

Social Media:
Policies, Initiatives & Best Practices
2024



# PGA of BC - Social Media - Policy



\*PGA of BC Members are expected to familiarize themselves with the entire Social Media Policy

Social Media Policy - PGA of Canada
www.pgaofcanada.com/more/social-media-policy

#### \*Policy Highlights:

- Do nothing to bring the PGA of Canada into disrepute; clearly indicate that all opinions are your own
- You are 100% responsible for your own actions online; consider the internet a permanent record
- Do not post or link libelous, defamatory or harassing content, even by way of example or illustration
- A good rule of thumb is "Don't say something your mother wouldn't approve of."



# PGA of BC - Social Media Platforms



Facebook



@PGABC

Instagram



@PGAofBC

Twitter/X



@PGAofBC

LinkedIn



@PGA of BC

YouTube



@PGAofBC

- Mention PGA of BC accounts whenever possible, for increased exposure opportunities as well as points race tracking.
- Consider setting up cross-platform auto-posting: ie. Posting to Instagram will automatically populate Facebook. This will automatically include any tags and/or mentions you'd included as well.
- 'Liking' posts and content is also appreciated, but it is only active posting and/or engagement that will be recognized in our points races.

## PGA of BC - Social Media – Recognition

Members are rewarded for their PGA social media engagement, with opportunities to earn towards each of our Points Races:

Tournaments' Points Race / Order of Merit

**#PGABCplays** 

 Earn 1 point for each post or engagement related to PGA of BC Tournaments; max 4 pts annually

Professional Development Program

**#PGABClearns** 

 Earn 1 point for each post or engagement related to PGA of BC Education; max 4 pts annually

## PGA of BC - Social Media – Recognition

Members are rewarded for their PGA social media engagement, with opportunities to earn towards each of our Points Races:

#### Community Engagement Program

**#PGABCcares** 

- Earn 1 point for each post or engagement related to PGA of BC Initiatives; max 4 pts annually
- Earn 1 point for each post or engagement related to PGA of BC Awards; max 4 pts annually
- Earn points for other, positive social media exposure for the PGA of BC brand; max 6 pts annually

#### PGA of BC - Social Media – Best Practices

## **MENTION:**

- @PGAofBC account
- any sponsor account(s)
- the host facility
- any other collaborators (golf professionals, volunteers, etc.)



azibrik Pretty amazing couple of day @victoriagolfclub!
Thank you @lbernakevitch for hosting us at your beautiful club and to the @pgaofbc staff for putting on such a great tournament.

@katkennedy19 @stephaniewonger @christinewonggolf @taylorkimgolf, it was fun teeing it up and hanging out with my roomie @mawaters18! Always fun shooting 69 for the

for sponsoring. Last but not least to all the girls

#### **A Perfect Post**

- A mention of the host facility of the event
- 2) A mention of the PGA of BC
- 3) A mention of the sponsor, in this case the adidas GOLF Sales Representative
- A mention of collaborators and other PGA of BC Golf Professionals

### PGA of BC - Social Media – Best Practices

**TAG** the appropriate Points Race:

Tournaments - #PGABCplays Education - #PGABClearns Community - #PGABCcares

**TAG** the specific event or initiative taking place:

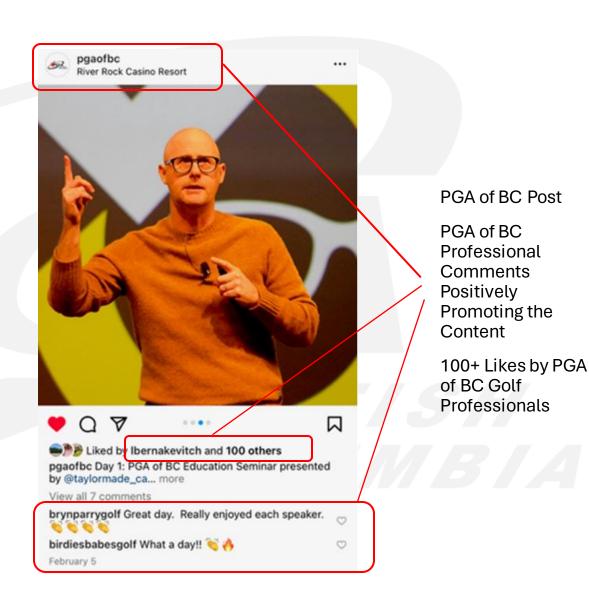
#PGABCawards #GolfathonforALS
#PGABCseminar #WomensGolfDay
#PGABCtradeshow #CanucksForKids

Include the #PGABCpatron and/or #PGABCthanks tags when mentioning a sponsor, host facility, or volunteer, as well as mentioning their account handle(s)

### PGA of BC - Social Media – Best Practices

## **5** ENGAGE:

- comment, re-post, or share to story:
  - any @PGAofBC posts
  - other professionals' posts
  - sponsor posts
  - host facility posts
- don't just "like" a post, but also don't forget to hit the icon!



## PGA of BC - Social Media – Tournament Tags

Sponsor Media Appreciation Invitational Tournament of Champions Assistant's Championship Senior's Championship Women's Championship Pro-Assistant Championship **Pro-Junior Championship Series** PGA of BC Championship Club Pro Championship Simulator Series

**#PGABCspomed #PGABCtoc #PGABCassts #PGABCseniors #PGABCwomens #PGABCproasst #PGABCprojr #PGABCchamp** #PGABCcpc **#PGABCsimseries**