

	Recommended Post dates	Recommended posts to make	Suggested copy
☐	Anytime - Nov 3	Post information of the trials	It's almost time — Olympic Trials are coming! 🇺🇸 Nov. 11–16, the nation's top teams hit the ice in Sioux Falls to chase their Olympic dream. **insert any watch party information
☐	Nov 3-7	Share the date and how to watch the Olympic Trials	Clear your schedules, curlers — it's Trials time! 🇺🇸 Nov. 11–16 in Sioux Falls, SD. Can't be there? No problem — stream <i>every single game</i> on Peacock
☐	11-Nov	The start of the Olympic Trials	Day 1 of Olympic Trials is here! 🇺🇸 Tune in on Peacock to catch all the action from Sioux Falls as Team USA hopefuls battle for their spot at the 2026 Winter Olympics. 🏏
☐	13-Nov	National Watch Party Live post -- share a photo of your watch party	Our members are having a blast at *host venue* cheering for live curling at the National Watch Party! **tag USA Curling, your host venue, and add any hashtags!
☐	16-Nov	Share the winning teams	We have our Olympic Trials champions! 🏏 Huge congratulations to ____ and ____ — they now have the chance to represent the USA on the world's biggest stage in 2026!
☐	Dec- Jan	A couple posts getting excited about the start of the games	Winter Olympics = curling! 🇺🇸 Join us in cheering on Team USA from wherever you are — stream the games, follow the action online, and celebrate every shot, sweep, and score with your curling community! **add watch party information
☐	Jan-feb 1	Post about opportunities people have to try curling at your club	Ever wanted to give curling a try? 🇺🇸 Now's your chance! Join us at [Club Name] for a fun, beginner-friendly session and experience the excitement of sliding, sweeping, and scoring on the ice. No experience needed!
☐	4-Feb	Post at start of Mixed Doubles	Cheer on Team USA! 🇺🇸 Don't miss Korey Dropkin and Cory Thiesse in Mixed Doubles at the Winter Olympics — tune in, watch every stone, and support our curlers as they battle for gold!
☐	3-Feb	Post information on how to watch Mixed Doubles	Don't miss a single stone! 🇺🇸 Watch Team USA in Mixed Doubles at the Winter Olympics by streaming every game live on [network/Peacock/TV channel]. Get ready for fast-paced action and incredible shots!
☐	7-Feb	Post half way through Mixed Doubles reminding everyone to tune in	Mixed Doubles is halfway done! 🇺🇸 Playoffs are fast approaching — cheer on Team USA as every end counts!
☐	9-Feb	Post at the start of playoffs for Mixed Doubles and remind followers when the bronze and gold medal games are	TBD
☐	7-Feb -- 11-Feb	Post about opportunities people have to try curling at your club	Ever wanted to give curling a try? 🇺🇸 Come join us at [Club Name] for a fun, beginner-friendly session! No experience needed — we'll teach you how to slide, sweep, and score on the ice!
☐	11-Feb	Post at the start of Men's and Women's	TBD
☐	17-Feb	Post half way through men's and women's reminding everyone to tune in	TBD
☐	20-Feb	Post at the start of playoffs for Men's and Women's and the schedule for bronze/gold medal games	TBD

*** Add a photo from our photo gallery to each post!

<https://usacurl.zenfoliosite.com/club-marketing-photos?ct=3>

☐	21-Feb	Remind followers that curling is not done and Nationals begins right after the Olympics	🧊 Olympic curling may be wrapping up, but the season isn't over! Get ready — the USA Curling National Championships are just around the corner. More incredible shots, sweeping, and excitement to come!
☐	22-Feb	Share information around Nationals	The USA Curling National Championships are coming to Bojangles Coliseum, Feb. 23–March 1! Can't make it in person? No worries — every game will be streamed live so you can catch all the action from home!
☐	1-Mar	Paralympics are coming up	The Paralympics are almost here! Get ready to cheer on the incredible athletes competing in wheelchair curling!
☐	4-Mar	Post at the start of Paralympic games	Game on! 🧊 The Paralympics have started — don't miss the action in wheelchair mixed and mixed doubles curling! Watch live!
☐		Post about opportunities people have to try curling and para curling at your club	From the Paralympics to your local club, curling is for EVERYONE! 🧊 Grab a broom and give it a try at [Club Name] — beginner-friendly, fun, and a great way to get on the ice!
☐	9-Mar	Post about playoffs and when to watch the wheelchair mixed doubles bronze and gold medal games	TBD
☐	12-Mar	Post about playoffs and when to watch the wheelchair team bronze and gold medal games	TBD
☐	Anytime	Post about opportunities people have to try curling and para curling at your club	🧊 Curling is for everyone! The Paralympic Games showcase incredible skill, strategy, and teamwork on the ice. Come experience the fun yourself at [Club Name] — beginners welcome, laughs guaranteed, and everyone gets a chance to slide, sweep, and score!
☐	Anytime	Post about opportunities people have to try curling at your club	Looking for a fun winter activity for the whole family? 🧊 Come try curling at [Club Name]! Beginner-friendly sessions for all ages — everyone leaves with a smile (and maybe a new hobby)