

# A DIGITAL LIFE: COMMUNICATION FOR TODAY & TOMORROW



# Jim Myers Superintendent

The Plateau Club Seattle Washington

GCSAA Member for 21 years

## Personal Mission Statement

“Dedicated to research, environment and education to offer exceptional golf course turf conditions”

See more about myself on my web-site

[www.jmsuperintendent.com](http://www.jmsuperintendent.com)

# INFORMATION/ OUTLINE FOR TODAY

- Who am I and why do I use social media as a Superintendent
  - How I use Twitter at my club
  - My Twitter account
  - How to use Twitter at your club for your current position and for perspective employers
  - How can your online postings “help you” and “hurt your job search”
  - How Social Media will help you in your current job
  - Digital Information to help in the interview process
-

# BEING A SUPERINTENDENT IN SEATTLE YOU HAVE TO BE ON THE CUTTING EDGE WITH SOCIAL MEDIA

- In Seattle there is a huge tech crowd and my members work for,
  - Microsoft
  - Boeing
  - Amazon
  - Expedia
  - Starbucks
  - Costco
- 

# FORBES & GEEK WIRE 2013

- Forbes recently reported that Seattle ranked 1<sup>st</sup> out of 51 metro areas when it comes to Tech jobs
- With that comes Tech savvy people who want to play golf
- Seattle was followed by some regions like Baltimore, Columbus, Raleigh

# WITH MY MEMBERS WORKING FOR SUCH BIG TECH COMPANY'S I NEED TO FIND WAYS TO COMMUNICATE

- Twitter is a great way for me to do a daily update of what is going on with the course and be able to post a photo or a short video. This allows members to see what is going on with the club that day
- A member can see if we are vertical cutting and top dressing greens that day and If they have a guest or client coming to the club. They will be able to let them know what is going on with the course
- Twitter is so easy to post and get the information to my members instantly, I take a quick photo and post the information in 140 characters out on the course with my iPhone

# TWITTER ACCOUNT @JMTURF

Tweets >

Following >

Followers >

Favorites >

Lists >

Follow Jim Myers

Sign up

Photos and videos >





Jim Myers

@jmturf

Golf Course Superintendent Seattle/ PT hockey player #76

jmsuperintendent.com

TWEETS

1,324

FOLLOWING

378

FOLLOWERS

570

Follow

Tweets



Jim Myers @jmturf · 12h

The Plateau Club Turf Dept. long flight back from Asia last night. On the course today, greens & fwys look good! Projects are coming along!!

Expand



Jim Myers @jmturf · Jan 27

Played Clearwater Bay in Hong Kong with @UKGChannel Course site on the South

# ABOUT TWITTER

- Twitter is a short message communication tool that allows you to **send out messages (tweets)** up to 140 characters long to people who subscribe to you (followers).
- Your tweets can **include a link to any web content** (blog post, website page, PDF document, etc.) or a photograph or video. If a picture is worth a thousand words, adding an image to a tweet greatly expands what you can share to beyond the 140-character limit for tweets.
- People follow (subscribe) to your Twitter account, and you follow other people. This allows you to read, reply to and easily share their tweets with your followers (retweet).



# HOW TO SET UP A TWITTER ACCOUNT

- **Setting Up and Optimizing Your Profile**
- Step 1: Sign Up for Twitter
- Step 2: Personalize Your Profile
- Step 3: Start Tweeting
- Step 4: Find golfers/members/superintendents to Follow
- Step 5: Get golfers/members/superintendents to Follow You
- Step 6: Engage with what's going on at your club

# 5 REASON WHY YOU SHOULD USE TWITTER FOR YOUR BRAND & FUTURE JOBS

- 1. Connecting with Members & Golfers
- 2. Setting Your Personal Brand
- 3. Members & Golfers feedback
- 4. Marketing yourself for todays job and tomorrows
- 5. News/ updates about the golf course



# TWITTER VOCAB

- **Twitter Handle:** Also known as a **username**
- **To Follow:** To subscribe to someone's updates on Twitter.
- **To Follow Back:** To subscribe to the updates of someone who has recently started following you.
- **Follower:** A person who has subscribed to receive your updates. You can see your total number of followers on your Twitter profile page.
- **Update:** Also known as a **tweet**.
- **@Reply:** A public message sent from one Twitter user to another
- **Direct Message (or DM):** A private message sent from someone
- **Twitter Stream:** A list of a person's real-time updates.
- **Hashtag (#):** A tool to combined the conversation surrounding an event or theme.
- **Retweet (or RT):** To repeat what someone else has already tweeted.

