

Metropolitan PGA Social Media Tips: General Posting

Social Media is all about simplicity. So you want it to be short, sweet and to the point unless you are sharing a long story/routine/steps when it's necessary.

Tag other accounts

If possible you want to tag any and every person in the post. So your friends/coworkers/partners/sponsors/venue/etc. These better your chances of not only being seen, but shared by all of those tagged on your post. It's standard that when searching for a tag it will always begin with an @ symbol.

Ex:

@metropolitan_pga @metpgafoundation @lincoln
@pgatour @wcc_golf_shop

*BONUS: If you tag someone in your picture on Instagram and not just in your text, it will show up on their page as well under tagged photos!

Use hashtags

Hashtags are a way to connect accounts from all over the world to relatable topics. For example if you were to search #pgatour, #pgachampionship, #bethpageblack, anything and everything that has that hashtag will come up!

Tag your location

If the platform your posting on gives you the option to check in or tag a location you should do it! Similar to hash tagging, when someone clicks on this location, all of the tag posts will be there which is another location for your post to be seen multiple times.