
NATIONAL COLLEGIATE CLUB GOLF ASSOCIATION

Starting a Club Golf Social Media Account

When you are first starting a club golf team, one of the most important first tasks (other than funding) is spreading the word. The more students that know about the club, the bigger the club will become. One of the ways to market the club is by starting a team Instagram account. Here's a quick guide to help you get started.

1. Start the Account

The process of starting an Instagram account is pretty straightforward. To begin, download the app and sign-up. Next you'll choose a handle, such as “@ArkansasClubGolf”, and then simply follow the next steps to make the account official.

2. Make It Beautiful

Now that you have an account, you want to make it beautiful. Navigate to your profile page, and click “Edit Profile” in the middle on the right side. Add a profile picture, a brief bio (include an email address), location, and add a header picture. Need inspiration? Check out these club team Twitter accounts to see how it's done:

[Arizona State University](#)

[University of Central Florida](#)

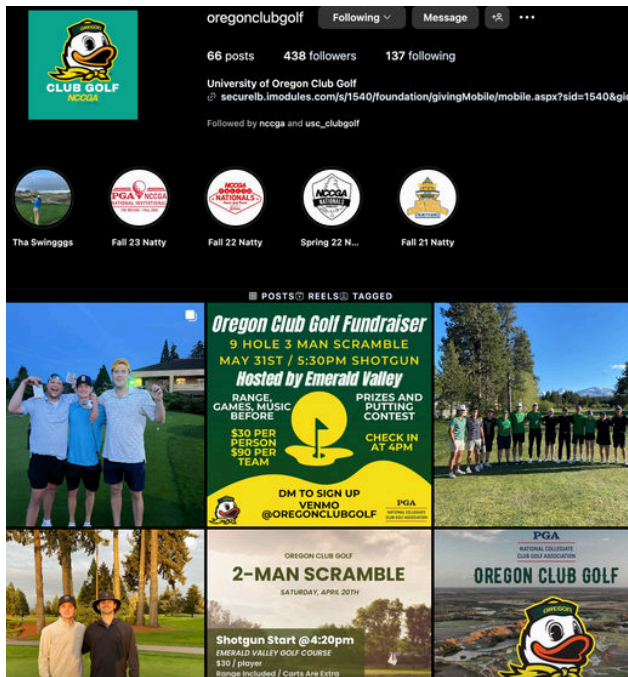
[University of North Carolina](#)

[University of South Carolina](#)

[West Virginia University](#)

3. Find People to Follow

Now that you have an account, and it's beautiful, time to start following some other users. Go to the search bar at the top of the page and start following @NCCGA, @PGA, yourself, other members of the club (such as your VP or anyone that has expressed interest), other club golf teams (search “club golf”), friends, and school related accounts (such as the school paper, athletics account, etc.). Hopefully this will result in follow-backs so you can begin building up your audience.



