

# BEST PRACTICES

## FOR DEVELOPING YOUR BRAND



# PGA

New England Section



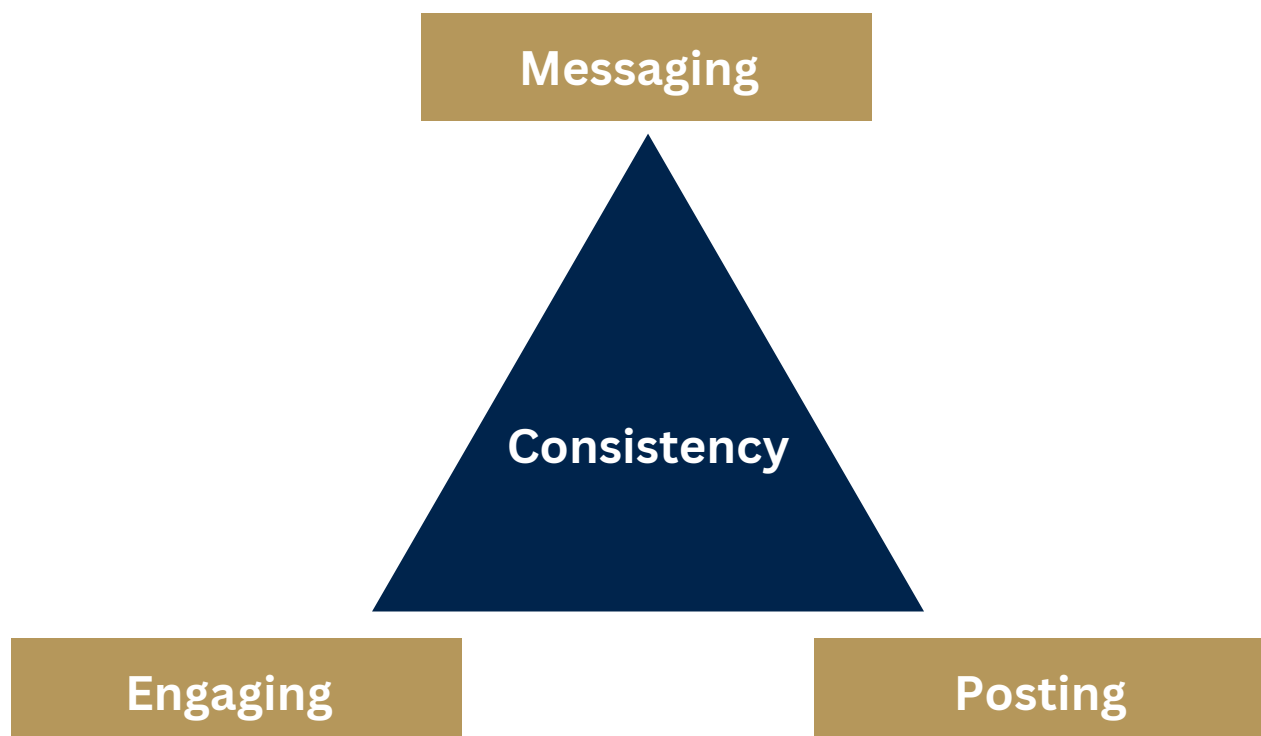
# CONSISTENCY IS KING

***Trends & Channels Change, but Your Brand Should Always be Consistent***

Trends come & go, but your digital footprint serves as a permanent record. Members, Facilities & Sections should consider the authenticity of their participation in trends and whether it truly makes sense long-term to dive into ideas & concepts that might only serve a short-term benefit.

***Consistent Posting Cadence***

Posting cadence is nearly as important as the quality of the content brands put in front of consumers. Build a calendar. Be honest with how much you can do on each channel and make decisions accordingly. It's better to be an active participant in one channel than to be an infrequent participant in several. Real dividends come when your activity on channels is steady & consistent.



