTAGRAM
MEN Slopestyle			
RAGETTLI, Andri (SUI)	Andri Ragettli Facebook	@andriragettli	@andriragettli
TJADER, Jesper (SWE)	Jesper Tjader Facebook	@JesperTjader	@jespertjader
CHRISTENSEN, Joss (USA)	Joss Christensen Facebook	@josschristensen	@josschristensen
WOODS, James (GBR)	James Woods Facebook	@jameswoods	@jameswoods
BRAATEN, Oystein (NOR)	Oystein Braaten Facebook	@oysteinbraten	@oysteinbraten

MEN Halfpipe

RIDDLE, Mike (CAN)	Mike Riddle Facebook	@mike_riddle	@mike_riddle
ROLLAND, Kevin (FRA)	Kevin Rolland Facebook	@kevinrolland1	@kevin_rolland
BLUNCK, Aaron (USA)	Aaron Blunck Facebook	@Aaron_Blunck	@aaronblunck
WISE, David (USA)	David Wise Facebook	@mrDavidWise	@mrdavidwise
KENWORTHY, Gus (USA)	Gus Kenworthy Facebook	@guskenworthy	@guskenworthy
VALENTIN, Benoit (FRA)	Ben Valentin Facebook	@BenValentin92	@benvalestin

LADIES Slopestyle

HOWELL, Dara (CAN)	Dara Howell Facebook	@DaraHowell	@darahowell
ZIMMERMANN, Lisa (GER)	Lisa Zimmermann Facebook		@zimmermannlisa
SJAASTAD-CHRISTIENSEN, Tiril (NOR)	Tiril Sjaastad-Christiansen Facebook	@tirilsjaastad	@tirilsjaastad



DAHLSTROM, Emma (SWE)	Emma Dahlstrom Facebook	@emmadahlstrom	@emmadahlstrom
VOISIN, Maggie (USA)	Maggie Voisin Facebook	@maggie_voisin	@maggie_voisin

LADIES Halfpipe

LOGAN, Devin (USA)	Devin Logan Facebook	@dlogan	@devinlogan
ONOZUKA, Ayana (JPN)	Ayana Onozuka Facebook		@ayana_onozuka
BOWMAN, Maddie (USA)	Maddie Bowman Facebook	@maddiebowman	@maddie_bowman
FAIVRE, Virgine (SUI)	Virginie Faivre Facebook	@VirginieFaivre	@virginiefaivre
SHARPE, Cassie (CAN)	Cassie Sharpe Facebook	@cassandrasharpe	@cassiesharpe

IN SUMMARY

With the social media tools we have at our disposal we have an unprecedented ability to promote Freestyle skiing events, distribute our material, and share material with lovers of skiing all over the world. When we work together and use our connections we develop the ability to reach out far beyond our individual followers and email lists and help grow the awareness of the great product that is Freestyle skiing.

Keep this in mind for every post, tweet, photos, and transmission being produced at your event. Create good content and share it wisely, and there's no telling just how far our reach might spread.