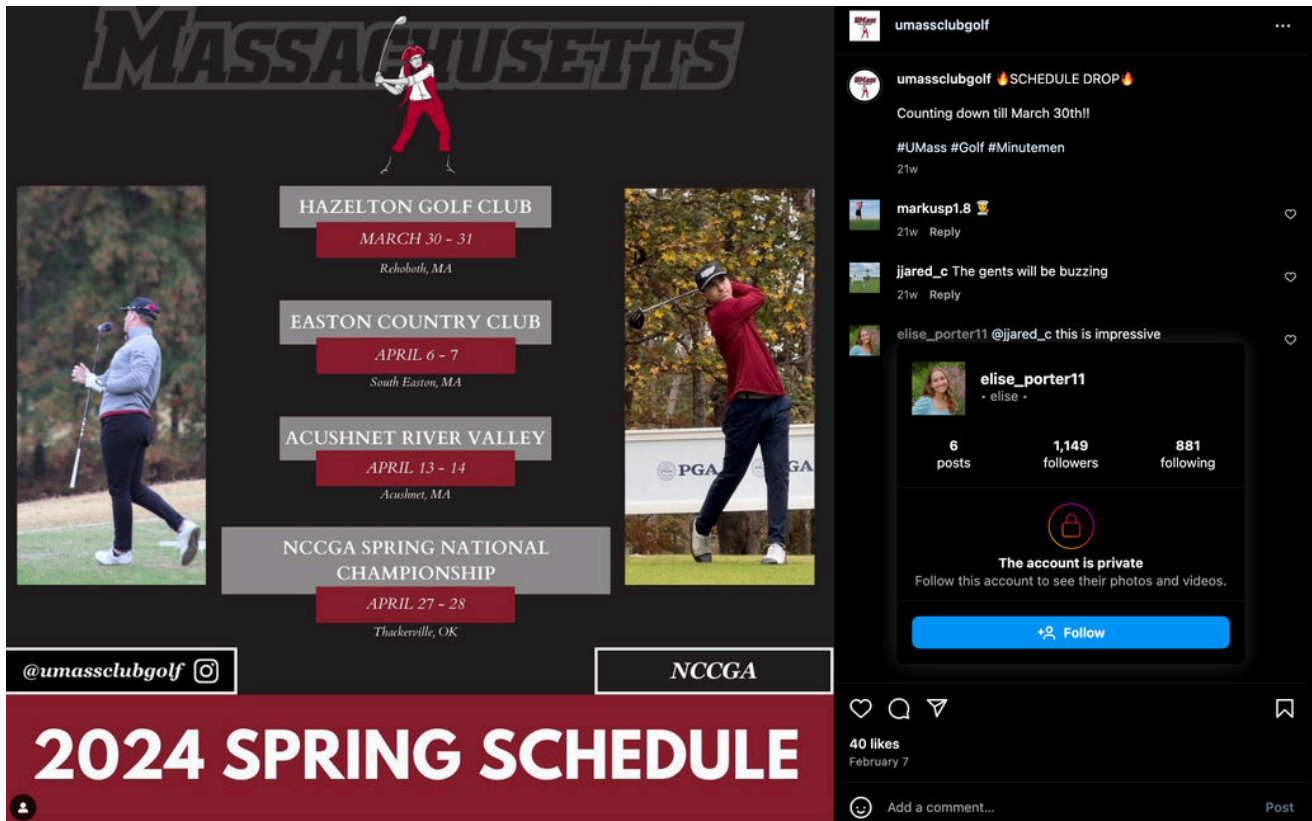
4. Post Away

It's important to remember to post regularly. It doesn't have to be a lot, but once every few days is a good place to start.

Hint: Tag @NCCGA when you post, and we may repost your content!

Your posts should be informative and semi-entertaining. Let them know what the club golf team is, what the plan is, and how interested students can find out more information. During the beginning, your account won't have a lot of followers, so we encourage you to "repost" these posts from your personal account (and encourage the VP and other members to do the same). This will allow the posts to receive greater awareness as your team builds up an audience.





5. Engage with Others

Social media is not just a one-way communication channel. You'll want to make sure you are not just posting messages, but engaging with other accounts. Strike up a conversation with new followers, engage in some friendly banter with other club teams, etc. This will help build your team's awareness, and also introduce you to new people. Here's a few examples of teams engaging with other accounts:



UD Club Golf @UDClubGolfTeam · 2 Oct 2016

Shoutout to [@johnny_cashhhh](#) for his 4th place finish and [@Mini_Mangs](#) for his 8th place finish #alltournamentteam



6

 **Tennessee Club Golf** @UTClubGolf · 28 Sep 2015

Regional 1 Elite 8:
@rdanielstone
@maliklckett
@KevinGroogan
@GThorpe97
@riddle_ethan
@GingerSnaps124
@Broadbent32
@icecream_eater1

 **DePaul Club Golf** @DePaulclubgolf Follow

Good luck to @Golf_Club_USC this weekend at #DisneyNationals! DCG is pulling for you guys and that back-2-back title!
#TakeHomeDisney

5. Keep It Up

You have an active social media account! Now make sure to keep it up. The more you use it and grow the # of followers you have, the more important it becomes. The most successful clubs will use their social media to spread awareness of the club, promote upcoming fundraisers, recognize outstanding accomplishments, share positive press, show off new team gear, and more. It can be easy to start the account and then forget about it, but sticking to a habit of posting several times a week and following any newly interested students is important.