# FIND GOOD AMPLIFICTION PARTNERS

➤ *Find “Friends” that Want to Amplify Your Messages*

*We are here at the New England PGA & PGA of America to help!*

## FOLLOW US & TAG US!

**INSTAGRAM: @NEWENGLADNPGA**

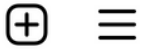
**FACEBOOK: @NEWENGLANDPGA**

**TWITTER: @NEPGA**

**TIKTOK: @NEWENGLANDPGA**

**YOUTUBE: @NEWENGLANDPGA**

**newenglandpga** 7



2,004  
Posts

4,393  
Followers

777  
Following

**New England PGA**

Experts in the game and business of Golf, since 1916!

[lnk.bio/yUK1](https://lnk.bio/yUK1)

81c Shrewsbury St, Boylston, Massachusetts

**Professional dashboard**

3.4K accounts reached in the last 30 days.

# BE HONEST WITH YOUR BANDWIDTH

➤ *Invest in the Channels that You Understand & Desire to Participate In on a Daily Basis*

If you can't "figure out TikTok", that's 100% ok. Work on dominating the channels you're familiar with on a daily basis, and then have an honest conversation with yourself on just how much time you can dedicate to learning how to be successful on additional channels.

# SOCIAL PLATFORM BREAKDOWN



## ***Facebook***

Everyone is here. It's bigger than the other platforms put together & then multiplied by some. Most Active Audience skews older.



## ***Twitter***

Middle aged adults are the largest audience on this news first platform. It's a power user platform... 10% of users are responsible for 90% of the tweets!



## ***Instagram***

Once the youngest major social platform in terms of audience participation, IG is finding an engagement sweetspot in both the younger and middle-aged audience groups.



## ***TikTok***

Younger users are your primary power users, but that's gradually skewing a bit older as the channel matures from its infancy of dancing videos to all sorts of content. Many analysts are predicting that users will soon leave YouTube and go to TikTok to 'learn how to do stuff'... So it's best to have a 'how to' strategy' in the works for both platforms.

