



# Social Media Management



Everyone by now is aware of the importance and impact of social media and its ability to drive traffic to your site. And yet, most golf clubs are still not making full use of this platform. Either they're not using social media correctly, are unsure about how to tap into its effectiveness... or **simply don't have the time** to manage it!

Our social media management service **frees up your time** to get on with managing your club. You'll be safe in the knowledge that your golf club is active on social media, and your posts and messaging are crafted in a way that portrays your club in a professional and effective manner.



Having social media accounts for your club but rarely using them is not going to do much for your brand. The key is to **retain interest in your club** with regular updates and constantly providing golfers with useful information.

Posting regularly on social media is the most effective way to tell the story of your club, to **increase brand awareness and visibility**. Quality over quantity is important when it comes to social media posting... however a regular and consistent schedule is key to helping build awareness of your club.

Also, being consistently active on social media has an impact on your **Google rankings**, helping to ensure that you stay above the competition on search results.

Through **relevant and interesting content**, you can better connect with your audience and increase followers. When golfers feel familiar with your club, they are **more likely to become customers**. Message and tone is important, and it takes time and creativity to achieve effective results.

## What we will do for you:

Our expert team will perform a social media audit across all of your accounts. We can **set up new social media accounts** if required (Facebook, Instagram, Twitter, LinkedIn). We will ensure that your logos, banners and bios are consistent with your brand.

Once everything is aligned, **we will post for you** on a consistent schedule of **three times a week** on all your channels to increase awareness and maximise engagement. Our experienced social media team will **improve the quality**, voice and tone of your content. We will ensure that your key messages and information are properly shared.

Social media can help you get to know your customers better. We will **measure and report** on the engagement and effectiveness of your posts, allowing us to analyse which type of posts get the most number of likes and are most shared.

## What is not included:

All you need to do is respond to any comments or direct messages on the posts. Responding to all customer comments, positive or negative, is critically important to ensure customer satisfaction and improve your club's reputation.

Your response time and ability to resolve issues quickly will determine how many other golfers perceive your club. If you are sporadic in replying to customers, it will have a detrimental effect on your club.

You will also remain responsible for posting 'internal' communications such as medal results or course updates. These are better posted in a Private Facebook Group for your members (we can provide guidance on how to set up and manage these groups).

## What we require from you:

We don't need much to get started. All we need is for you to provide us with Admin access to all your social media accounts. We will also require you to provide us with your logo, and any high-quality photography or video that you have, to allow us to craft eye-catching content. Our team will also meet with you to find out about any key events in your club's calendar.

## What is the cost for your club?

**£150** per month

if taken alongside a Paid Ads package

**£250** per month

if taken as a standalone package