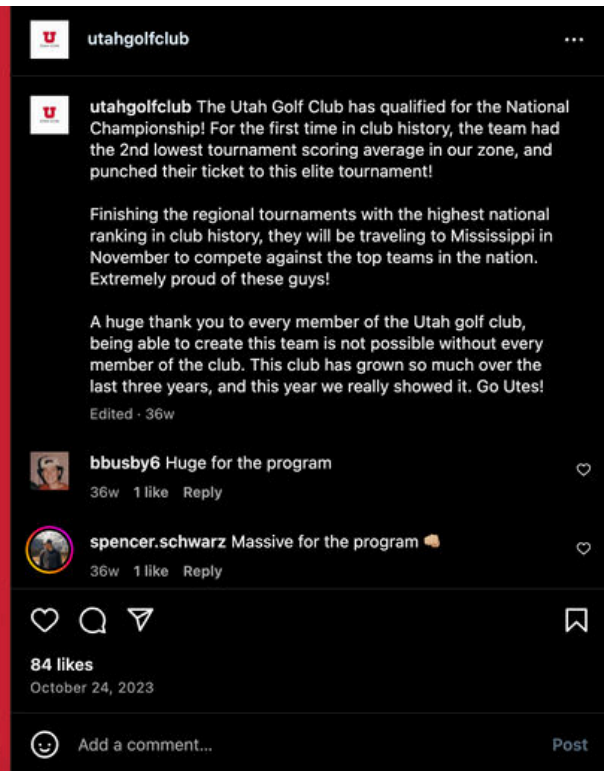
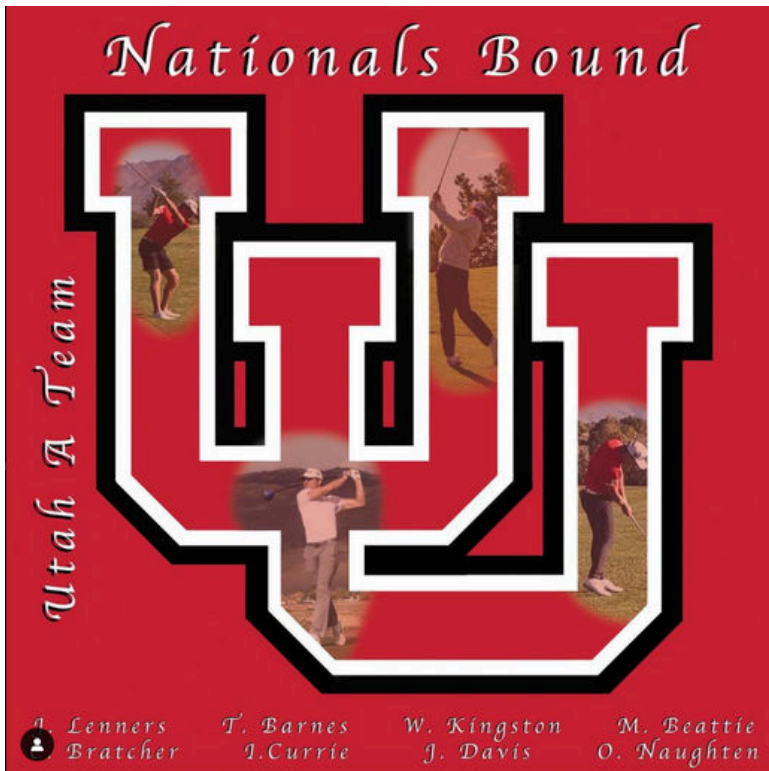
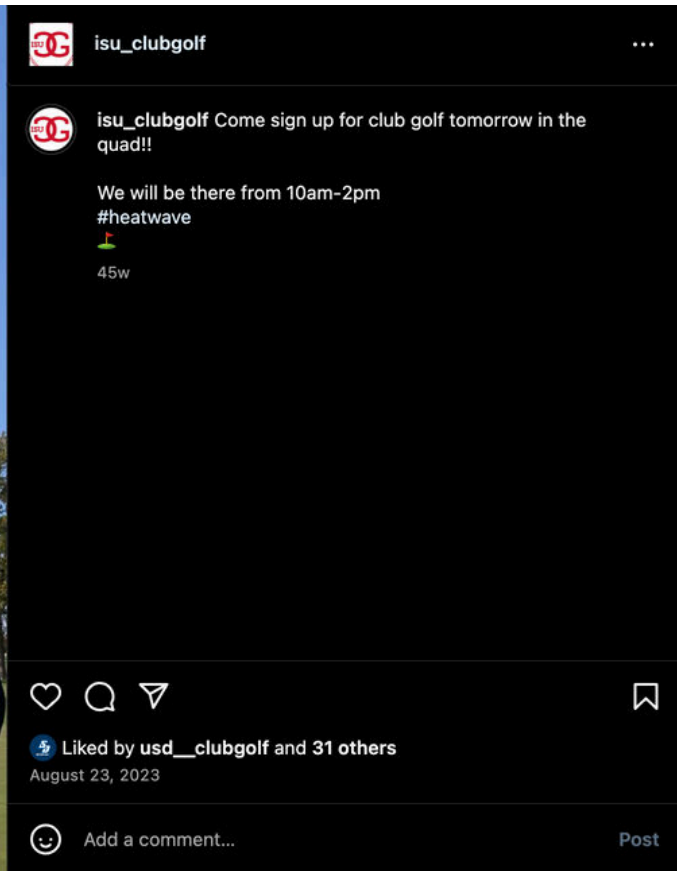
Many clubs will designate a specific person to run the club's social media accounts, and usually it's not the president (so they can focus on other things). This is a good position to have on the club's executive board if anyone is interested and good at social.

