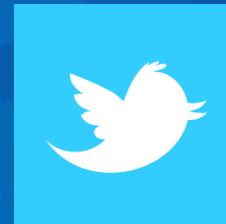




# SOCIAL MEDIA



**GolfAus**



**@golf\_australia**



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# What is social media?

Website and mobile platforms and applications that enable users to create and share content or to participate in social networking.

## The brands



# Australian active users (1 mil+)



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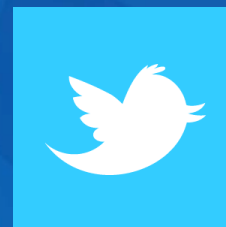
11.5 million



2.9 million



11.2 million



2.2 million



2.9 million



1.1 million

# The purpose for Golf Clubs



Social media should be thought of as another way to promote your club (business) in locations where people are spending leisure time.

That way if people are thinking of a golf club for membership, functions, pro-am they'll think of your brand and what it could offer



# Should we be involved?



Yes, but consider the following:

- Don't just be there because you think you should – A bad or neglected social media presence can be worse than no presence at all.
- Each platform needs tailored content – TIME
- Be prepared to give it time – “slow burn” when you start in social media

# Cost



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FREE to join each platform

- You can pay to increase presence/audience reach
- Time to administer – resources



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# Which platforms are for me?



## PROS

- Most popular
- Biggest active audience
- Significant club branding opportunities on your page
- Easy to interact with

## CONS

- Closed reach – People must like your page to view your content



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# Which platforms are for me?



## PROS

- Content open to anyone
- Great topic searching functionality

## CONS

- Can get “lost” in stream of content
- Potential for negative feedback



# Which other platforms are for me?



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If you create lots of video



If you want to improve your SEO

- Google likes you liking it, maps, news, webmaster tool

Google



If you want to network with professionals



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# Which platforms are for me?

## Advice

If clubs can find the time to run Facebook and Twitter, then that is a great starting point.

Like many things, better to do one or two platforms well than several badly.

# Promoting your presence



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Don't assume people will know your club is on social media.

- Club ads in magazines
- Club Website
- Business Cards
- Promotions, Competition or Function Registration Forms
- Pro Shop

A promotional poster for a 'Steak Night' event. The text reads: 'Make a night of it! FROM 6PM SATURDAY 25 MAY'. The main title 'STEAK NIGHT' is in large, bold, orange and yellow letters. Below this, it says 'YOUR CHANCE OF 200g Eye Fillet, 300g Rib Fillet, or 500g Rump'. To the right, a box lists 'STEAK NIGHT ONLY MENU' with items: 'Full Salad Bar', 'Jacket Potatoes', 'Beer Butler Chips', 'Seasonal Vegetables', and 'Sauce: Mushroom, Date, Pepper, Gravy or Bolognese'. At the bottom left, the price '\$22.90' is shown in a yellow banner. To the right, it says 'BOOK NOW 3206 7011'. At the bottom left, there is a Facebook icon and the text '@redlandbaygolfclub', which is highlighted with a red box. At the bottom right, there is a logo for 'REDLAND BAY GOLF CLUB'.



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# Strategies for Golf Clubs: Facebook



- 'Like' lots golf clubs, retailers, pros in your area
- Engage with these pages, like/comment/share things that are applicable to you. Every time you do that your brand is seen by their fans. Banter with them if what the post relates to your club e.g. A Pennant win. You should aim to draw likes from these pages
- Like Affiliate bodies like State Associations, Club Associations, GA
- Post interesting content - Stick to content you are an authority on and relates to you. Eg: What do you think of the new bunker on the 13<sup>th</sup>?
- Photos are great!
- Promote your services, membership deals or hospitality, but don't overdo it. Subtlety is the key - if people think it's a sales drive they will run.
- HAVE FUN WITH IT – People will engage with you and hang around if the banter is good pose questions that invite debate. Who is the best player to have played for the club?
- Post Facebook content to Google+ for SEO benefits



# Great examples of Facebook



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 **Bonville Golf Resort**  
31 May

**2013 Members Appreciation Day** (16 photos)  
Bonville Golf Resort - Members Appreciation Day 2013 (Tight or Bright) — at Bonville Golf Resort



facebook  Search for people, places and things

 **The Grange Golf Club** Timeline Recent

 **The Grange Golf Club**  
Monday

  
THE GRANGE

**Fathers Day Lunch**  
*Sunday 1st September 2013*

Bookings from 12 Noon  
3 Course Menu @ \$49.00 per person  
Children 5 - 14 yrs \$16.00, Under 5 Free  
Includes Special Gift for Dad  
Kids Menu Available

