

Social Media Content For Private Clubs

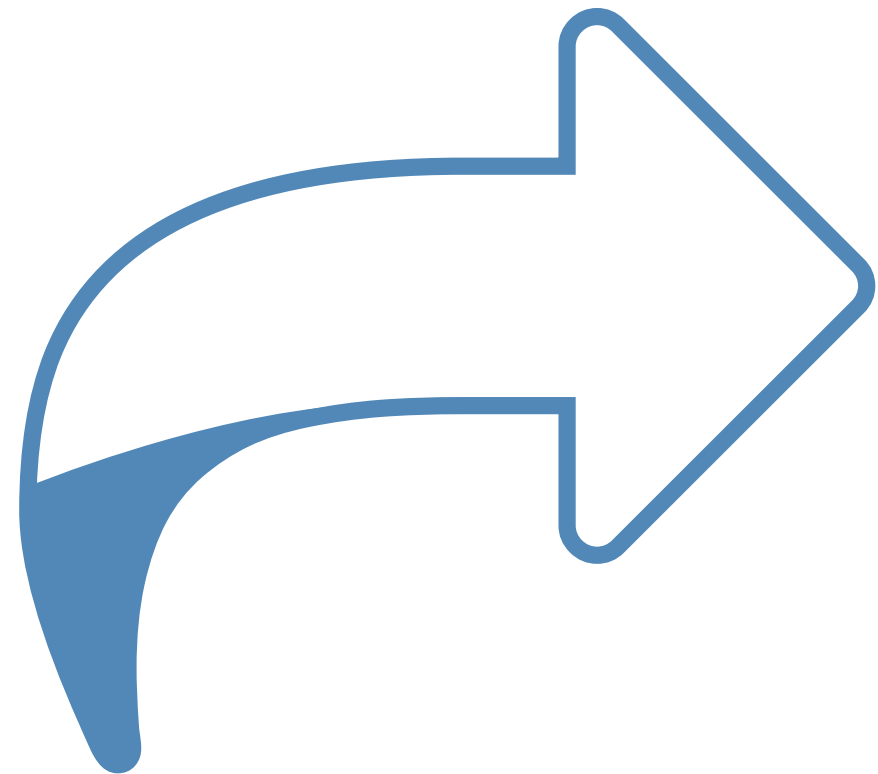
Facebook & Twitter



Curating Content

Share Away!

- Sharing content from other sources is just as important as selling your club. It positions your club as a thought leader and trusted source.
- Social Media content should always avoid being over self-promotional.
- In fact, your content should be roughly 80% informative and only 20% promotional.
- Your audience doesn't want to be overwhelmed by promotional content.