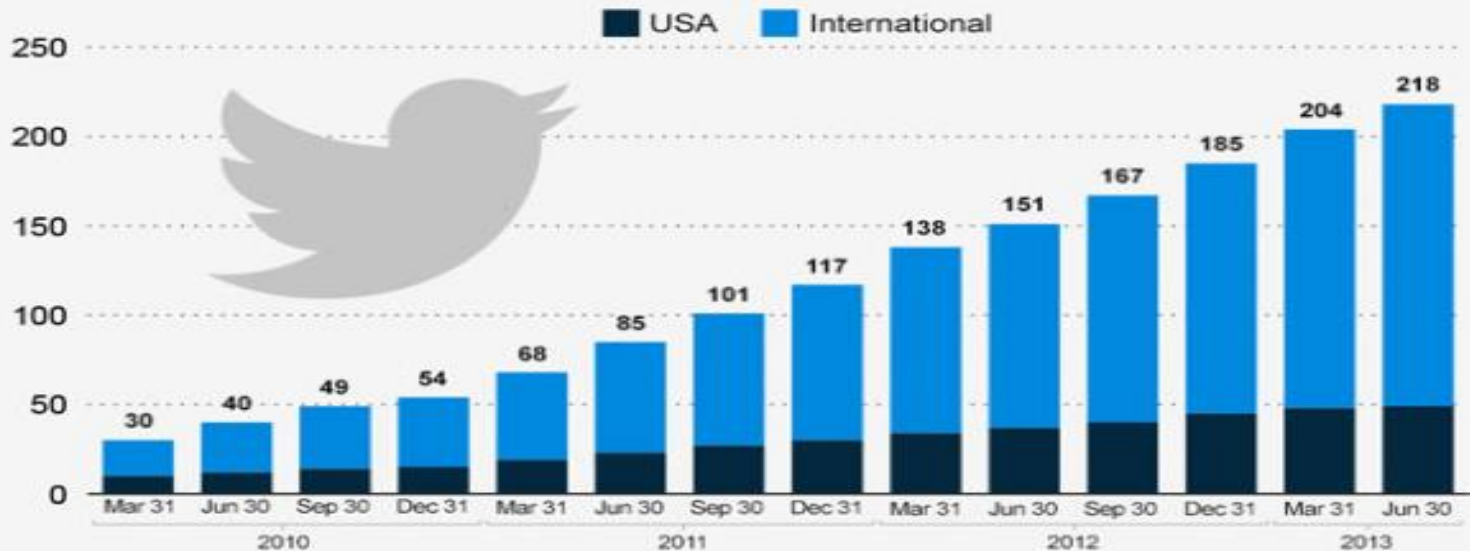
# TIPS ON YOUR NAME/ACCOUNT

- **Choose Your Twitter Username that will be easy & will say something about you**
- Nothing expresses your brand on Twitter more than your account username
- This name appears next to all of your tweets, and is how people identify you on Twitter

# TWITTER IS THE NEW NORMAL & A GREAT WAY TO INFORM MEMBERS AND GOLFERS

## Over 200 Million Twitter Users

Number of monthly active Twitter users (in millions)



# INFO

- **Provide information on your twitter account other people want to know**
- You'll only be retweeted and followed if you're providing a Twitter-stream that grabs golfers attention.
- Once you've established yourself as someone who shares certain types of information, be sure to keep providing fresh updates.
  - Include interesting stories, news items and what you're doing on the course.
  - Also send links to photos, videos, and other visual aids for followers to look at.
  - Keep the updates flowing at a regular pace so that people know they can turn to you reliably.

# Your Twitter Account

If you don't want to have your twitter account open for all to see you can lock it and someone has to request to see your account/follower





# YOUR TWITTER ACCOUNT

- • **Keep your updates public.** There's an option to have public or private updates on Twitter.
- If the purpose of your Twitter account is to pass info to golfers and potentially find your next job, keeping your updates private defeats the purpose.
- You need an open profile so other users can search for your tweets and easily find you.
- Recruiters use keywords and hashtag through Twitter to find potential candidates for open positions

# HASHTAGS

- **Find jobs using hashtags**
- For example, the hashtag #job will yield the results of every tweet that a user categorized with the hashtag #job but not a tweet that simply says "I'm on my way to my new job."
- People use hashtags on Twitter to categorize the subject of the tweet and make it searchable.

# How to use Twitter

I posted this photo to show that we are rolling aprons to firm them up for events. This builds excitement for this upcoming event!



## Twitter Posting

The Plateau Club Turf Dept. Our weekly rain gauge may need to be dumped before the week is over



# TWITTER POSTING



**Jim Myers** @jmturf

22h

The Plateau Club Turf Dept. raising Irr heads today. I like this tool for leveling the heads! [pic.twitter.com/EGz9tc6r29](https://pic.twitter.com/EGz9tc6r29)



1  
RETWEET

2  
FAVORITES



Plateau Club  
Turf Dept.