 **Entree**

Salt & pepper dusted chicken on Asian herb salad  
Wild mushroom & sage risotto with parmesan wafer

**Main**

240g Beef fillet with roasted new potatoes, green beans, with glaze & chipotle butter  
Chargrilled chicken breast with feta & semi-dried tomato pesto, broccolini & pumpkin puree  
Crisp skinned barramundi on a zucchini & spinach salad with tarragon & mustard dressing

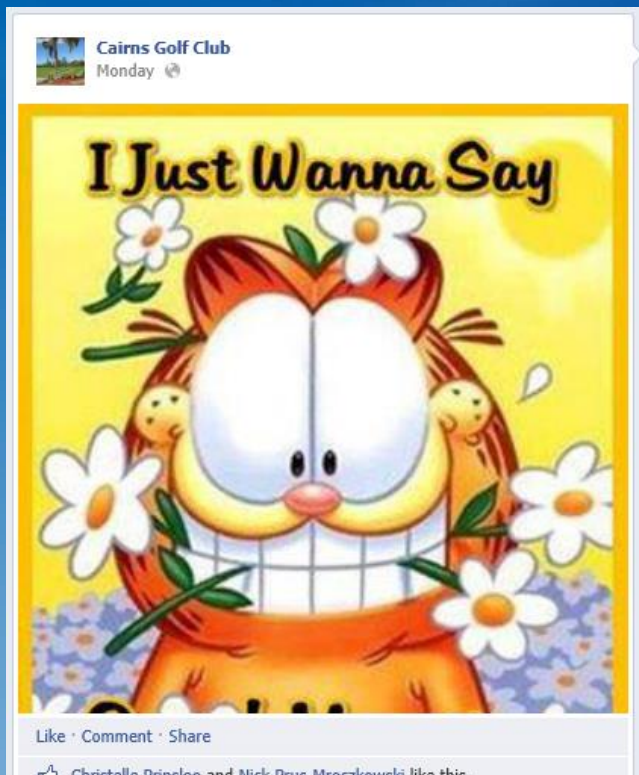




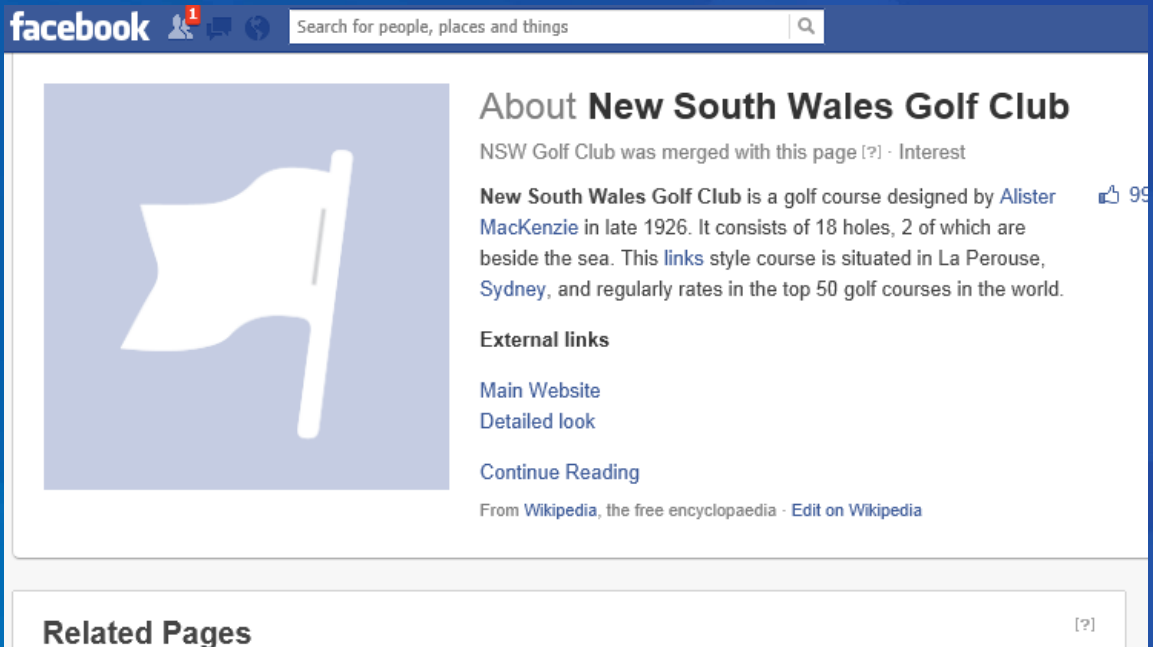
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# Things to be mindful of:

## Non-golf related content



## Not having a Facebook page can link to Wikipedia entry page



# Strategies for Golf Clubs: Twitter



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‘Follow’ lots golf clubs, retailers, pros in your area

Engage with them, reply to their tweets if they are applicable to you.

