

SOCIAL MEDIA TOOLKIT

For PGA Professionals

1

PLAN

- Content Pillars
- Content Calendar
- Choose Platforms

2

CREATE

- Film & Edit Videos
- Design Graphics
- Write Captions

3

POST

- Profile Management
- Community Engagement
- Metrics & Optimization

HOW TO USE THIS TOOLKIT

This toolkit is designed to be a practical reference you can return to as needed.

You do not need to implement everything at once; begin with one platform, one objective, and one repeatable workflow.

Consistency matters more than perfection. Social media is a long-term portfolio of your work.



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PLAN

1

PLAN

Our first step is to define your professional goals.

A strategic social media presence begins with intentionality. Before deciding what to post or which platforms to prioritize, it is essential to establish a clear understanding of your professional goals, areas of expertise, and the value you intend to communicate. This clarity not only informs the type of content you produce, but also shapes how your audience perceives you and how you measure success over time.

- ➔ **What are your goals?**
- ➔ **What do you want to be known for?**
- ➔ **What do you enjoy?**
- ➔ **How do you define success?**

This foundation allows you to build clear content pillars that align with your goals. Here are a few examples:

SAMPLE CONTENT PILLARS

LESSONS

Capture photos or clips during instruction to showcase drills, teaching methods, and learning moments.

PLAYER SUCCESS

Highlight student progress, achievements, breakthroughs, or testimonials.

PHILOSOPHY

Your unique approach to coaching and player development.

PERSONAL

Showcase life and experiences outside of instruction.



PLAN

Next step: Build a content calendar.

As you begin building a content calendar, the goal is not simply to fill empty slots; it is to make intentional decisions about what you share and why. A well-constructed calendar translates your priorities into consistent communication, reinforces your positioning, and reduces the friction of day-to-day posting. Before finalizing content, assess each idea against the following criteria:

- ➔ **How many posts per week can I commit to?**
- ➔ **What content can be planned in advance versus captured in the moment?**
- ➔ **What content do I already make that could become a post?**

SAMPLE CONTENT CALENDAR

| PUBLISH DATE | MONDAY | WEDNESDAY | FRIDAY |
|----------------|--|--|---|
| CONTENT PILLAR | Lesson | Coaching Philosophy | Player Success |
| SUMMARY | Clip Compilation: Showcase working with a junior, practice plan, technology & equipment being used, the facility, high five at the end of the lesson, etc. | Video Overlay: Share a swing video and reinforce long-term player development over immediate results. | ___ wins __ tournament |
| POST TYPE | Reel | Reel | Photo |
| CAPTION | @___ putting in work this week <i>100</i> | Taking a minute to break this swing down and why we believe in long term development vs. quick fixes 🤝 | Congratulations to @___ for winning the @___! It has been incredible to witness your journey. Proud coach moment 🏆👏 |



PLAN

Last step in the planning stage: choose the social platforms you want to use.

We recommend starting with Instagram, gaining proficiency on that platform, and then expanding to additional channels over time. Review the following information that outlines each platform and their value/purpose for PGA Professionals.



Designed for sharing photo and video content through photo posts, short-form videos (Reels), and Stories. Serves as a digital resume documenting your instruction, lessons, and professional activity.



A short-form, discovery-based video platform driven by trends. Reach new audiences through trend-focused short-form videos.



A community-driven platform centered on longer-form posts, groups, and local reach. Communicate with members, students, parents, and local audiences while promoting programs, events, and updates.



A professional networking platform centered on credibility, thought leadership, and career development. Position yourself as an industry expert, share professional milestones, and connect with partners, brands, and organizations.



A real-time conversation platform focused on commentary, updates, and industry dialogue. Share insights, opinions, and timely updates while engaging in broader golf and sports conversations.



A long and short-form video platform designed for in-depth content and searchable education. Host full lessons, swing breakdowns, educational series, and evergreen content that builds long-term authority.



2

CREATE

1

CREATE

How to best approach filming and editing video content:

APPROACH

Film vertically!
Ensure proper lighting and acoustics
Capture 5-10 second clips to compile