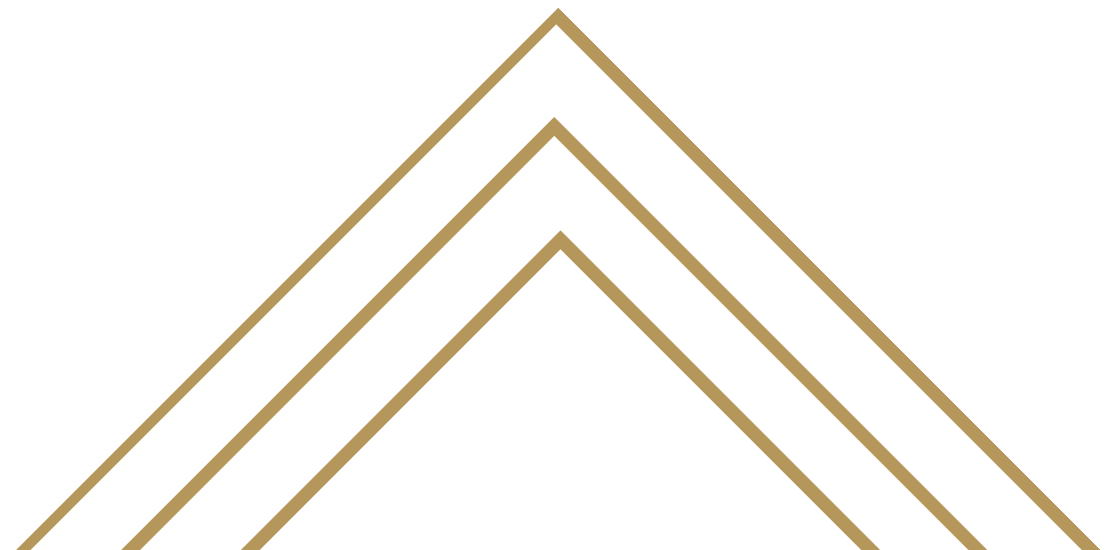
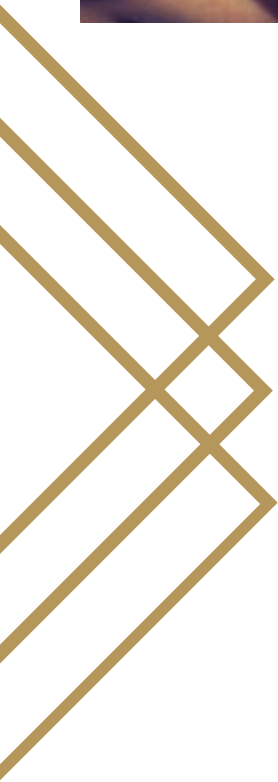
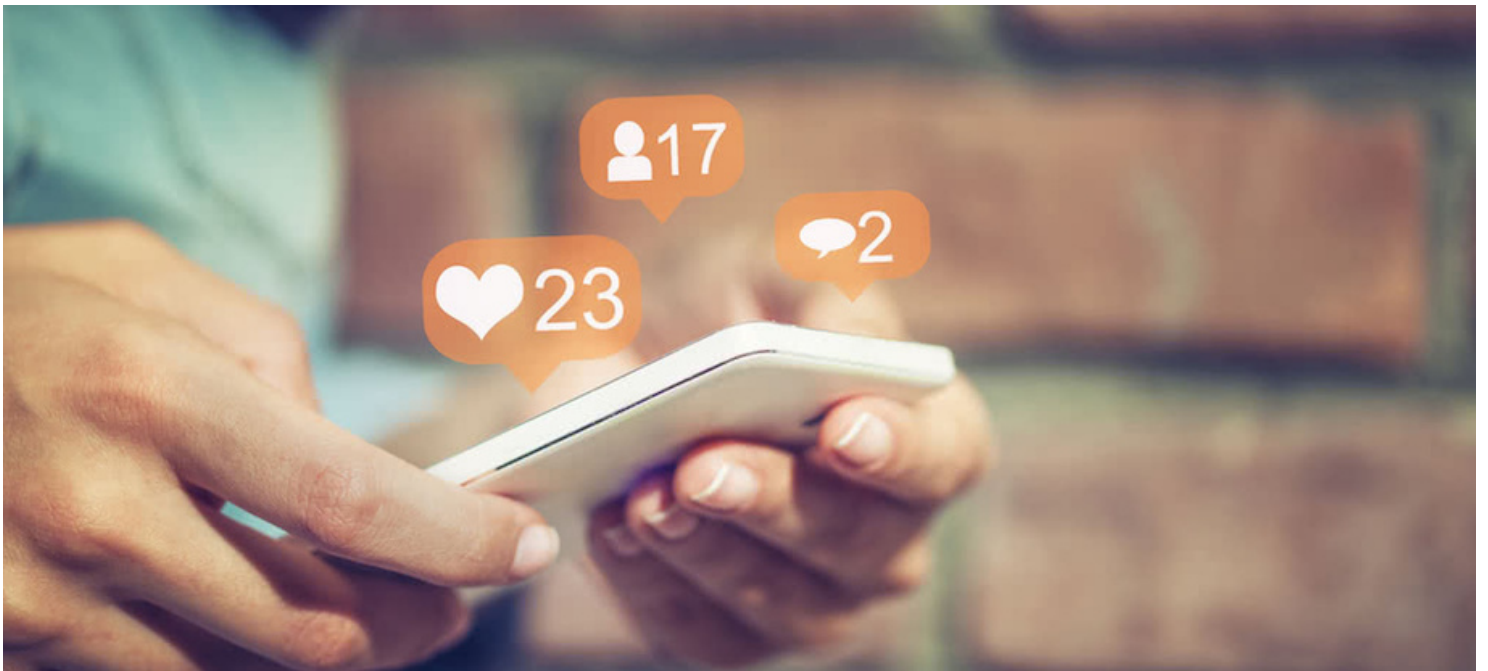


# PARTICIPATION WORKS BOTH WAYS



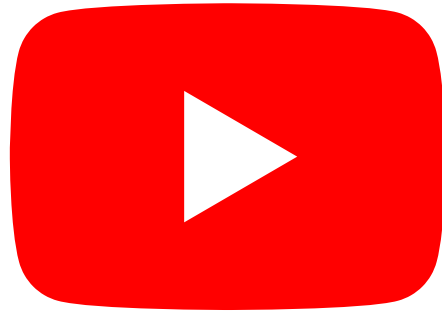
*Social media wasn't built as a one way communication platform*

Individuals & brands that are truly successful spend just as much time engaging with their fans / followers as they do serving them content. To be successful, you truly have to be active on a daily basis.



