Starting a Club Golf Twitter Account

When you are first starting a club golf team, one of the most important first tasks (other than funding) is spreading the word. The more students that know about the club, the bigger the club will become. One of the ways to market the club is by starting a team Twitter account. Here's a quick guide to help you get started.

1. Start the Account

The process of starting a Twitter account is pretty straightforward. To begin, go to www.twitter.com and click "Sign-Up" at the top of the page on the right side. Next you'll choose a Twitter handle, such as "*@ArkansasClubGolf*", and then simply follow the next steps to make the account official.

2. Make It Beautiful

Now that you have an account, you want to make it beautiful. Navigate to your profile page, and click "Edit Profile" in the middle on the right side. Add a profile picture, a brief bio (include an email address), location, and add a header picture. Need inspiration? Check out these club team Twitter accounts to see how it's done:

- University of South Carolina
- University of Pittsburgh
- University of Florida
- DePaul University
- Robert Morris University

3. Find People to Follow

Now that you have an account, and it's beautiful, time to start following some other users. Go to the search bar at the top of the page and start following @NCCGA, @Nextgolfer, yourself, other members of the club (such as the VP, anyone that has expressed interest), other club golf team (search "club golf" in the search bar), friends, and school related accounts (such as the school paper, athletics account, etc.). Hopefully this will result in follow-backs so you can begin building up your audience.

4. Tweet Away

It's important to remember to tweet regularly. It doesn't have to be a lot, such as multiple times a day, but once a day is a good place to start. There are a lot of services out there where you can schedule tweets in advance (Buffer is one of the best, and it's free to schedule out 10 or less posts in advance).

Hint: Tweet @NCCGA when you start the account and we'll give you a retweet!

Your tweets should be informative and semi-entertaining. Let them know what the club golf team is, what it's plan is, and how interested students can find out more information. During the beginning, your account won't have a lot of followers, so we encourage you to "Retweet" these posts from your personal account (and encourage the VP and other members to do the same). This will allow the posts to receive greater awareness as your team builds up an audience.

UWGB Club Golf @UWGB_ClubGolf · 9 Feb 2016
Late night study session #clubgolf

5. Engage with Others

Twitter is not just a one-way communication channel. You'll want to make sure you are not just posting messages, but engaging with other accounts. Strike up a conversation with new followers, engage in some friendly banter with other club teams, etc. This will help build your team's awareness, and also introduce you to new people. Here's a few examples of teams engaging with other accounts:

UD Club Golf @UDClubGolfTeam · 2 Oct 2016
Shoutout to @johnny_cashhhh for his 4th place finish and @Mini_Mangs for his 8th place finish #alltournamentteam

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Tennessee Club Golf @UTClubGolf · 28 Sep 2015
Regional 1 Elite 8:
@rdanielstone
@malikluckett
@KevinGroogan
@GThorpe97
@riddle_ethan
@GingerSnaps124
@Broadbent32
@icecream_eater1

DePaul Club Golf
@DePaulclubgolf

Follow

Good luck to @Golf_Club_USC this weekend at #DisneyNationals! DCG is pulling for you guys and that back-2-back title! #TakeHomeDisney

5. Keep It Up

 You have an active Twitter account! Now make sure to keep it up. The more you use it and grow the # of followers you have, the more import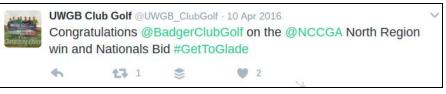ant it becomes. The most successful clubs will use their social media to spread awareness of the club, promote upcoming fundraisers, recognize outstanding accomplishments, share positive press, show off new team gear, and more. It can be easy to start the account and then forget about it, but sticking to a habit of tweeting several times a week and following any newly interested students is important.

Many clubs will designate a specific person to run the club's social media accounts, and usually it's not the president (so they can focus on other things). This is a good position to have on the club's executive board if anyone is interested and good at social.

Good luck, and if you need any help please let us know!

Texas Club Golf @TexasClubGolf · 17 Nov 2015
Check out the Daily Texan's article on us!

Students form UT Club Golf Team
For many high school golfers, the transition from playing competitively in high school to not playing in college can be difficult.
dailytexanonline.com

Pitt Club Golf
@PittClubGolf

Following

New @OGIO golf bags are almost as hot as Tiger's irons were this weekend! 🔥 #earlychristmas

UWGB Club Golf @UWGB_ClubGolf · 10 Apr 2016
Congratulations @BadgerClubGolf on the @NCCGA North Region win and Nationals Bid #GetToGlade

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DePaul Club Golf
@DePaulclubgolf

Follow

Joey Fremgen, Pat Mullaney, & Ken Jee make the all tournament team. Joey Fremgen loses in playoff on 1st hole.

hi	**Illinois State University (A)**
	DePaul University (A)
	Illinois State University (A)
	University of Illinois at Urbana-Champaign
	Illinois State University (A)
RIXON	**DePaul University (A)**
aney RIXON	**DePaul University (A)**
as RIXON	**Illinois State University (B)**

Nebraska Club Golf @unlclubgolf · 15 Nov 2016

THIS THURSDAY come to Chipotle to support the Club Golf team. All you have to do is show this pic. #OneForTheTeam

ONE FOR THE TEAM

Show your team spirit by joining us for a fundraiser to support UNL Club Golf. Come in to the Chipotle at **1317 Q Street Suite 100** in Lincoln on **Thursday, November 17th** between **5:00pm** and **9:00pm**. Bring in this flyer, show it on your smartphone or tell the cashier you're supporting the cause to make sure that 50% of the proceeds will be donated to UNL Club Golf.

Need some more help?

Visit www.nextgengolf.org to find additional resources

designed for college student golfers

Email us anytime:

team@nccga.org