

"An update on social media, its use by the society and potential options going forward"

Social media:

We hope you have found the social media updates useful, we want to ensure that the members get the most out of it, so as much as giving a report, I would also like to pose some questions and make some general comments:

Linkedin:

We are up to 159 followers, as you can imagine interest spikes when we post, which generally is one or two posts in the run up to an event, with the follow up report.

Over 2023:

292 reactions (likes)

15 comments

27 shares of posts.

Impressions (times it appears in a persons LinkedIn page) was on average about 700 – this is just being seen, people may just keep scrolling.

Content engagement, i.e click through to the reports etc, at worst circa 10 at best 40. I can't see a pattern on why..

Questions and comments:

- We now have ability to received messages.
- Would the membership like to see other golf related posts? In the form of information on the courses we are about to play, media news such as Rahm going to Liv etc?
- I know most of the members will by now know each other, but as a relative newbie I'm a little unsure what each person's business does. I had considered using LinkedIn to do a bi-monthly "meet the member" series, just a simple slide with a paragraph on what that members business does. However, I'm conscious that unless we use a closed group message, which requires members to be following the page, this may increase the number of undesirables trying to join.... As an alternative, this could be done by email to the membership circulating a one-page document setting out how you can help and potentially do business with other members – thoughts?
- Use of video: we have previously posted pictures taken at the various events, it has ben shown that video is more engaging. I would like to trial use of video, some short views of the course, someone teeing off, perhaps an approach shot and a putt finishing with the awards. All can be done quite easily and well on an iPhone. However, I have no idea how to stitch

them together... any member who has capabilities that could help if its trialled at the first event?

- Are there any other channels you would like to see our content on? Other than LinkedIn / Instagram?

In due course we will be cross referencing the followers against members, and dropping a line to those that may be interested but not joined yet to try to open up communication (with the committee & AGM consent).

As always, we repeat the message "to like and share posts" (Thank you to the few that do) and please do bring to the attention of contacts in the industry you feel would be a good potential member.

Instagram:

At present only used to post event reports etc. It is hoped to raise the EPiC profile in 2024