Content Curators

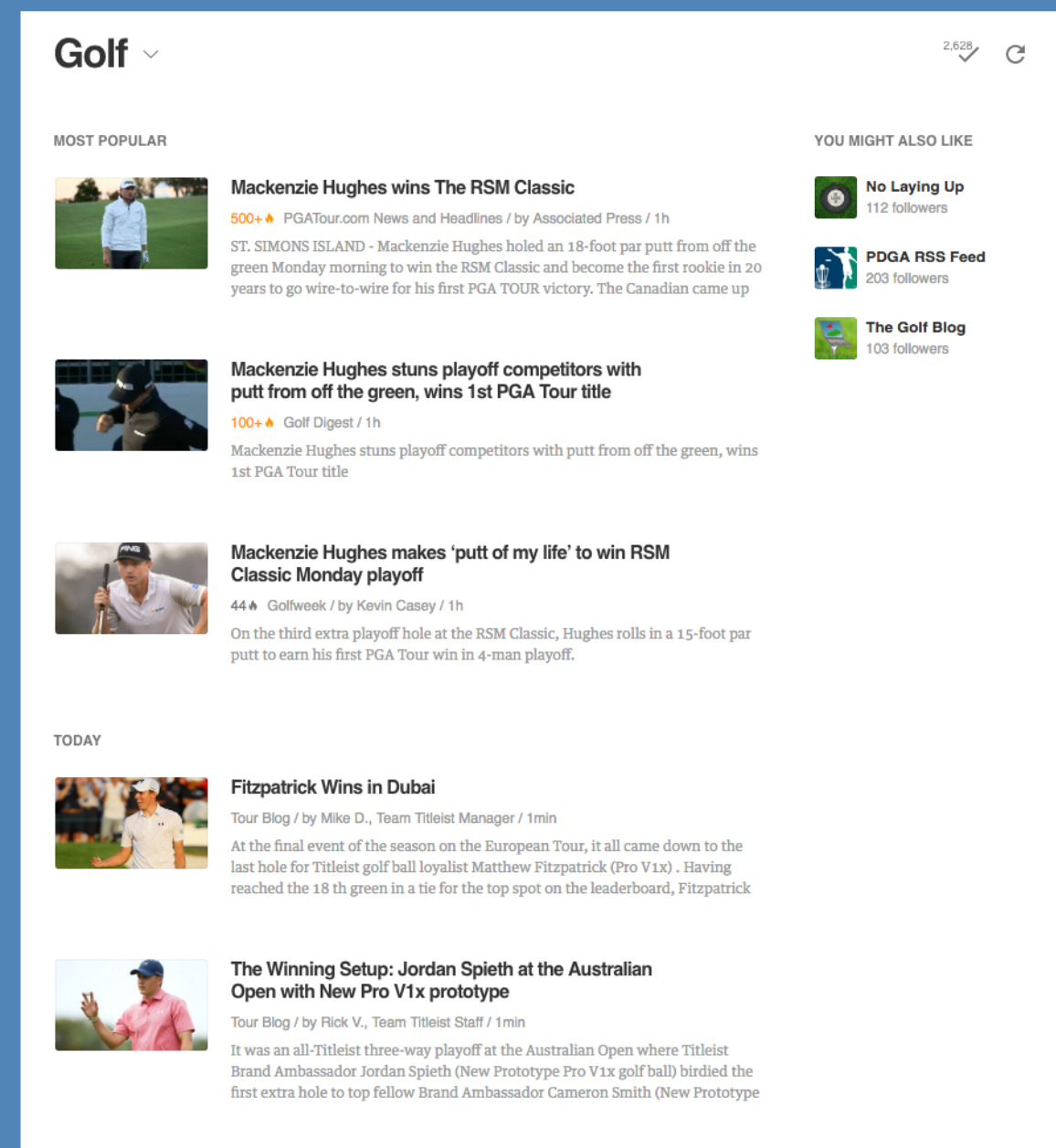
Where do we start?

Content curation tools are an easy way to digest content from other brands and thought leaders.

Simply reposting these articles, videos or images while giving credit to the source is a great way to position yourself as a source of interesting content with your followers.

We recommend using the following:

- [Feedly.com](https://feedly.com)
- Twitter Moments
- Facebook Timeline (be sure to follow some relevant brands)
- [GolfDigest.com](https://golfdigest.com)
- [Golf.com](https://golf.com)
- Relevant Youtube Channels



The screenshot shows a Feedly interface with the 'Golf' category selected. At the top right, it shows '2,628' items and a refresh icon. The main content is divided into 'MOST POPULAR' and 'TODAY' sections. The 'MOST POPULAR' section features three articles about Mackenzie Hughes, including his win at the RSM Classic and his victory in the 1st PGA Tour title. The 'TODAY' section features two articles: 'Fitzpatrick Wins in Dubai' and 'The Winning Setup: Jordan Spieth at the Australian Open with New Pro V1x prototype'. On the right side, there is a 'YOU MIGHT ALSO LIKE' section with three recommendations: 'No Laying Up' (112 followers), 'PDGA RSS Feed' (203 followers), and 'The Golf Blog' (103 followers).