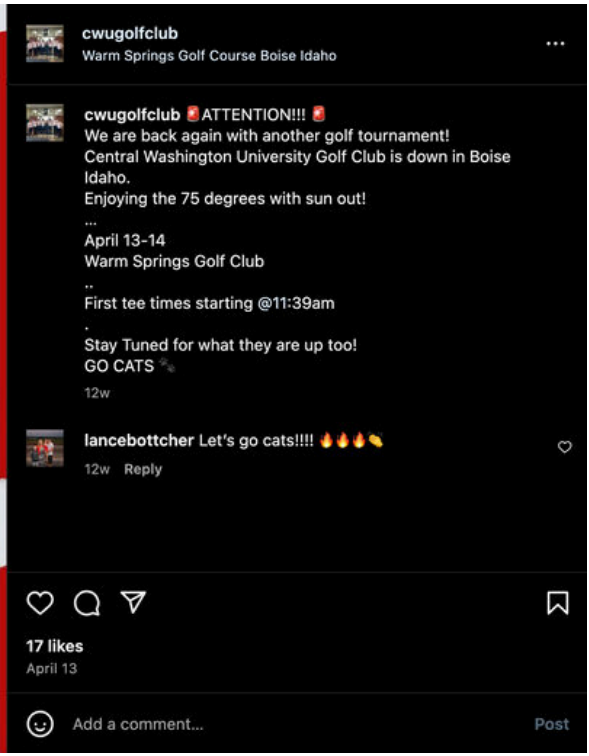
Good luck, and if you need any help please let us know!

 **Texas Club Golf** @TexasClubGolf · 17 Nov 2015

Check out the Daily Texan's article on us!

 **Students form UT Club Golf Team**
For many high school golfers, the transition from playing competitively in high school to not playing in college can be difficult.
dailytexanonline.com



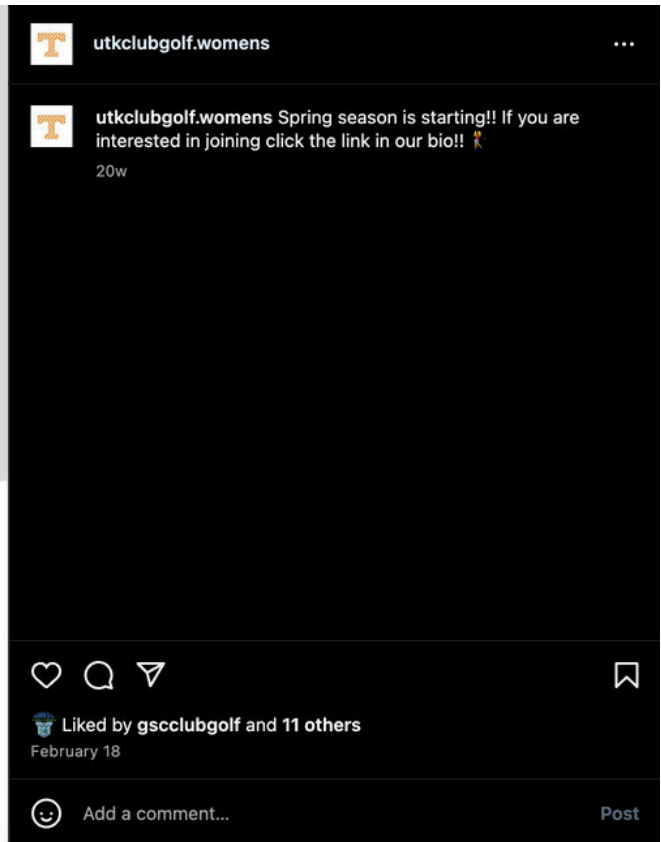


Discounted rates

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- \$6/9 holes at The Barn
- \$15/9 holes at Three Ridges
*available after 3pm--call shop to reserve

Tournament Entry

- Membership dues include entry to tournaments



Click the chat bubble at the bottom right of nccga.org for any other questions. You can also email us at team@nccga.org