

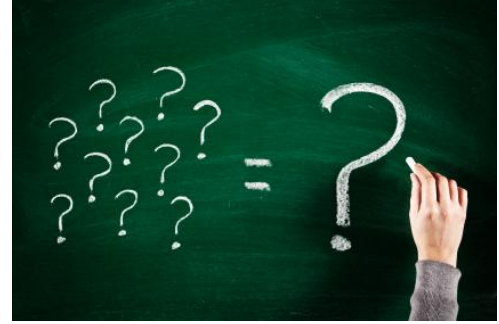
# What is Social Media?

## How Private Clubs can effectively use it.

By Scot Duke

### Takeaways

- Better understanding of what Social Media is and what it is not
- Look at how Private Clubs should use it.
- Conclude with reviewing real situations and explain how Social Media could be used.



### What is Social Media? - Definitions

- Websites and other web applications used to share information with online communities.
- Interactive forms of media allowing users to interact with and publish information to each other.
- Media used for social interaction allowing for immediate accessible and scalable publishing techniques.
- Web-based technology that transforms and broadcasts monologues into social media dialogues.

**Social = Communication**

**Media = Vehicle**

### What Social Media Is!

- Form of quality assurance
- Monitor of Customer Service
- Versatile scalable messaging
- Entertaining method of communication

### What Social Media Is NOT!

- A 'Cure All' for a bad business model
- A form of Broadcast Advertising
- A stagnant form of Marketing
- One-Way form of Communication



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### How Could Social Media Work for Private Clubs?

Determining factors clubs should use;

- Mission
- Goal
- Purpose

#### **Mission:**

(Examples)

- Enrich the lives of its members by providing a unique golfing experience, with other exceptional recreational and social activities that foster friendship and fellowship within a private, member-owned setting. (*Tucson Country Club-Tucson,AZ*)
- Be a premier, private, full service country club that delivers outstanding membership value and consistently high quality amenities in a friendly environment. (*Quail Creek Country Club -Naples, FL*)
- To provide our membership, their families, and guests with superior social and recreational experiences by offering the finest staff, services, facilities and activities while preserving the rich traditions of the club. (*Morris Park CC, South Bend, Indiana*)

#### **Goal:**

(Examples)

- Transform the public course into a private, membership-only enterprise. (*Las Sendas Golf Club, Mesa, AZ*)
- Our goal is to give you, the golfer, the best golfing experience you can buy for your money. (*Beaver Creek Country Club, Hagerstown, Maryland*)

#### **Possible Goals:**

- Increase social interaction amongst membership
- Produce more events for members and the community
- Broaden scope of membership
- Develop reciprocal relationships with other clubs.

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### Possible Purpose

- Provide a high quality golf experience
- Offer members an exceptional social environment
- Create a wholesome family atmosphere
- Partner with Community

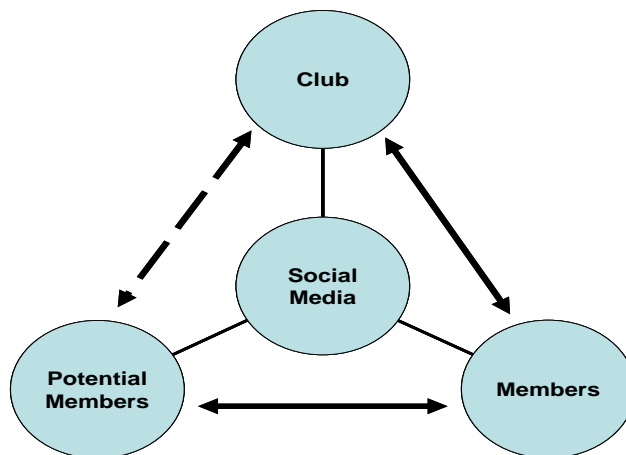
### Bottom-line

- The private club is out to generate the revenue needed to maintain a high standard of quality, service and growth for the future
- Accomplished by keeping current members happy while marketing for new members to replace natural attrition.

### Challenges

- Aging Membership and Facility
- Sluggish Economy
- Decreased Utilization
- Cultural 'Change'

### Lines of Communication



### Where Can Social Media Help?

- Reach younger generation
- Improve Community Involvement
- Communicate with Membership
- Market 'Change'

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### Social Media Can Help

- Reach younger generation
- Improve Community Involvement
- Communicate with Membership
- Market 'Change'

### Private Club Approach:

Meet Club's Challenges by:

- Establishing a modern web-presence
- Enter the online social spaces with a plan and a voice
- Having the Marketing strategy based on Quality and not Quantity
- Be dedicated to the plan and the management of the effort

### How to Succeed Using Social Media

Success with Social Media is Only achieved through dedication to the process managed over an extended period of time.



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