



PROFESSIONAL CLUB MARKETING ASSOCIATION

Social Media Influencing Market Awareness **501c Nonprofit Clubs**

A sharp panel of colleagues recently came together at our Annual Conference to share their experiences and perspectives regarding applying social media within their organization. We felt it was important to showcase their stories because the ideas, best practices and rules surrounding the possibilities and restrictions continue to be controversial.

We kicked off the session asking them to share their personal viewpoints on how it's being applied within our industry. A great piece of advice came from Valerie Roca, of Fort Lauderdale Country Club. When sharing her thoughts she said, "social media is not a primary tool for lead generation in our industry - instead, it is an engagement tool, a word of mouth tool generating a feel-good effect." Fellow panelists agreed, its purpose to be a tool for expressing club culture and painting a picture of the lifestyle club membership offers.

Additionally, our panelists agreed there should be a strategy guiding online communication outlets, primarily because the target audiences for each are different. Natasha Sawatsky, of Glencoe Golf and Country Club, explained she has found Instagram to be best for connecting the club with Millennials, while Boomers tend to be more engaged with Facebook. She has seen a healthy mix of both engaging via Twitter.

Upon asking the panelists what led their clubs to accept and welcome the implementation of a social media presence, Robin Martin of Conway Farms Golf Club, had a simple but profound reason. "The club felt it was necessary to have a voice in the conversations already taking place online about the club." The club has also found that social media has secured communication with potential members. Robin confirmed that only 20% of the club's Twitter followers are members.

PCMA members are invited to read the full session summary in our November issue of [**Club Membership and Marketing Magazine**](#).