

## Twitter is from Mars, Instagram is from Venus...

*Keeping your social media posts “different”*

Social Media is an invaluable way to connect with your golfers on many levels. There are also many different social media outlets to choose from. Which outlets you choose for your facility really depends on the demographics of your market. One great article on this is:

[http://nonprofitquarterly.org/2013/09/26/the-demographics-of-users-of-social-media-summarized/?gclid=CjwKEAiAuKy1BRCY5bTuvPeopXcSJAaQ4OVsxbZWQOjXxUfmuzQPTJeebyYqRu6WfEPUe9kp3uvVChoCx8Xw\\_wcB](http://nonprofitquarterly.org/2013/09/26/the-demographics-of-users-of-social-media-summarized/?gclid=CjwKEAiAuKy1BRCY5bTuvPeopXcSJAaQ4OVsxbZWQOjXxUfmuzQPTJeebyYqRu6WfEPUe9kp3uvVChoCx8Xw_wcB)

For Golf House Kentucky’s Social Media sites (@GolfHouseKY) we have chosen Facebook, Instagram and Twitter to communicate. Until recently, I would make a post on Instagram (my personal favorite site) and it would automatically also post to Facebook and Twitter. Facebook and Instagram work well together but my posts on Twitter would look something like the photo on the right....



While this was an efficient use of my time (to post to all three sites at once), the content on Twitter was not eye catching and did not entice the Twitter user to click on the information. I had always reasoned that certainly Twitter users also use other social media platforms, so they will get the information. As you can see from the article link above, that is not the case. As I mentioned earlier (and I fit fairly well into the demographics listed) I prefer to view my information on Instagram, however, this article would tell you the majority of our audience are Twitter users.

The best thing I ever did was to “unlink” the three accounts and post to Instagram and Facebook and create a completely separate message on Twitter. By doing so, I have increased engagement on Twitter and better reached an important audience that may not have been getting the message all along. The “extra” time it takes to make two posts is minimal. Apps like Hootsuite allow you to post to all three sites at once, still allowing the photo and necessary content to fit nicely on Twitter. This is a small change that can make a big difference in your message being heard by ALL of your customers.

I hope this small tip helps you! If I can ever be of more assistance to you or your staff about Social Media, please do not hesitate to contact me anytime: [ehorn@kygolf.org](mailto:ehorn@kygolf.org) or 502-741-4444. Happy Posting!

Erin Horn, PGA  
Director, Communications-Membership  
Golf House Kentucky