

Thank a Superintendent 2020 Social Media and Media Results



OVERALL RESULTS

- 6.836 million potential reach (2,809,300 for #ThankASuper and its variations) and 4,027,000 for #ThankAGreenkeeper and its variations)
- 7,074 conversations (3,721 for #ThankASuper and its variations and 3,353 for #ThankAGreenkeeper and its variations)
- Worldwide #ThankASuper hashtag estimate: 500+ posts



- Total reach: 332,891
 - Twitter: 182,828
 - Facebook: 119,125
 - Instagram: 30,938
- Total comments, likes, shares: 11,880
 - Twitter comments, likes, shares: 1,911

- Facebook comments, likes, shares: 7,281
- Instagram comments, likes, shares: 2,688
- Thank A Superintendent Golf Channel views: 4,018,000 impressions
- Golf Channel's Morning Drive coverage: 29,000 views
- SiriusXM PGA Tour Radio coverage: Unknown
- Top tweets (see graphic below):

Influencers 	Posts	Reach	Reach per mention	Engagement	Engagement per mention
 USGA Green Section @USGAGrnSection 	1	2.9K	2.9K	329	329
 Matt Ginella @MattGinella 	1	68.4K	68.4K	258	258
 Bandon Dunes @BandonDunesGolf 	1	29.6K	29.6K	249	249
 Toro Golf @ToroGolf 	1	8.8K	8.8K	215	215
 PGA of Canada @pgaofcanada 	1	15.3K	15.3K	143	143
 GCSAA @GCSAA 	10	223K	22.3K	1.4K	136.2
 Rhett Evans @GCSAACEO 	3	10.4K	3.5K	307	102.3
 Bayer Golf @BayerGolf 	1	9.2K	9.2K	102	102
 John Deere @JohnDeere 	1	192.6K	192.6K	101	101
 Agrovista Amenity @AgrovistaAMNTY 	1	3.8K	3.8K	87	87



Australian Sports Turf Managers Association

- Impressions/reach total across all social platforms: 20,000+
- Likes/reactions/shares total across social platforms: 1,200+



- #ThankASuper trending 46 in Canada, 10K
- @GolfSupers tweets:
 - 41,540 impressions
 - Top Tweet: 3236 impressions – twitter.com/GCSAA/status/1...
 - 28 Day Twitter summary, 32.7k impressions, an increase of 825.9% over previous period, 2880 followers
- @GCSAEducation tweets: 9,544 impressions; 246 engagements
- Other Media and contacts:
 - GolfNews Now: Video chat with Darren Kalyniuk
 - Golf Canada: Interview with Kathryn Wood and Darren Kalyniuk
 - NGCOA Canada: President video, tweets
 - Golf Town: [Blog post on two superintendents; Brian Mass at Cottonwood in AB and Guillame Marcotte at Levis \(non-member\)](#)



- **Top Tweets:**
 - **[Tommy Fleetwood](#): 34 replies; 236 retweets; 1,800 likes**
 - **[The European Tour](#): 29 replies; 150 retweets; 985 likes**

- **#ThankAGreenkeeper**
Hashtag trended within the top 10 of UK topics throughout the day, spending a significant amount of time as the 8th most popular topic.

- **4-Part Instagram Series with @TheJazzyGolfer: 7,448 views and 52 comments (<https://www.instagram.com/thejazzygolfer/>)**

- **Thank a Greenkeeper video: The UK version of the TV spot was posted on our closed Facebook page and had 7,618 views, 680 engagements and was shared 59 times.**

FEGGA Reach via its social media

- Twitter - 2,500 views - 100's of interactions
- Facebook had 6,7491 views with 522 engagements.
- The video was viewed via our Facebook some 933 times

Total potential global reach
#Thank a Greenkeeper 2.809M
#Thank a Supa & variations 4.027M



Thank a Golf Course
Greenkeeper Day
Sept. 23



#ThankAGreenkeeper

- The reach was considerable - Many global Golf organisations created and shared messages
- Many of our Patron Members created their own messages and shared many of the Associations posts.
- Many Greenkeepers and more importantly many Golf Clubs shared and reacted positively to the initiative.

- Many Associations created their own messages using the materials created by GCSAA, which FEGGA and others shared.
- Many translated the messages and notably Germany created their own voiceover for the video commercial produced which reached 6,000 people and was viewed 2,000 times completely