

Media Advisory**Lausanne, January 15, 2016****ISU launches ISU social media hub and
Continues with its social media video campaign****ISU Social Media Hub**

Today the ISU launches its Social Media Hub on the official website. Fans, media and the skating family can now follow skating news all in one place. This latest initiative by the ISU makes skating more accessible and interactive for skating fans worldwide by increasing exposure and engagement between them and the sports administered by the ISU: Figure Skating, Synchronized Skating, Speed Skating and Short Track Speed Skating <http://www.isu.org/en/social-media-hub>

The goal of the ISU Social Media Hub is to close the gap between fans and athletes and make it easier to find out the latest information through social media. The hub features Facebook, Twitter and Instagram streams from the official ISU, skaters and ISU Members social media accounts. Videos from the official ISU YouTube account are also available on the Hub.

ISU Social Media Video Campaign

Following the success of the ISU social media video campaign in 2015 (<http://www.isu.org/en/news-and-events/news/2015/02/wait-what-campaign>) the ISU continues with the campaign in 2016. The first videos are now available on YouTube and can be shared by everyone <https://www.youtube.com/SkatingISU>

Two video mini-series are part of the campaign in 2016 which include “Wait...What!!!” where skaters are asked questions in front of a camera with some surprising answers and reactions, and “A moment with” athletes. A new video will be posted every Tuesday and Friday throughout the season and will feature skaters from all disciplines.

Subscribe to the [ISU Skating YouTube Channel](#) or visit the [ISU Social Media Hub](#) to watch the latest videos or find out the latest news in the world of ice skating.

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Videos

<https://www.youtube.com/SkatingISU>

Social Media

<http://www.isu.org/en/social-media-hub>