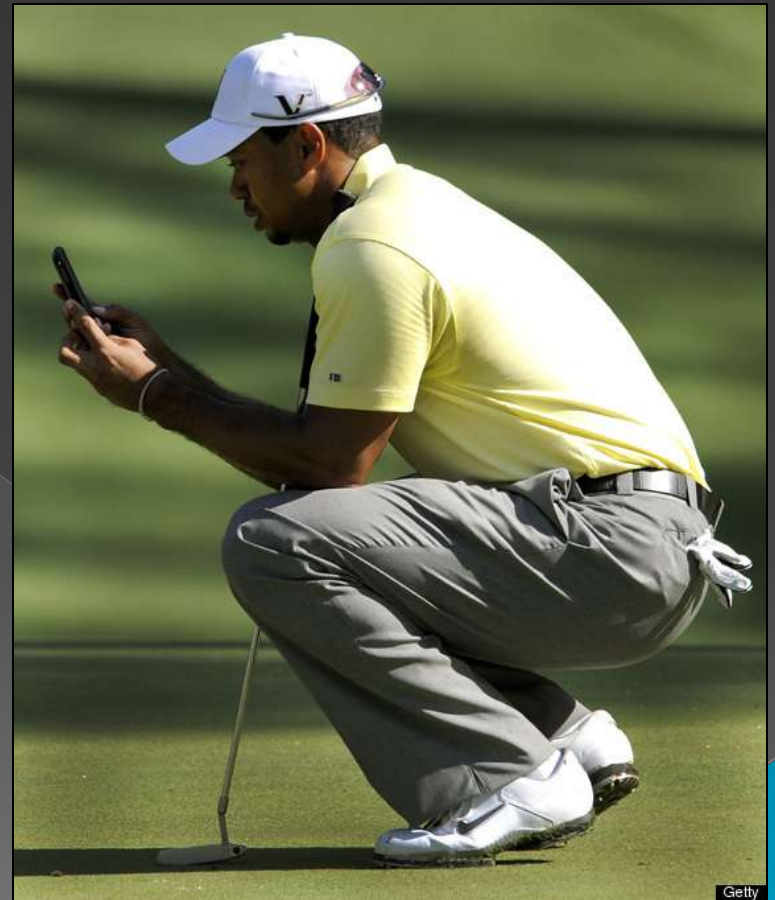


Social Media in Golf

Matt Diederichs, CPGA
@mattdcpga

Highland Pacific Golf





Why should you care?

How do you pick a movie?



Watch this:

[Social Media Revolution](#)



The Major Platforms:



◉ Currently

- > Facebook: The standard.
- > Twitter: 140 characters, NOW!
- > Location-based: Foursquare, etc.
- > Review sites: TripAdvisor, Yelp



◉ 2-5 yrs time

- > ???
- > Platforms may change, but engagement skills won't



Who is using SM in golf?

- ◉ Golf Courses

- > Highland Pacific, Crown Isle, Arbutus Ridge

- ◉ Golf Associations/Tours

- > Golf Vancouver Island, PGA Tour

- ◉ Golf Professionals

- > Jeff Ritter, John Graham #makeeverything

- ◉ Tour Professionals

- > Cink, Poulter, Woods, etc al

- > Mainstream media cites SM, not vice versa



How to use SM?

- ◉ Networking, relationships!
- ◉ Build reputation, trust & authenticity
- ◉ Establish expertise
- ◉ Join a community (or several)
- ◉ Make connections (globally & locally)
- ◉ Go viral
- ◉ Above all, listen



How NOT to use SM

- Broadcast your message
- Automate your message across platforms
- Spam
- Deals, deals, deals



Tour Pro: Stewart Cink



- Building his personal brand
 - > Who is Stewart Cink? Good golfer, Great tweeter
- Engage with fan community
 - > Uses the @ to reach out
- Increase value for sponsors
 - > Nike Golf Campaign at British Open
- Gain accurate demographic info about fan base (Facebook)
- Use platform for charity outreach
 - > “Twee-Off” raised \$80,000 in 3 weeks for Atl. Childrens Healthcare



Instructor: John Graham



- ◉ Twitter success story!
- ◉ Build personal brand/personality
 - > Who is JG the person? JG the coach?
- ◉ Establish expertise
 - > **Blog**, ask & answer, coach-to-coach
 - > Integrate platforms
- ◉ Make connections
 - > Twitter (@johngrahamgolf)
 - > Local community (#roc)
 - > Golf community (UK/International)
 - > Aimpoint #makeeverything
 - > #7NightsAttheTwitterAcademy
- ◉ Show who you're selling
 - > Wednesday nights!



Public Course: HP



- Facebook Page
 - > Building a community; repeat visits
- Twitter Page
 - > Connect locally (#yyj), listen
- Foursquare
- Reviews: TripAdvisor, Yelp
- Blog
 - > Connect & inform, not sell
 - > Self-publish cheaply and quickly
 - > Why go to website? Stand-alone content
- Integrated Web Presence across platforms
- Who's behind the brand? People buy from people



YouTube:



If a picture is worth 1000 words, what's a video worth? Why tell when you can show?



Viral Video: Red Sucks



Jeff Ritter

The Jeff Ritter Story: YouTube to GD



Put it together: ISM Strategy



- ◉ SM should complement existing web presence
- ◉ Use platforms together to publish timely content yourself, gain free media coverage, and reach customers
- ◉ 3 Reasons Tiger is Back (For real this time.)
 - > Pre-written
 - > Targeted tweeting: "If you hate spam..."



You are a brand. Yes you.



- Getting a job via social media: The guy who bought Google AdWords
- They should know you before you apply.
- Facebook for work? Personal vs. Private no longer exists. Sorta.
- Create your own opportunities!
- Go home: Twitter, LinkedIn





The most important thing on your keyboard... seriously.



Questions? Get @ Me!

● Matt Diederichs

- > matt@highlandpacificgolf.com
- > @mattdgolf

