

The ALLIANCE of MASSACHUSETTS GOLF ORGANIZATIONS PROUDLY PRESENTS  
**MASSACHUSETTS GOLF DAY**  
Friday, March 20, 2015 | Massachusetts State House

### **#weareMAgolf Social Media Toolkit**

We are asking the Massachusetts golf industry and enthusiasts across America to share info about “Massachusetts Golf Day.” The event will be held Friday, March 20 in Boston and social media users are asked to use **#weareMAgolf** and tag **@wearegolf**.

To make this a success, we hope you will:

- Post one or more of the ideas suggested below to your organization and personal social media accounts.
- Reach out to your networks in the golf industry to encourage them to support via social media.
- Post and upload **#weareMAgolf** [info graph](#) whenever and wherever possible

### **Suggested Twitter and Instagram Posts**

Post any of the following messages to your Twitter and Instagram accounts. If you choose to compose your own tweet, be sure to use **#weareMAgolf** and tag **@wearegolf**.

#### ***Before/After March 20***

Mass direct [#golf](#) economy is \$2.7B, supporting 25K jobs w/ annual wage income of \$796K. [#weareMAgolf](#) [@wearegolf](#)

Don't miss MA [#Golf](#) Day on March 20 in Boston at the State Capitol!  
[#weareMAgolf](#) [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

RT this message if you are 1 of the 25K people working in the MA [#golf](#) industry. [#weareMAgolf](#) [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

Golf's economic impact in Mass is \$2.7 billion/year. Are you a contributor?  
[#weareMAgolf](#) [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

Mass [#golf](#) gives back big time - \$74.3M in annual charitable contributions!  
[#weareMAgolf](#) [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

Mass [#golf](#) economy provides an annual wage income of \$796K.  
[#weareMAgolf](#) [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

DYK: The [#BayState](#) is home to more than 376 [#golf](#) facilities.  
[#weareMAgolf](#) [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

Mass [#Golf](#) Day preview: tourism, youth programs, [#sustainability](#) & \$2.7B/year economic impact. [#weareMAgolf](#) [@wearegolf](#)

In 2014, more than 2.3 million rounds were posted at 376 [#golf](#) facilities in MA. [#weareMAgolf](#) [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

Mass is home to the world's top [#golf](#) manufacturers:  
[@teamtittleist](#), [@CallawayGolf](#), [@newbalance](#), [@GoAheadGolf](#), [@ChampSpikes](#). <http://www.massgolfeconomy.com/golf-day.html>

[#BayState](#) is home to champ [#golf](#). [@DBChampionship](#) has raised more than \$24M for charities since 2003. [#weareMAgolf](#) [@wearegolf](#)

. [@PGATOUR](#) stars come to the [#BayState](#) every Labor Day & boost the \$2.7B [#golf](#) economy. [@DBChampionship](#) [#weareMAgolf](#) [@wearegolf](#)

### ***On March 20***

Today is [#weareMAgolf](#) Day! Join the convo by tweeting why [#golf](#) is more than a game to you. [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

Mass [#golf](#) industry leaders head to #Boston today! Support them by tweeting w/ [#weareMAgolf](#) & tagging [@wearegolf](#). <http://www.massgolfeconomy.com/golf-day.html>

RT this message to support Mass [#golf](#) industry leaders, who are in #Boston today for [#weareMAgolf](#). [@wearegolf](#) <http://www.massgolfeconomy.com/golf-day.html>

2015 [#weareMAgolf](#) Day attendees:  
[@ouimet](#), [@DBChampionship](#), [@wgam1900](#), [@NECMA](#), [@nepga](#), [@GCSANE](#), [@NEGCOA](#), [@ouimetfund](#), [@negagolf](#), [@mgalinks](#).

Today's [#weareMAgolf](#) topics: jobs, tourism, charity, youth programs, [#sustainability](#) & \$2.7B/year economic impact. <http://www.massgolfeconomy.com/golf-day.html>

[#Golf](#) brings thousands of visitors to MA each year & creates \$367K for hospitality and tourism. [#weareMAgolf](#) [@wearegolf](#)

### **Suggested Facebook, Google+ and LinkedIn Posts**

Post the following messages to your organization's Facebook, Google+ and LinkedIn accounts.

### ***Before/After March 20***

[TAG] @WEAREGOLF: Don't miss Massachusetts Golf Day ([#weareMAgolf](#)) on March 20 in Boston at the State Capitol! Top representatives of the state's golf industry will share information about the game's \$2.7 billion per year economic impact as well as youth development programs, sustainability practices and golf's environmental benefits. Learn more: [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: Massachusetts' direct golf economy is \$2.7 billion a year, supporting 25,500+ jobs with an annual wage income of \$796K. Learn more about Massachusetts Golf Day ([#weareMAgolf](#)) on March. 20: [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: Massachusetts golf revenues are comparable to the combined revenues of all other spectator sports - football, baseball, basketball, hockey and soccer, etc. Learn more about Massachusetts Golf Day ([#weareMAgolf](#)) and the game's economic impact: [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: Did you know Massachusetts' #golf economy supports more than 25,500 jobs per year? Give us a "like" if you are one of them. [#weareMAgolf](#) [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: The #BayState golf industry provides an annual wage income of \$796K per year. Learn more about Massachusetts Golf Day ([#weareMAgolf](#)) and the game's economic impact: [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: Massachusetts is home to more than 376 golf facilities. Learn more about Massachusetts Golf Day ([#weareMAgolf](#)) and the game's economic impact: [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

Why is #golf more than a game to you? Let us know by using [#weareMAgolf](#) and tagging [TAG] @WEAREGOLF. [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: Massachusetts' direct #golf economy is comparable than key industries in the state such as fitness and recreational sports centers (\$1.5 billion), semiconductor manufacturing (\$2.7 billion) and medical equipment manufacturing (\$3.5 billion). Learn more about Massachusetts Golf Day ([#weareMAgolf](#)) and the game's economic impact: [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: Golf is a key fundraising catalyst for charity groups such as Jimmy Fund Golf, Golf Fights Cancer and the Ouimet Fund, that continuously raise significant funds for local charities. The total amount of annual charitable giving attributed to the game of golf is \$74.3 million. Learn more about Massachusetts Golf Day ([#weareMAgolf](#)) and the game's economic impact: [upload [info graph](#)] <http://www.massgolfeconomy.com/golf-day.html>

***On March 20***

[TAG] @WEAREGOLF: Today is Massachusetts Golf Day ([#weareMAgolf](#))! Join the conversation by posting why #golf is more than a game to you. [upload [info graph](#)]  
<http://www.massgolfeconomy.com/golf-day.html>

[TAG] @WEAREGOLF: Massachusetts' #golf industry leaders head to Boston today to meet with state politicians about the game's economic impact. Support them by posting all day with [#weareMAgolf](#). [upload [info graph](#)]  
<http://www.massgolfeconomy.com/golf-day.html>

“Like” this post to support Massachusetts' #golf industry leaders, who are in Boston today for Massachusetts Golf Day ([#weareMAgolf](#)). [upload [info graph](#)]  
<http://www.massgolfeconomy.com/golf-day.html>