

## Hello!

Thank you for being a part of the growing FlingGolf community. We are excited to hear about the players and instructors on your course, and want to help you get the word out about your FlingGolf offering. We know social media is sometimes the last item on your checklist for the day, so we've included some example social copy you can use to promote trial and play of FlingGolf.

Tag us using @FlingGolf on any platform and your course could be featured on our social channels.

Interested in being a part of one of our upcoming marketing campaigns? Shoot us a note at [info@flinggolf.com](mailto:info@flinggolf.com).

Now go ahead - aim high, and let 'em fly,  
The New Swarm Sports Team



# Promoting FlingGolf on Social Media

## COPY **PROMOTING TRIAL**

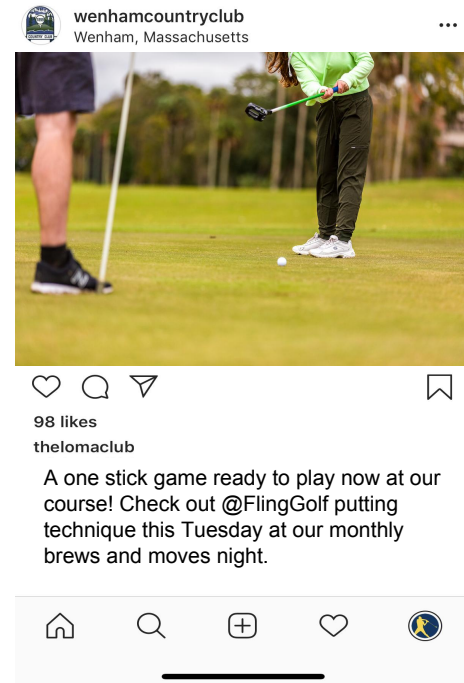
Have you heard? We are @FlingGolf ready. Grab a #FlingStick (you only need one!) and join us this Thursday afternoon for a free 3-hole trial.

Haven't been relaxing as much as you'd like on the golf course? Try @FlingGolf, now available at [your golf course name]. Learn more: [link to page on website about playing FlingGolf at your golf course]

Ready to try something different on the course? We now have @FlingGolf rentals, or you can bring your own, and play. Create your own foursome or join others who are playing traditional golf.

Golfers and non-golfers alike, check out @FlingGolf, a combination of Lacrosse and traditional golf that is gaining momentum across the country. We now offer rentals - pick up a #FlingStick (you only need one) and give it a try today.

People are calling it the most innovative product on the course. And we now offer it! Inquire about @FlingGolf today.



*Example course social media post*

## COPY **SHOWCASING PLAY**

New [Sagamore] member crushed the course today playing @FlingGolf.

Happy Sunday from our favorite place, with one of our new favorite sticks. #FlingGolf

Ryan's been playing on our course for ten years and today he liberated our course with @FlingGolf.

Taking a new type of swing today on our well loved hole 5. #FlingGolf

Plenty of #FlingStick energy out on the course yesterday as players came out to enjoy a round of @FlingGolf.



**Peninsula Golf Course**

3 hrs · 🌐



Matt took his family out for a round of @FlingGolf yesterday, a sport all about fun and family, and offered here at [course name].



*Example course social media post*

## OPTIMIZING MEDIA FOR SOCIAL

If you are posting on Instagram, keep in mind that the image is seen first, so an impactful image will often persuade a person to read the copy underneath. Video also performs well.

Use a variety of types of images - players, product, a mix of player and product, and photos taken at different angles.

Simple, color-saturated images that evoke a feeling make an impact on potential customers.

Always-up-to-date social image sizing guidelines can be found [here](#).

