



PROFESSIONAL CLUB MARKETING ASSOCIATION

Influencing Awareness

Engaging Members and Prospective Members with Social Media

At its core, social media is about creating communities and bringing people together. That is exactly what we do in the private Club industry. We create fun, social activities for our members, their friends/colleagues, and their families. A robust website, mobile app, and an active presence in social media are critical.

Prospective members shop around; they look at google reviews, websites, and social media. What does your Club's digital "front door" look like?

Social media has become so ingrained in our society; think about how many times you reach for your phone to take a picture for the purpose of sharing it online? The power and reach of social media for a brand, especially one like the Club industry, is enormous.

Social media can be a good member engagement tool. Members going on social media and seeing themselves having fun is a great way to deepen their connection with the Club. It is also a great way to build momentum for events by posting pictures of events past. Prospective members may use social media to see what your Club is like. They may not join because of social media, but those posts may get them in the door.

I would encourage all Clubs to embrace social media. It is a fun, engaging way to grow your Club's community.

PCMA members are invited to read this full perspective from Eleni Floropoulos, Communications Director, [Forsyth Country Club](#), Winston-Salem, NC, in our May issue of [Club Membership and Marketing Magazine](#).