MCA Weekly Race Post

Purpose: To highlight all MCA-sanctioned races happening that week.

Posting Day: Monday (unless there is a Monday event then post Friday Prior)

Platform: Instagram & Facebook (feed post; story repost optional).

Step 1: Before Creating the Post

☐ Gather all MCA-sanctioned event posters and details for the week (Mon- Sun).
☐ Verify event details (name, date, location, host club, registration link, and deadlines).
☐ Confirm race posters are approved and formatted correctly.
☐ Confirm registration is open for each listed event.
☐ Review all links and spellings.
☐ Ensure all registration links on the ***"MB Cycling Links"*** webpage and ***"MCA Event Calendar"*** are up to date.

Step 3: Weekly Race Post Image Creation

☐Use the official **Weekly Race Post Template** (below).
☐ Include up to **3–4 events** maximum for clarity.
☐ Include "LINK IN BIO" for registration access.
☐ Use consistent MCA branding.
☐ Add hosting clubs if space allows.
☐ Include race deadlines and registration reminders under each event if space allows.
☐ Include race event posters are slides following the template.

Step 4: Weekly Race Post Text

Text Template

🚨 🚴 WEEKLY RACE SCHEDULE 🚴 🚨

We've got **[NUMBER]** exciting **[DISCIPLINE]** events this week!

🔗 REGISTRATIONS LINKED IN BIO! 🔗

Mark your calendars and get ready to race! 🗓️

Event Details:

[EVENT 1 NAME]

🗓️ Date: **[EVENT DATE]**
📍 Location: **[LOCATION]**
🚴 Hosted by: **[HOST CLUB]**
🔗 Registration: **[REGISTRATION LINK]**

[EVENT 2 NAME]

🗓️ Date: **[EVENT DATE]**
📍 Location: **[LOCATION]**
🚴 Hosted by**: [HOST CLUB]**
🔗 Registration: **[REGISTRATION LINK]**

[SPONSORSHIP MESSAGE]

Don't miss your chance to be part of the action!

#ManitobaCycling #MCA #RaceDay #[DisciplineHashtag]

You can swap out:

- **[RACE NAME]** → Kings Cross, Hare & the Hound, Tour de Riding Mountain, etc.
- **[RACE DISCIPLINE]** → cyclocross, road race, MTB, etc.
- **[VENUE / CITY]** → specific location
- **[EVENT DATE]** → date of the event
- **[LINK TO REGISTER]** → registration URL ***(Facebook)*** or "link in bio" ***(Instagram)***
- **[CLUB OR ORGANIZER HANDLE]** → hosting club or organizer Instagram handle or Facebook
- **[SPONSORSHIP MESSAGE IF REQUIRED]** → MBLL, Club Sponsorship, photo credit, etc.
- **#[DISCIPLINE]** → #CXrace, #RoadRace, #MTB, #Criterium #TimeTrial #GranFondo, etc.

Step 4: Race Registration is Live – Social Media Post

Action Trigger: *MCA Receives event materials from organizer.*

Social media image: Event poster

Text Template:

🚨🚴 REGISTRATION IS NOW LIVE for **[Event Name]** 🚴🚨

Get ready for another exciting day of racing, community, and [RACE DISCIPLINE] fun at [RACE NAME]!

📍 Location: **[VENUE / CITY]**
🗓️ Date: **[EVENT DATE]**
🔗 Registration: **[LINK TO REGISTER]**
🚴 Hosted by: **[CLUB OR ORGANIZER HANDLE]**

Don't miss your chance to be part of the action. Register today and get ready for an unforgettable race!

[SPONSORSHIP MESSAGE IF REQUIRED]

#[DISCIPLINE] #ManitobaCycling #MCA #RaceDay

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Review:

☐ Check accuracy: dates, links, spelling, logos, MCA branding.
☐ If required: confirm sponsorship message is correct.