EQUIPMENT

iPhone (or smartphone)
Bluetooth Microphone
Tripod

APP

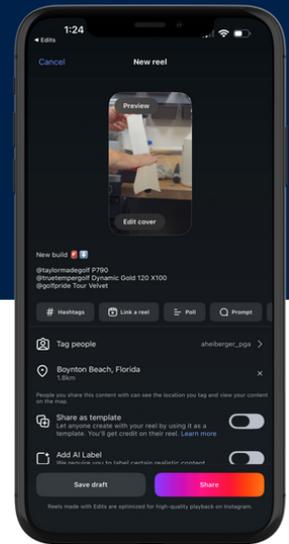
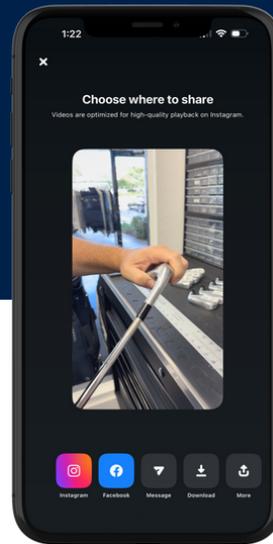
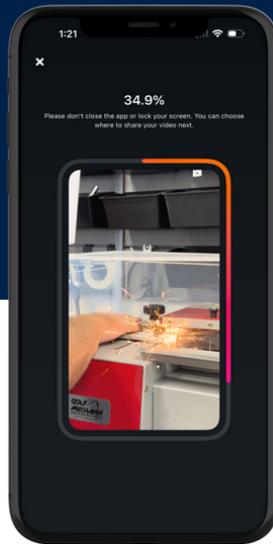
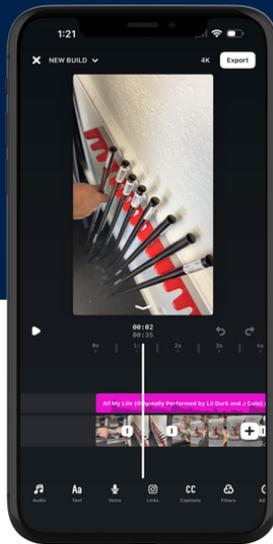
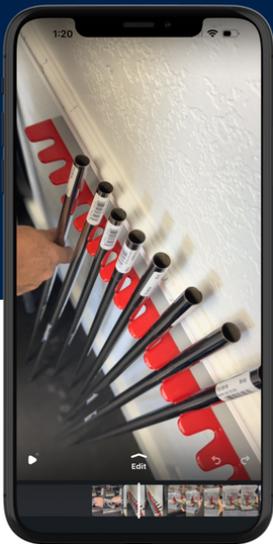
Instagram Edits
Capcut
Premiere Rush



FEATURES

- ➔ Host all projects in centralized location
- ➔ Search inspiration & ideas
- ➔ Add trending audio, voiceovers, sound effects
- ➔ Instagram prioritizes content using its own tools

Edits



2

CREATE

How to best approach editing graphics:

APPROACH

Determine brand colors, fonts, logo, etc.
Create templates for repeat use

EQUIPMENT

iPhone (or smartphone)
Computer

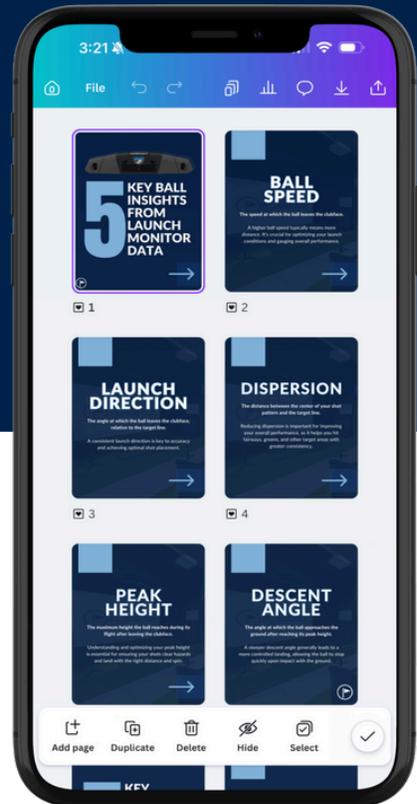
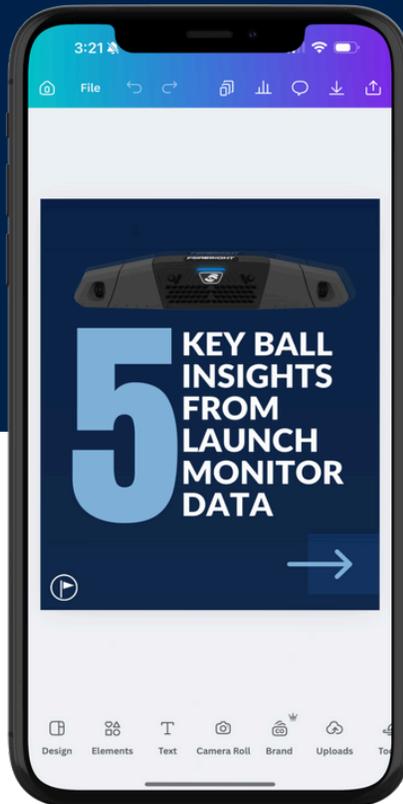
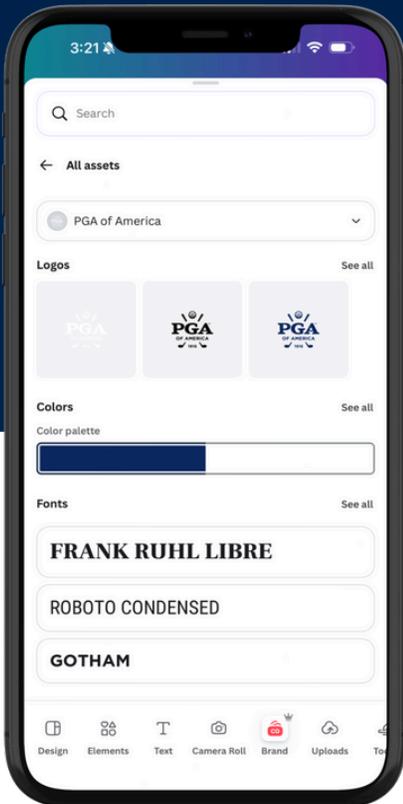
APP

