



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	- Mention PGA of BC accounts whenever possible, for increased exposure opportunities as well as points race tracking.
Instagram		@PGAofBC	- 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.
Twitter/X		@PGAofBC	
LinkedIn		@PGA of BC	- 'Liking' posts and content is also appreciated, but it is only active posting and/or engagement that will be recognized in our points races.
YouTube		@PGAofBC	

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

1 MENTION:

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



A Perfect Post

- 1) 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
- 4) A mention of collaborators and other PGA of BC Golf Professionals

PGA of BC - Social Media – Best Practices

2 **TAG** the appropriate Points Race:

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

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

#PGABCawards

#GolfathonforALS

#PGABCseminar

#WomensGolfDay

#PGABCtradeshow

#CanucksForKids

4 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 Post

PGA of BC
Professional
Comments
Positively
Promoting the
Content

100+ Likes by PGA
of BC Golf
Professionals

PGA of BC - Social Media – Tournament Tags

Sponsor Media Appreciation Invitational	#PGABCspomed
Tournament of Champions	#PGABCtoc
Assistant's Championship	#PGABCassts
Senior's Championship	#PGABCseniors
Women's Championship	#PGABCwomens
Pro-Assistant Championship	#PGABCproasst
Pro-Junior Championship Series	#PGABCprojr
PGA of BC Championship	#PGABCchamp
Club Pro Championship	#PGABCcpc
Simulator Series	#PGABCsimseries