

## Club Resource: Tokyo 2020 Social Media Campaign

**From July 22 to August 15, 2021, Gymnastics Ontario will be utilizing social media to highlight and promote our sport by capitalizing on the excitement of the Tokyo 2020 Olympics. Member clubs are encouraged to get involved and make use of this opportunity to promote their club/programs. This resource contains ideas, suggestions, and reference material for club participation.**

- 1) Gymnastics Ontario will be posting from July 22 to August 15. Follow us on Facebook and Instagram (@gymnasticsontario) and share our content to your club's social media channels.
- 2) During and after the event, share highlights from the Olympics.  
Recommended social media channels to watch:

	Facebook	Instagram
Gymnastics Ontario	@gymnasticsontario	@gymnasticsontario
Gymnastics Canada (GymCan)	@gymcan1	@gymcan1
Team Canada	@teamcanada	@teamcanada
FIG (International Gymnastics Federation)	@fig.gym	@figymnastics
Olympics	@olympics	@olympics
Tokyo 2020	@tokyo2020	@tokyo2020
CBC Olympics	@cbcolympics	@cbcolympics

- 3) Content ideas for clubs who may want to create their own content:
  - Educational content: Safe Sport, Gym Safety, Coach Training, Physical Literacy, Gymnastics as a Foundation Sport, LTD Stages of Development.
  - Benefits of Gymnastics
  - Did You Know? (history of gymnastics or fun facts)
  - Coach Spotlight
  - Highlight Olympians (past or present)
  - Then vs. Now: How events have evolved, Athlete photos (vs. their past selves or their parents).
  - Parent interviews: how the entire family is involved.

- 4) Encourage your followers to “please share this post” in order to extend your reach outside of your regular audience.
- 5) **Schedule of gymnastics events at Tokyo 2020** in EDT and JST. Local time for Tokyo is Japan Standard Time (JST), which is 13 hours ahead of Ontario (EDT).  
<https://tokyo2020.org/en/schedule/> | <https://olympic.ca/tokyo-2020-olympic-schedule/>

		Ontario Time (EDT)	Tokyo Time (JST)
	Opening Ceremonies	Friday July 23 7:00AM-10:30AM	Friday July 23 20:00-23:30
<b>MAG</b>	Men’s Artistic Qualification	Fri July 23-Sat July 24 9:00PM-9:00AM	Saturday July 24 10:00-22:00 (3 groups)
<b>WAG</b>	Women’s Artistic Qualification	Sat July 24-Sun July 25 9:00PM-9:00AM	Sunday July 25 10:00-22:00 (3 groups)
<b>MAG</b>	Men’s Artistic Team Final	Monday July 26 6:00AM-9:10AM	Monday July 26 19:00-22:10
<b>WAG</b>	Women’s Artistic Team Final	Tuesday July 27 6:45AM-9:10AM	Tuesday July 27 19:45-22:10
<b>MAG</b>	Men’s Artistic All-Around Final	Wednesday July 28 6:15AM-9:10AM	Wednesday July 28 19:15-22:10
<b>WAG</b>	Women’s Artistic All-Around Final	Thursday July 29 6:50AM-9:05AM	Thursday July 29 19:50-22:05
<b>TG</b>	Women’s Trampoline Qualifications and Final	Friday July 30 12:00AM-2:30AM	Friday July 30 13:00-15:30
	Men’s Trampoline Qualifications and Final	Sat July 31 12:00AM-2:30AM	Saturday July 31 13:00-15:30
<b>MAG &amp; WAG</b>	Men’s and Women’s Artistic Event Finals	Sunday August 1 4:00AM-7:10AM Monday August 2 4:00AM-6:40AM Tuesday August 3 4:00AM-6:25AM	Sunday August 1 17:00-20:10 Monday August 2 17:00-19:40 Tuesday August 3 17:00-19:25
<b>RG</b>	Rhythmic Individual All-Around Qualification	Thurs Aug 5-Fri Aug 6 9:20PM-4:45AM	Friday August 6 10:20-17:45 (2 groups)
	Rhythmic Group All-Around Qualification	Friday August 6 9:00PM-11:40PM	Saturday August 7 10:00-12:40
	Rhythmic Individual All-Around Final	Saturday August 7 2:20AM-5:00AM	Saturday August 7 15:20-18:00
	Rhythmic Group All-Around Final	Saturday August 7 10:00PM-11:55PM	Sunday August 8 11:00-12:55
	Closing Ceremonies	Sunday August 8 7:00AM-10:30AM	Sunday August 8 20:00-23:30

*(schedule subject to change / details listed are as of July 8, 2021)*

## 6) Team Canada | Gymnastics Athletes and Coaches (highlighting Ontario)

	<b>Athletes</b> (click underlined name to visit Olympic.ca athlete page)	<b>Coaches</b>
<b>MAG</b>	1 <a href="#">René Cournoyer</a> (Repentigny, Que.)	1 Jean-Sébastien Tougas (Montreal, Que.) MAG Coach
<b>WAG</b>	<u>Team:</u> 1 <a href="#">Ellie Black</a> (Halifax, N.S.) 2 <a href="#">Brooklyn Moors</a> (Cambridge, Ont.) 3 <a href="#">Shallon Olsen</a> (North Vancouver, B.C.) 4 <a href="#">Ava Stewart</a> (Bowmanville, Ont.)  <u>Alternate (travelling):</u> 1 Rose Woo (Montreal, Que.)  <u>Alternates (non-travelling):</u> 2 Laurie Denommée (Laval, Que.) 3 Emma Spence (Cambridge, Ont.) 4 Victoria Woo (Montreal, Que.)	1 David Kikuchi (Truro, N.S.) WAG Head Team Coach 2 Lorie Henderson (Brandon, Man.) WAG Team Coach 3 Elena Davydova (Oshawa, Ont.) WAG Personal Coach 4 Dorina Stan (North Vancouver, B.C.) WAG Personal Coach 5 Denis Vachon (Azilda, Ont.) WAG Personal Coach
<b>TG</b>	1 <a href="#">Rosie MacLennan</a> (Toronto, Ont.) 2 <a href="#">Samantha Smith</a> (Vancouver, B.C.)  <u>Alternates:</u> 1 Sarah Milette (Montreal, Que.) 2 Sophiane Méthot (Montreal, Que.)	1 Dave Ross (Toronto, Ont.) Trampoline Coach 2 Curt de Wolff (Vancouver, B.C.) Trampoline Coach 3 Karina Kosko (Montreal, Que.) Trampoline Coach
<b>RG</b>	Due to COVID-19 travel restrictions, RG athletes were unable to participate in qualifying events; there will be no Canadian participation in RG at the Tokyo 2020 Olympics.	

## 7) Suggested Hashtags

*#Tokyo2020 #RoadtoTokyo  
#Olympics #StrongerTogether*

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*#gymnastics #gymnastique  
#qualification #allaround #finals #teamfinals #eventfinals  
#MAG #mensartistic #mensartisticgymnastics  
#WAG #womensartistic #womensartisticgymnastics  
#TG #trampolinegymnastics #RG #rhythmicgymnastics*

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Gymnastics Ontario: *#SportStartsHere #GymnasticsOntario*  
 Gymnastics Canada: *#gymcan #fromherewesoar #diconsenvole*  
 Team Canada: *#TeamCanada #EquipeCanada #beolympic #soisolympique  
#gocanadago #canadianathletes*