

# HOW TO FOLLOW MASS GOLF ON SOCIAL MEDIA



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/>
  - Click on the "👍 LIKE" button below photo/video at the top of the page.
- On Twitter, go to <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/>
  - Click on the blue "FOLLOW" button at the top of the page.
- On YouTube, go to <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.