# TWITTER POSTING “INFORMS MEMBERS”



**Jim Myers** @jmturf

13 Dec

The Plateau Club Turf Dept. alders trees are all down on #10. This will help with our shade problem on the left side  
[pic.twitter.com/MCBgdvIvdf](http://pic.twitter.com/MCBgdvIvdf)



Expand

Reply Retweet Favorite More



**Jim Myers** @jmturf

12 Dec

The Plateau Club Turf Dept. left side of #10 green surround struggles with shade issues. Alder removal will help  
[pic.twitter.com/Jw87IEltCy](http://pic.twitter.com/Jw87IEltCy)



MEMBERS FEED BACK SHOULD BE RETWEETED. THIS IS A GOOD WAY TO BUILD YOUR BRAND AND IT LETS PERSPECTIVE EMPLOYERS KNOW WHAT YOUR MEMBERS ARE SAYING ABOUT YOU



**Brian Wilbur** @BWilbi8185

29 Oct

@jmturf @vDanCal Jimmy!! You are the best. I had a great golf season at the CLUB. The course was awesome. Still playing a bunch.B

 Retweeted by Jim Myers

 [View conversation](#)

 Reply  Retweet  Favorite  More

LET'S PERSPECTIVE EMPLOYERS KNOW WHAT YOUR MEMBERS ARE SAYING ABOUT YOU IN RELATION TO EVENT SET UP (RETWEET THIS)



**DR** @uptownhooper

2 Jun

@jmturf the course was great. The tee boxes were the best locations for the hard to reach pins. The teams scored a ton of points

[View conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)



# IF YOUR DOING A WINTER PROJECT AND YOU RECEIVE A COMMENT “RETWEET IT”



**DR** @uptownhooper

25 Dec

@jmturf . Course is in great shape. Love all the work on 10. Santa was on the course yesterday without his reindeer but had a penguin.

 Retweeted by Jim Myers

 [View conversation](#)

 Reply  Retweet  Favorite  More

A TWEET LIKE THIS, WILL GO A LONG WAYS WHEN A PROSPECTIVE EMPLOYER IS VIEWING YOUR ACCOUNT



**Paul Clapman** @paulclap

28 May

@jmturf Jim - that golf course is as good as I've ever seen it! It looks beautiful, it's playing beautifully. Hats off to the team!!!!

[View conversation](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

# SUPERINTENDENTS TO FOLLOW ON TWITTER

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Randy Samoff

@ChampionsSuper

Steve Cook

@OHCCTurf

RANDY SAMOFF  
@CHAMPIONSSUPER

Grain control is so big in the short game areas. Lies like this produce inconsistent results better in 2014



twitter

Back to rolling greens post aerif. 1ton roller works out irregularities much quicker then regular roller



STEVE COOK  
@OHCCTURF

Bunker construction 7 fwy Oakland Hills CC



Sodding 5 fwy during construction Oakland Hills CC



# TWITTER POSTING VIDEOS FOR MEMBERS TO SEE



# PROSPECTIVE EMPLOYERS

- Social Media has become an integral part of the job search
- When looking at someone's account we all judge them and yes so are Prospective employers
- FACTS According to CareerBuilder
- 39% of hiring managers use social media in researching job candidates
- 43% of hiring managers say they have found information that caused them not to hire the candidate

# SHOW YOUR VALUE TO THE MEMBERS BY USING SOCIAL MEDIA

- Lets face, it if you want to know something about someone you Google them
- So set your “Personal Brand”
- How do you present yourself on Google
- This is the reality that we live in now
- You should show your value as a Superintendent by utilizing Social Media. If used in the correct way, it can be a powerful tool in promoting your Personal Brand





# HOW NOT TO USE TWITTER

- Don't post photos of equipment in ponds, yes it is funny but not good for you professional image
- Try to keep your updates error-free
- Don't post bad photos of golfers doing things wrong on the golf course
- Always read your posting twice and ask is this something that will help or hurt my image

HOW NOT TO USE TWITTER  
DON'T POST BAD PHOTOS THAT ARE NOT PROFESSIONAL



## ACCORDING TO CAREERBUILDER, PROSPECTIVE EMPLOYEES CONTENT THAT CONDEMNED A CANDIDATE

- Candidate posted inappropriate photo 50%
- Information about candidate was drinking 48%
- Candidate bad mouthing previous employer 33%
- Candidate had poor communication skills 30%

## ACCORDING TO CAREERBUILDER, PROSPECTIVE EMPLOYEES CONTENT THAT ELEVATED THEM AS A POTENTIAL CANDIDATE

- Candidate conveyed a professional image 57%
- Good feel from candidate personality 50%
- Candidate background information supported professional qualifications 49%
- Great communication skills 43%
- Other peoples posting/retweeting great info about candidate 38%

# ACCORDING TO CAREER BUILDER

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Most hiring managers see social media as a good supplemental tool in researching a candidate but is not the sole base for decision. However, professional profiles can tell a hiring manager a lot about a candidate in other ways

# PROMOTING YOUR SELF TO GET THE INTERVIEW WITH DIGITAL INFORMATION

- Personal web site
- Twitter
- Articles
- Professional profiles

# WITH DIGITAL / SOCIAL MEDIA

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You can use a professional profile like twitter to help brand yourself. It's a great tool /vehicle to supply information of what's going daily in the turf department and golf course.

It will also help you set your personal brand for the future





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