

# Social Media is the Social Norm

BY RODNEY MULLER

I have to admit...I held off on getting a Twitter account as long as I could. I say that because I didn't want to have one more thing to 'fritter' away my time, but it's become the way we communicate in a technology-driven society. I could not be left behind!

Yes, social media is a convenient way to keep up with friends, family, link others to your business and get real-time news events. But did you know Twitter and Facebook also create a circle of trust with people who have common interests? It's a great way to promote and advertise your business or organization to people who trust you and like what you do. By building a network of people and linking those people to your industry, social media has become a great way to communicate what superintendents tackle each day at both local and national levels.

Did I mention it's in real-time? Need to communicate with the golf shop on course conditions? Social media can help! Tweet it (from your phone) and by linking your account to your Facebook business page or Linked-In account it will be available to your network of followers immediately. But you say, "I have a two way radio that I use to communicate with the golf shop." Remember the 'grape vine' game you played in grade school? How well did that work out for ya? When you tell one person something and then expect the message to be repeated 50 more times, something will get lost in translation. Social media helps you get the right information to the right audience right now.

Remember when the Internet was something you only had at home? Every employer thought work production would fall if it were introduced at the job site. Then slowly the Internet made its way into the workplace because of the e-mail capabilities. However, it was monitored so that employees would not use company time for personal emails. Work production actually increased because employees could communicate more directly and efficiently by e-mail rather than playing phone-tag— now there's a term that's becoming more obsolete every day.

Then social media came along which likely was blocked by your company's IT department. "The Man" saw it as an unquestionable waste of time and forced you 'underground' if you wanted to keep up with Uncle Bob or your BFF during working hours.

Times are continually changing. Just last month our company hired a new position, 'Director of Digital Marketing and Social Media,' recognizing the importance of our virtual communities. Now we, as department heads, are expected and encouraged to build our network of followers through Twitter and Facebook confirming social media as the social norm.

So what are you waiting for? Log on to [www.GCSANC.com](http://www.GCSANC.com) and visit 'SHARE GCSANC SOCIALLY' at the bottom of the home page and join our trusted network. I'm just glad we don't have to rely on carrier pigeons to get our message out!

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