*** Feedly Screenshot*

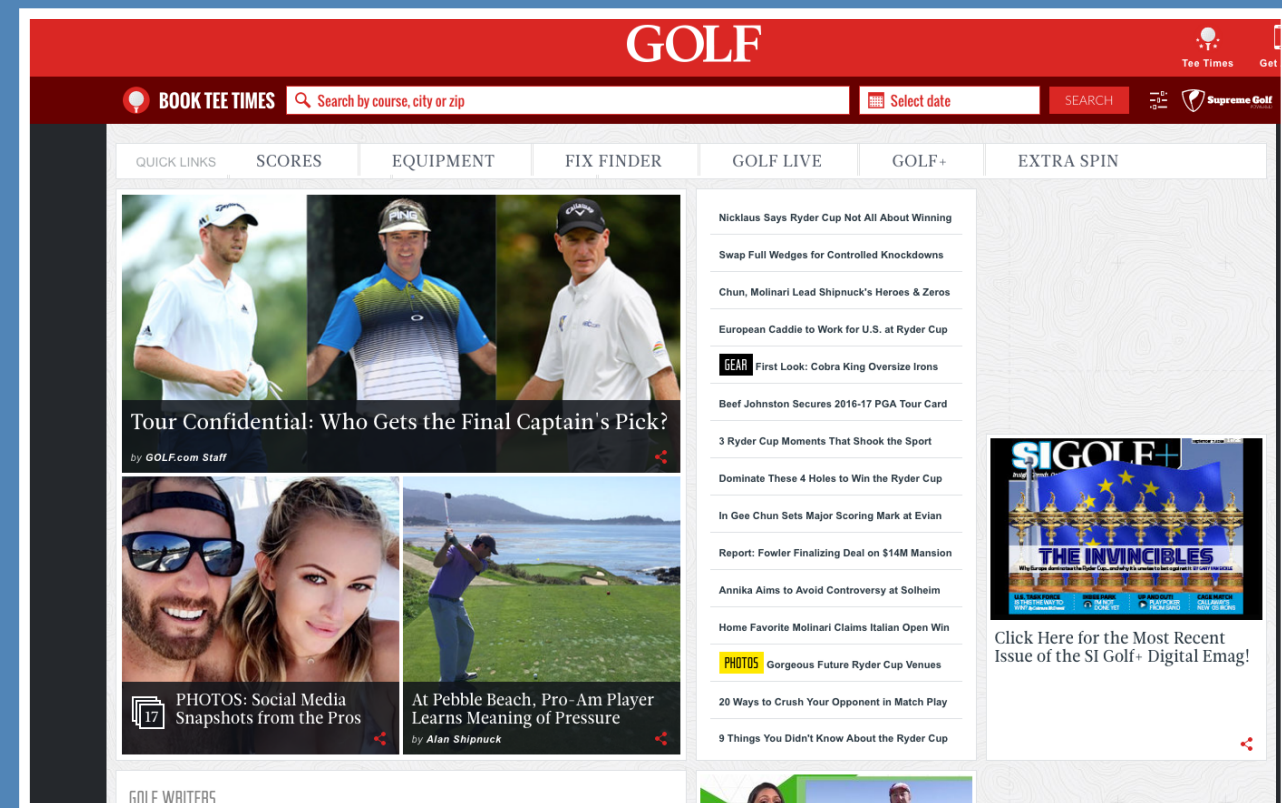
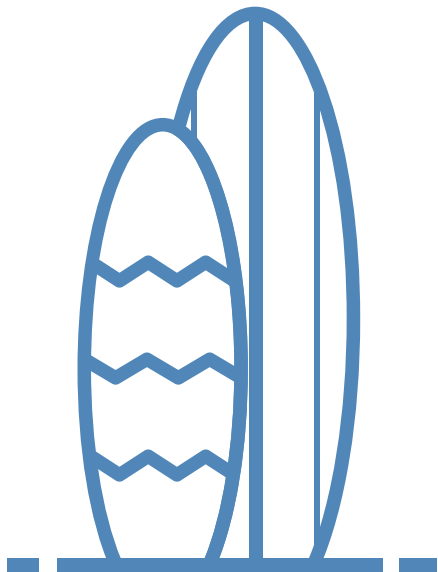
Browsing

Surfing the Web

Although it is so much easier when all relevant news is organized into one area, it is still useful to peruse other websites to find additional content.

For golf clubs, visiting Golf.com, GolfDigest and GolfChannel on a regular basis is a great way to find tips, news and video related to the golf industry.

All are things your followership will definitely be interested in.



