

Metropolitan PGA Social Media Tips: Partner/Sponsor Posting

In our day to day activity, being aware of partners and sponsors is extremely important. It's as easy as paying attention to what shirt you're putting on in the morning, or what ball you're playing on the course in the afternoon. Take a picture and post it to your story and tag the partner thanking them for their support of the Met PGA. Tagging gets back to corporate. And corporate makes the final decision on our partnerships each year!

Tag all partners involved

If possible you want to tag any and every company and brand in your post. So if you just got a new shipment to the shop for example, you can post a picture of your new display.

Ex.

On the hats, you'd tag @Ahead, the shirt you'd tag @POLO, on the shorts you'd tag @FairwayGreene, and the shoes @ADIDAS. This will direct your audience to the partners/brands as well as show the partners you're advertising their items on social media.

*BONUS: If you tag some brands in your picture on Instagram and not just in your text, it will show up on their page 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 #POLO #Ahead #Summitgolfbrands #Footjoy #Callaway You'd see all posts around the world about these brands.

Tag your location

Show the partners where their brand is, whether that is on the golf course during the Met PGA Championship or you've got them in your Golf Shop.