

## 1

**ENGAGING CONTENT**

Don't talk *at* your customers (stop the sales pitches already!) Provide content that is relevant, entertaining, educational, and most importantly, shareable. Before you add another post, get an understanding of what's working—and what isn't. Check out the engagement rankings of your past posts to see which garnered the most success, and evaluate why they worked—what was the value you provided to your followers. Was your post newsworthy? Did you provide a helpful tip, or perhaps shared your perspective on a hot/trending topic?

## 2

**DEVELOP A SCHEDULE**

Whether you're a new golf business without many posts under your belt or a daily Facebooker, consider writing out a monthly content schedule with upcoming posts. This will help you develop thoughtful content based on upcoming events (Masters Week in April), specials (Buy two for one), or topics that align with your larger business goals (changing the world of putting). Your content schedule should be fluid though so you can stay topical—who knows what might shake up the golf world next!

## 3

**LISTEN**

Listen to what your audience is talking about. If the messages you're delivering aren't matching up with what people are saying about your golf business, you need to listen—and do something about it. Pay attention to the topics being discussed—and talk about them too.

## 4

**SHARE**

Don't just listen—share what your followers are talking about! Let them tell your story. Currently, more than 90 percent of purchase decisions are made based on online reviews. Leverage this user-generated content—your golf customers believe their peers over you. Also, recognize the people who are talking about you by sharing their posts on your golf business page, and thanking/commenting on them. They'll appreciate the recognition (you noticed them!) and keep you top of mind.

## 5

**CREATE BRAND AMBASSADORS**

With Facebook's new "friends and family" first newsfeed approach, there is no better way to get your message heard than through, well, friends and family. Identify five top customers (or actual friends and family) and invite them to help share the love on their personal pages. Again, we're not going for sales pitches here—personal testimonials or even just the sharing of your golf business content will expose you to new audiences, and boost your relevancy in the rankings.

## 6

**GET INTERACTIVE**

Contests, polls, quizzes, GIFs, and, yes, even the utilization of emoji's 🙄 provide opportunities to drive engagement among your followers and boost shares.

## 7

**FACEBOOK LIVE**

Facebook Live provides an opportunity for your golf business to live stream events as they're happening. It could be a live demo of a spokesperson using your product to play a round, live training tips, showing off new equipment, or simply sharing exclusive content. And you get to choose your audience—whether its public or just a small group of followers. By pushing followers to subscribe to your Live feed, the new algorithm will see your golf business as more relevant and push you higher in your followers newsfeed.

## 8

**PUSH TO OTHER SOCIAL CHANNELS**

Conversations are happening across all your social channels. Don't be afraid to push your followers to your golf business's other channels—push to your customized YouTube page for a look at extra tips, push to your website with blog content, or driving followers to a landing page for opting in to an email offer/content.