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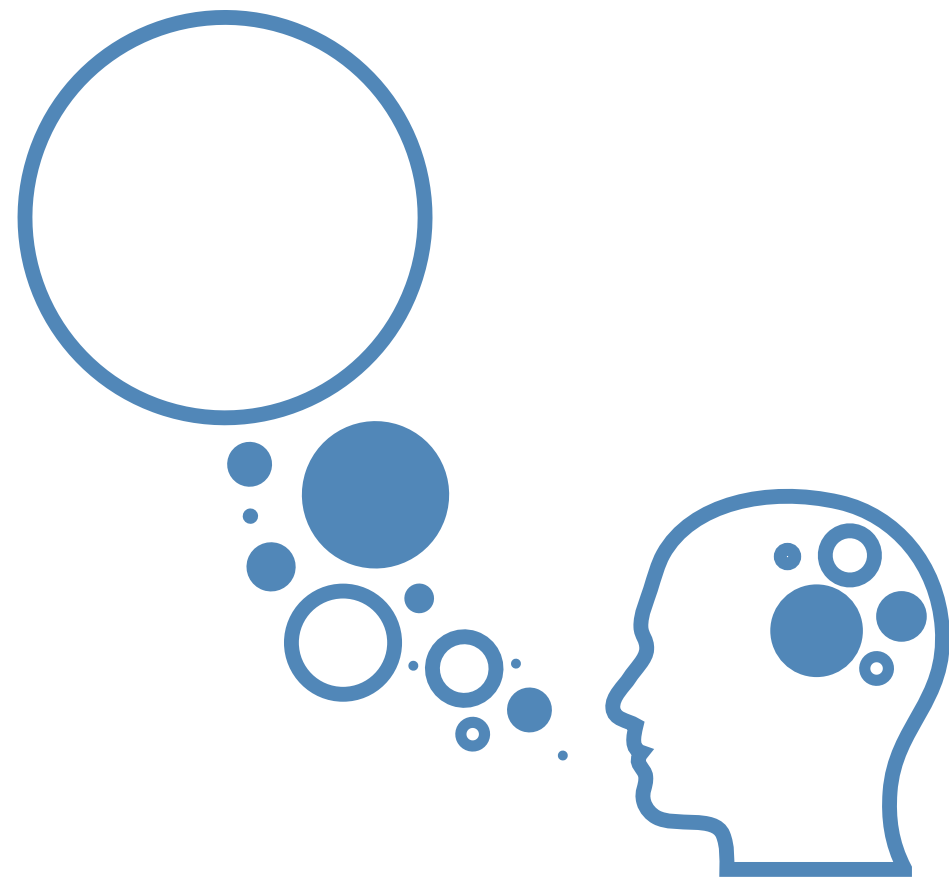
Choosing a Voice

How will you be heard?

Before you begin creating content of your own, it is important to choose a voice with which to convey your message on a consistent basis.

Social media normally calls for a more casual tone than you would normally use with your members via email or even face-to-face.

After all, **social media is supposed to be fun!** Find a tone that fits and stick to it in your Facebook updates and Tweets.



Designing Your Post



Use Canva Like a Pro

Canva is an incredibly useful FREE tool for creating easy designs that will make your Facebook posts and tweets pop!

Best practices call for an image in each and every Facebook update or tweet, so making sure your images are fun and exciting is critical.

Turn a member announcement into a visual, eye-catching piece in [Canva](#) by incorporating images and text in a clean and simple design.

Club Events

What's the Buzz?

Let your members and prospective members know about the fun events happening at the club. These events shouldn't be kept secret. They're a great selling point!

Avoid being salesy while getting the message out there. An informative tone is enough to bring attention to your event announcement:

"Members - Don't forget to join us this Friday for our annual Sushi and Sake Night here at the club."



*** Made Using Canva*

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Member Reminders



Spread the Word

Social media is a great place to get the word out to members on important deadlines and general information.

Deadlines and important information can easily become lost in email inboxes or in newsletters that they may have chosen to not read. A quick post (with a visual!) will absolutely grab their attention.

"Members - Reminder that this Friday is the deadline to register for this year's Member-Guest!"

Promotions & Contests

Shake Things Up

Not only do promotions and contests keep your current fans engaged, but they can also help generate new page fans in the process.

This could involve a prize giveaway like:

- A free round of golf
- Featuring a winning photo from a photo submission contest as a status update.

Example: Winter Golf Photo Contest! Send us your best winter golf photo and the winner will receive a free round of golf come spring time! **#WinterGolfPhotoContest**



Content Offers

Give 'em some value

Here's where you can get a little self promotional. But still avoid being salesy! The goal is still to keep your fans informed however you're doing so through your own content.

Have any digital files on hand that might be useful to a prospective member or someone considering hosting an event at your club? Offer it up in a social media post!

Examples:

- Pricing Sheet
- Membership Brochure
- Wedding Menu
- Membership Guide
- ebook



Best Practices for Sharing Content & Building a Strategy

*HEY! We want YOU
to be successful!*

Check out these useful Articles



Best Practices for Posting



The Art of the Retweet

Make it easy on yourself

Streamlining Your Social Media

Useful Apps & Tools

Our Personal Favorites



Scheduling Your Posts

Give these Tools a Try

