



#MATTsters



SOCIAL MEDIA TOOLKIT

BROCKTON FIREFIGHTER & REIGNING MASSACHUSETTS AMATEUR CHAMPION
MATT PARZIALE TO COMPETE IN 2018 MASTERS TOURNAMENT

#MATTsters

Join the Conversation with these additional hashtags:
#MassGolf #AmenCorner #Augusta #AugustaNational #Golf #Georgia
#USMidAm #Champion #CityofChampions #Brockton #Firefighter
#GreenJacket #Masters #TheMasters #golfcourse #golfswing



SUGGESTED TWITTER POSTS FOR 2018 MASTERS TOURNAMENT

Posts are scripted to be published on the first day of the Masters Tournament, Thursday April 5

This weekend, one of the Bay State's own will be vying for the green jacket when @Matt_Parziale, a Brockton firefighter and the defending @PlayMassGolf state Amateur champion, looks to become the first ever amateur to win #TheMasters. RETWEET to wish Matt luck! #MATTsters

Wishing the best of luck to Brockton Firefighter @Matt_Parziale as he begins his journey today on one of golf's biggest stages – teeing off at the 2018 @TheMasters tournament in #Augusta. #MATTsters #TheMasters

Shout out to Brockton firefighter and reigning @PlayMassGolf Player of the Year, @Matt_Parziale, one of only six amateurs invited to compete in this year's #TheMasters Tournament in #Augusta. Follow his rounds: <http://bit.ly/2FPAUBA> #MATTsters

Golfer by day. Firefighter by night. We're sending our best to Brockton firefighter and defending @USGA #USMidAm Champion, @Matt_Parziale, one of only six amateur golfers competing in this weekend's #Masters Tournament at #Augusta! #MATTsters

Massachusetts native and Brockton firefighter @Matt_Parziale tees it up at the 82nd #TheMasters today at #Augusta! We wish him best of luck as he competes against the world's best players in front of the biggest audience of his career! Go Matt! #MATTsters

Suggested Accounts to tag on Twitter

@USGA
@TheMasters
@PlayMassGolf
@Brockton_Fire
@ThornyLeaGC
@Matt_Parziale

SUGGESTED INSTAGRAM POSTS FOR 2018 MASTERS TOURNAMENT

Posts are scripted to be published on the first day of the Masters Tournament, Thursday April 5

This weekend, one of the Bay State's own will be vying for the green jacket when @mattparziale, a Brockton firefighter and the defending @PlayMassGolf state Amateur champion, looks to become the first ever amateur to win #TheMasters. Like this post to wish Matt luck and let him know we are rooting for him! #MATTsters

Wishing the best of luck to Brockton Firefighter @mattparziale as he begins his journey today on one of golf's biggest stages – teeing off at the 2018 @TheMasters tournament at #Augusta! #MATTsters

Shout out to Brockton firefighter and reigning @PlayMassGolf Player of the Year @mattparziale, one of only six amateurs invited to compete in this year's #TheMasters Tournament in #Augusta! Follow his rounds by visiting www.masters.com #MATTsters

Golfer by day. Firefighter by night. We're sending our best to Brockton firefighter and defending @USGA #USMidAm Champion @mattparziale, one of only six amateur golfers competing in this weekend's #Masters Tournament at #AugustaNational! #MATTsters

Massachusetts native and Brockton firefighter @mattparziale tees it up at the 82nd Masters today at #AugustaNational! We wish him best of luck as he competes against the world's best players in front of the biggest audience of his career! Go Matt! #MATTsters

Suggested Accounts to tag on Instagram

@USGA
@TheMasters
@PlayMassGolf
@mattparziale
@thornyleagolfclub

[CLICK HERE FOR ACCESS TO PHOTOS](#)



2018 Masters Tournament | April 5-8 | Augusta National Golf Club

Thank you for supporting Brockton firefighter Matt Parziale on golf's biggest stage. Please find some suggested posts that can be used to wish Brockton firefighter and reigning USGA U.S. Mid-Amateur Champion Matt Parziale the best of luck as he begins his journey at the Masters. Matt was one of only six amateurs in the world to be invited to compete in the field, earning his invitation following his victory in the 2017 U.S. Mid-Amateur Championship. He is also the reigning Massachusetts Amateur Champion and a 4-time Mass Golf Richard D. Haskell Player of the Year, earning him recognition as the best amateur golfer in the state of Massachusetts.

All posts regarding Matt will include #MATTsters and we encourage all to use the hashtag as a way to let Matt – and the world – know that his home state is supporting him!