We have received a number of questions from our members about Social Media…

- Why should I follow Mass Golf on Social Media?
- How do I follow Mass Golf on Social Media?
- Do I need to sign up for anything to follow Mass Golf on social media?
- What is the difference between Facebook, Twitter, Instagram and YouTube?

To help our members better understand our involvement on social media, we have created this helpful document.

**WHY YOU SHOULD FOLLOW MASS GOLF**

- It helps us deliver all Mass Golf news directly to you, while also giving you a platform to communicate and engage with Mass Golf and other members.
- It allows us to deliver breaking news and real-time updates during events.
- It allows us to alert you of new member benefits, watch golf tip videos, view photo galleries from events, update you on Massachusetts golfers competing in national events and much more.

**HOW DO I FOLLOW MASS GOLF ON SOCIAL MEDIA?**

- On Facebook, go to [https://www.facebook.com/playmassgolf/](https://www.facebook.com/playmassgolf/)
  - Click on the "👍 LIKE" button below photo/video at the top of the page.
- On Twitter, go to [https://twitter.com/PlayMassGolf](https://twitter.com/PlayMassGolf)
  - Click on the white “FOLLOW” button below the photo at the top of the page.
- On Instagram, go to [https://www.instagram.com/playmassgolf/](https://www.instagram.com/playmassgolf/)
  - Click on the blue “FOLLOW” button at the top of the page.
- On YouTube, go to [https://www.youtube.com/user/MassGolf1903](https://www.youtube.com/user/MassGolf1903)
  - Click on the “SUBSCRIBE BUTTON” on the bottom/right of the photo at the top of the page.

**DO I NEED TO SIGN UP FOR FACEBOOK/TWITTER/INSTAGRAM/YOUTUBE TO FOLLOW MASS GOLF ON SOCIAL MEDIA?**

- You **DO NOT** need an account to view the content published on the different social media platforms.
- If you sign up for an account, you **DO NOT** need to post anything or like anything if you don’t want to.
- You **DO** need an account if you want the content from our pages delivered directly to you.
- You **DO** need an account if you want to LIKE, COMMENT, RETWEET or SHARE the content that you see on our pages.
WHAT IS THE DIFFERENCE BETWEEN EACH?

FACEBOOK
- **What is it?** It is a social networking website where users can see photos, news stories, videos and more while allowing the user to comment/share it.
- **What to expect when following Mass Golf on Facebook:**
  - Breaking news, major announcements, and links to the most current news stories on MassGolf.org.
  - Photo galleries, video highlights & recaps, golf tip videos and giveaways.
- **As a user on Facebook you will have the ability to LIKE, COMMENT or SHARE the content you see from Mass Golf.**
- **BONUS –** Being as popular as it is, joining will give you the ability to reconnect with family members and friends and stay up to date with what is new with them.

TWITTER
- **What is it?** It is a social networking website that allows users to view short posts called Tweets. Tweets can include website links, graphics, photos and videos.
- **What to expect when following Mass Golf on Twitter:**
  - Twitter is the best way to follow Mass Golf events and national events with Massachusetts players in real-time with live scoring/updates.
  - Twitter is also the best source for receiving breaking news.
  - Photos, videos and links to stories will also be posted on Twitter.
- **As a user on Twitter you will have the ability to LIKE, COMMENT or RETWEET the content you see from Mass Golf.**
- **BONUS –** As you start to follow accounts on Twitter, you will notice that the sports news often breaks first on Twitter these days.

INSTAGRAM
- **What is it?** It is a phone app made for viewing and sharing photos and videos.
- **What to expect when following Mass Golf on Instagram:**
  - It is the best way to see spectacular photo galleries from Mass Golf events and national events with Massachusetts players.
  - You will also get to see a more behind-the-scenes view from different Mass Golf events, with updates and videos throughout each event.
- **As a user on Instagram you will have the ability to LIKE or COMMENT on the content you see**
- **BONUS –** If you love seeing beautiful golf photos, get ready to be blown away!

YOUTUBE
- **What is it?** It is website to view longer-form videos.
- **What to expect when following Mass Golf on YouTube:**
  - Long-form videos about golf tips, championship previews, and recaps.
- **As a user on YouTube you can Like, Comment On or Share our videos.**