



# SOCIAL MEDIA GRAPHICS

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## Purpose:

- Awareness: share club lifestyle with members, guests, and prospects alike. Measured through page followers, likes, shares.
- Conversions: drive revenue through all revenue streams (pro shop, membership, private events, driving range, gift cards, etc.). Measured through website clicks, email sign-ups, etc.
- Engagement: turn customers into advocates. Measured through comments, likes, mentions, etc.
- Customer Retention: monitor customer sentiment and tone, respond to messages and comments

## Format:

### Do's

- Post real photos with information in the caption.
- Have a clear subject and single focal point.
- Keep it simple.
- Be mindful of representation.
- Be tasteful with text. Less is always more when it comes to word art. No more than 25% of the image should be covered with text.
- Write in plain language. If an 'outsider' gets it, then you're on the right path.
- Write from the reader's perspective to make them the hero in the story.
- Use camel case for multi-word hashtags (capitalize the first letter of each word to make words more legible).
- Use descriptive call to actions, avoid saying click here (sign up, try it for yourself, join us)
- Add club logo where appropriate. Good branding is noticeable but not obtrusive. If you plan your visuals to be shared, include your logo. That could mean a small logo in a corner.
- Text should always improve, not obscure the image. Text should add value. If it's stating the obvious, you don't need it.
- Do the people in your visuals reflect the diversity of your audience? It's much easier for someone to imagine themselves using your club if they see someone that looks like them doing it.
- Making people read text on a picture is even harder than making them notice the picture. People don't like complicated typography on social media. Users want your message to be clear and understandable. Heavily text-focused images can be boring.

### Don't's

- Do not use the BJL logo in graphics.
- Don't overuse caps.
- Don't over edit photos.
- Don't post graphics more than once every three posts. Real content three posts, one graphic on the fourth.
- Don't overdo design. Keep the balance between simplicity and informativeness. You don't have much time to impress followers. Ensure your message is obvious.
- Avoid sensational headlines (best, top, worst, need, only). People buy more on lifestyle, mood, emotions.