Every time you do that your brand is seen by their fans. Banter with them if what the post relates to your club eg a Pennant win

Our **@ClubGolfResults** Twitter account

- Connect with any celebrity or high profile members
- Local media – have established audiences already
- Post interesting content - Stick to content you are an authority on and relates to you. Eg What do you think of the new bunker on the 13<sup>th</sup>?
- Promote your services, membership deals or hospitality, but don't overdo it.
- HAVE FUN WITH IT – People will engage with you and hang around if the banter is good - pose questions that invite debate. Who is the best player to have played for the club?

# Great examples of Twitter:



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**Royal Perth GC**  
@RPGCInfo  
Royal Perth Golf Club is the oldest golf club in metropolitan Western Australia and was awarded its royal status in 1937.  
Labouchere Road, South Perth · rpgc.com.au

241 TWEETS   33 FOLLOWING   99 FOLLOWERS   [Follow](#)

**Tweets**

 **Royal Perth GC** @RPGCInfo 7 Jul  
Clean sweep for pennant teams today. Brendon Nazar's win on the 20th gave Div 1 a 5-4 win whilst the Juniors and Div 5 had their first wins  
Expand

 **Kristie Smith** @nikegolffchick 19 Jun  
HUGE achievement by @bradyrwatt to reach #1 Amateur in the WORLD! @RPGCInfo @GolfWA\_official & all of us are so proud of you!! #balller  
Retweeted by Royal Perth GC



**Wynnum Golf Club**  
@Wynnum\_Golf  
Wynnum Golf Club established in 1922 offers an 18 hole championship golf course, Queenslander style clubhouse. Great venue for weddings, functions and seminars.  
Wynnum, Qld · wynnumgolf.com

35 TWEETS   31 FOLLOWING   28 FOLLOWERS   [Follow](#)

**Tweets**

 **Wynnum Golf Club** @Wynnum\_Golf 2h  
WGC Pennant Team announcement tomorrow night for opening rnd this Sunday at Wynnum v @KeperraGolf Who will be selected? #bdgapennants  
Expand

 **Wynnum Golf Club** @Wynnum\_Golf 27 Jul  
Congrats to Angus Porter & Kerrod Crocker, winning WGC Foursomes Champs (67,68-135) from Aaron Fritz & Josh Preston (76,71-147)  
Expand



**Nudgee Golf Club**  
@NudgeeGolfClub1  
36 hole complex originated in the late 1920's, fully air-conditioned clubhouse on one level offering function rooms for seminars & Weddings for upto 200 people  
Brisbane, QLD, AUSTRALIA · nudgeegolf.com.au

468 TWEETS   146 FOLLOWING   166 FOLLOWERS   [Follow](#)

**Tweets**

 **Nudgee Golf Club** @NudgeeGolfClub1 2h  
Nudgee Masters Classic - 36 Holes open to men & ladies aged 50 yrs & over. \$65pp. Aug 29/30 Entry Forms available here [nudgeegolf.com.au/golf/events/20...](http://nudgeegolf.com.au/golf/events/20...)  
Expand





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# Things to be mindful of

Keep in mind what people go to your golf club for or would expect you to be an authority in

Timelines show up on Twitter. If you don't tweet for a month, it's easy to see

**Keperra Golf**  
@KeperraGolf

An exquisite 27 hole layout 8km from Brisbane designed to be enjoyed by professionals and amateurs alike. Original Course of John Senden and Peter Senior.

Keperra, Brisbane, Australia · [keperragolf.com.au](http://keperragolf.com.au)

613 TWEETS   105 FOLLOWING   177 FOLLOWERS   [Follow](#)

**Tweets**

**Keperra Golf** @KeperraGolf   28 Jul  
Round 4 Recap: 2013 RBC Canadian Open [fb.me/1jTIS3nqh](http://fb.me/1jTIS3nqh)  
[View media](#)

**Southern Golf Club** @SouthernGC   24 Jul  
Found our little mate on the 5th hole the other day. He was a bit spooked but glad to see he was still around. [fb.me/2pnVHv6Xc](http://fb.me/2pnVHv6Xc)  
[Expand](#)

**Southern Golf Club** @SouthernGC   27 May  
Must watch!! Amazing.....  
[youtube.com/watch?v=fxpuhe...](http://youtube.com/watch?v=fxpuhe...) [fb.me/2aen1r1Ph](http://fb.me/2aen1r1Ph)  
[View media](#)



**Golf**Australia



Need help in Social media?

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**golf.**  
**org.au**