Canva



FEATURES

- ➔ Create brand guidelines (Logos, colors, fonts, voice)
- ➔ Searchable pre-made templates
- ➔ Resize designs for different platforms
- ➔ Create multi-format content (video, static, print, digital)



2

CREATE

Writing captions is an important aspect of content creation.

Captions add context, clarity, and personality to the visuals you share. Captions help articulate your message, reinforce your positioning, and guide your audience toward the next step you want them to take.

Ask yourself the following questions when brainstorming captions:

- ➔ **Lead with authenticity**
- ➔ **End with a CTA**
- ➔ **Tag relevant accounts**
- ➔ **Don't overthink it**



POST

3

POST

Here are a few basic profile management tips:

USERNAME

- Name: John Smith, PGA
- UN: jsmithgolf

PROFILE PICTURE

- High quality photo of you smiling in golf attire
- Clear, well-lit
- Face clearly visible

BIOGRAPHY

- Title & Credentials
- What you do/offer
- Location/Club
- CTA

RELEVANT LINKS

- Website
- Articles/Features

3

POST

Here are a few basic community management tips:

LIKE/COMMENT

The more you engage,
the more engagement
you will receive

POLL

Post a poll to your followers
asking golf-related question
and answer via Stories

TAG ACCOUNTS

Tag all relevant
accounts in caption
and in photo/video
to support reach

3

POST

Here are the metrics to look for and how to optimize your content:

CORE METRICS

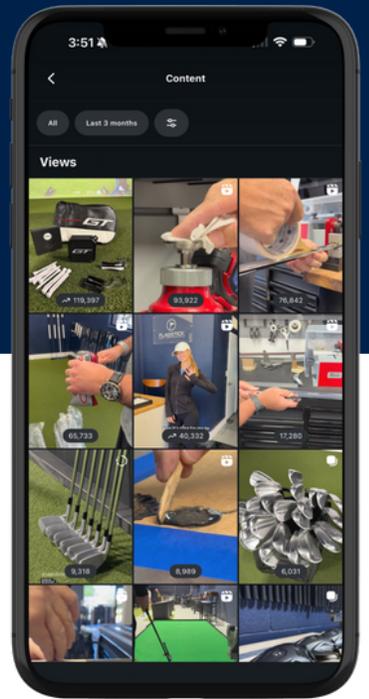
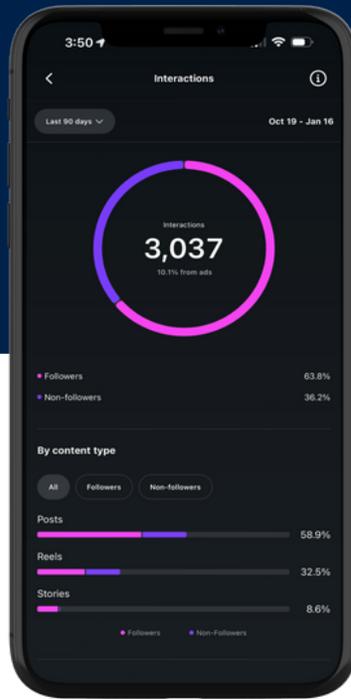
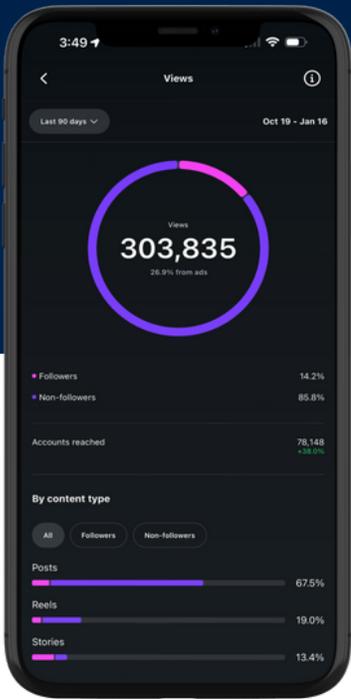
- Views
- Interactions
- New Followers
- Content You Shared

METRIC Q's

- What content is working?
- What content isn't?
- What your audience actually cares about?
- Where to spend (or stop spending) your time

OPTIMIZATION

- Doing more of what works
- Doing less of what doesn't
- Improve quality



JUST POST!

I would love to hear how your social media efforts are progressing. Please feel free to reach out with updates, questions, or feedback as you begin implementing these strategies. I'm always happy to offer guidance and help you continue refining your approach.

Happy posting!



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