



**PGA**  
**SHOW**<sup>TM</sup>

# GET SOCIAL AT THE PGA SHOW

## *2023 SOCIAL MEDIA TOOLKIT*

### **BENEFITS OF SOCIAL MEDIA**

- Excellent way to engage attendees, prospective buyers, media and golf industry professionals.
- Amplifies your presence at the PGA Show.
- Offers a way to extend the power and excitement of the PGA Show beyond the Show floor.
- Great exposure for your brand.

## INCREASE YOUR VISIBILITY AT THE PGA SHOW

### 3 STEPS TO BRAND EXPOSURE

#### 1 DOWNLOAD AN ASSET

- PGA Show custom web banners: [pgashow.com/toolkit](https://pgashow.com/toolkit)

#### 2 SELECT A SAMPLE POST (OR CREATE YOUR OWN!)

- Register for the #PGAShow and join us in Orlando for the Global Gathering for the Business of Golf! [pgashow.com/register-now](https://pgashow.com/register-now)
- We're at Booth #\_\_\_\_ at the #PGAShow. Stop by to check out our \_\_\_\_\_!  
(insert your Booth # & product that you'll have at the Show)
- We'll be at the 2023 @PGAShow, will you?  
(tag colleagues/influencers you want to see at the Show)

#### 3 SHARE ASSET + POST TO YOUR SOCIAL MEDIA CHANNELS



### ADDITIONAL TIPS FOR SUCCESS

- **Follow and consistently use the official hashtag #PGAShow** before and during the event and engage with others using the hashtag to generate exposure for your brand through interaction with the PGA Show community.
- **Promote the hashtag early** to build excitement about your brand's participation at the event. Tag your network and encourage them to use the hashtag as well—this helps initiate conversations about your company and build connections with Show attendees.
- **Use high-quality image-based posts** to generate more engagement. Proper sizing per social network: Facebook (1200px x 900px), Twitter (1024px x 512px) and Instagram (640px x 640px).
- **Always tag and mention PGA Show** in your posts so we can help amplify (share) your content. Our handles: Facebook ([@PGAShow](https://www.facebook.com/PGAShow)), Twitter ([@PGAShow](https://twitter.com/PGAShow)) and Instagram ([@pgagolfshows](https://www.instagram.com/pgagolfshows)).
- **Publicize your booth on social media** via custom graphics, photos, videos, social media giveaways, product highlights, etc. to help drive attendance to your booth at the Show.
- **Draft and schedule your messages beforehand.** Facebook has an easy scheduling tool built into company Facebook pages and there are multiple free tools for Twitter (TweetDeck or HootSuite).
- **Share live coverage** content and events at the PGA Show through images and videos, allowing your network to react in the moment.