# CURRENT TRENDS

## YOUTUBE



➤ ***Excellent platform for longform content in 16x9 aspect ratio***

The algorithm is currently favoring pieces that are longer than 8 minutes– So PGA Coaches (for example) should consider stitching together multiple short lessons to reach & exceed this benchmark.

➤ ***A tremendous platform to build relevancy in Google Search***

➤ ***YouTube Shorts are going to pick up steam in 2023***

If you're good at vertical, TikTok style videos, this could be a great way to serve up snappy, short form 9x16 content.

# CURRENT TRENDS

## INSTAGRAM



### ***Instagram is doubling down on Reels in 2023***

Start thinking of short-form vertical video ideas

### ***Tips for great Reels***

9x16 aspect ratio  
First 3 seconds better be engaging to keep the consumer around

### ***Fewer words = More Success***

“Hi, I’m \_\_\_ from \_\_\_ Country Club & I’m here to teach you how to \_\_\_” isn’t the way to be successful on this platform. Your name & club are in your bio so strip them out of your videos and jump right into the coaching tip.

# CURRENT TRENDS

## FACEBOOK



### ***Facebook is also betting on Reels in 2023***

consider creating vertical content for this audience as well



### ***Images perform well on Facebook***

Make sure to keep plenty of them in your content offering.



***Facebook is the most engaging consumer channel in the PGA of America digital ecosystem.***



# CURRENT TRENDS

## TIKTOK



➤ ***26% of users fall into the 10-19 age group***

Make sure your content is speaking to a younger audience in an authentic way.

➤ ***Daily participation***

Liking & commenting on other user's content & producing / distributing your own content is imperative to drive any meaningful success on this platform.

➤ ***"Fan Count" means very little on TikTok***

Video completion rate is the most important metric on this platform... So create content that you know users are going to watch- and not only watch once! Looping content ideas are perfect for TikTok.

# CURRENT TRENDS

## TWITTER



***Twitter has stayed wildly true to its brand identity as a news platform***

If you have something timely that has to be said, it's a great channel to participate in.



The future of what's going to work & not work on Twitter moving forward is less certain than it was in the past, and we're monitoring it closely to see where our strategy fits in... And we recommend that you do the same.



# EMAIL BEST PRACTICES

## KNOW THE GOALS OF YOUR EMAIL CONTENT

➤ ***Is your goal to simply inform the reader, or drive clicks to a website?***

If it's the latter, don't give away all of the info in the email subject and copy. Leave your reader wanting more and clicking to get that information

## LIMITING SUBJECT LINES/PREVIEWS

➤ ***Leads to better mobile viewing experiences within email apps and higher open rates.***

Try to follow these guidelines:

- Subject Line: 25-40 characters of 6-7 words
- Preheader/Preview: 40-80 characters

## SEND DATES

➤ ***Try different sends dates and times to understand your audience's preferences***

When possible, segment out audiences for optimal send days/times



# EMAIL BEST PRACTICES

## CONTENT

### ***Video is still king***

If you have video, include it in your email (ideally with a play button watermark to indicate the content available by clicking)

## 2023 EMAIL TRENDS

### ***Collect and promote user-generated content***

From members, students, etc.

### ***Include customers reviews/ratings of products, when possible***

### ***Segment audiences***

The more targeted the content is to a consumer, the more likely they are to engage with it

### ***People love discounts***

If you're able to offer a discount/special offer when highlighting products, do it. Your clickthrough rates will see a bump.