## **IHL Youth Action Campaign- Activity Tracking Sheet**

### **Category 1: In Person Activities**

- **Description:** In person activities are events where people are educated about IHL physically in person.
- **Examples:** Scavenger hunt, host a movie screening with discussion, create a presentation with questions for a class, hold a panel discussion or debate, IHL simulation activities, bingo night, conduct a school survey

Date	Activity	How was the Data Tracked?	Participant Number	Any other participant/event details
1/1/25	IHL Movie Night: Saving Private Ryan	Number of people signed In	24	5 students, 10 adults

### **Category 2: Live Virtual**

- **Description:** Live Virtual activities are online gatherings where people can be educated through live activities where discussion can occur.
- Examples: Online webinar/presentations, online movie night, panel discussion, virtual guest speaker, interactive games or activities

Date	Activity	How was the Data Tracked?	Participant Number	Any other participant/event details
2/7/25	IHL Webinar- IHL in Space	Number of people at highest audience count of event.	30	Zoom

# **Category 3: Social Media- Campaign Activity Promotion Posts**

- **Description:** This is when you use social media platforms to promote in person and virtual live events.
- Examples: Posting flyers promoting an in-person movie night, posting reminders about upcoming virtual live events

Date Of Count (take the count within one week after the event you're promoting)	Activity you are promoting	How many original and repost posts?	What Platform?	Number of Likes and/or Views (videos)	Other Notes:
1/30/25	IHL Webinar	10 Total:  • 1 Original  • 9 Reposts (one for each team member)	Instagram	Likes: 400 Views: N/A	Flyer with Space Webinar details
				Likes:	
				Views:	
				Likes:	
				Views:	
				Likes:	
				Views:	
				Likes:	
				Views:	
				Likes:	
				Views:	
				Likes:	
				Views:	

# **Category 4: Social Media- IHL Informational Posts**

• **Description:** This is when you use social media platforms to educate the public about IHL.

• Examples: Fosting flyers about the IHL principles, posting creative videos teaching about why IHL matters

Date Of Count (should be right after the campaign event)	How many original and repost posts?	What Platform?	Number of Likes and/or Views (videos)	Other Notes:
3/18/25	<ul> <li>6 Total:</li> <li>1 Original</li> <li>5 Reposts (one for each team member)</li> </ul>	TikTok	Likes: 50 Views: 1000	Short video talking about 7 Fundamental Principles
			Likes:	
			Views:	
			Likes:	
			Views:	
			Likes:	
			Views:	
			Likes:	
			Views:	
			Likes:	
			Views:	
			Likes:	
			Views:	