

# FACEBOOK, UPDATED!

As of March 30, the business pages on the most popular social networking site on the planet took on a major change. Facebook forced implementation of the "Timeline" profile format for all business pages – and that includes those for golf courses.

The change might seem drastic, but it actually presents some great opportunities for golf courses to connect in completely new ways with players and colleagues. Here are some tips for handling the switch like a pro.

**BE VISUAL.** Taking a cue from other social media sites like Pinterest, Facebook is starting to skew for a more visual layout. The Timeline format organizes content not by its type but by its importance and timeliness. Want to share photos of the course? Upload a shot from your phone and watch it get top placement in your feed rather than being tucked away in an album. Keep that in mind when logging photos for a proposed upgrade project that needs to be sold to your members.

The new "cover image" gives you another opportunity to use a beauty shot from your course to really show off the turf you work so hard to manage. Make the first thing the visitor sees just as memorable as the course itself.

**BE IN CONTROL.** The new "Admin panel" not only collects all your notifications and alerts to one place, but gives you enhanced control of your entire page. Take a look at who's recently liked elements on your page, and check out the statistics of what's got people talking about them. Use your Activity Log to manage each interaction on your page.

Use the bar beneath your cover image to show off important photos, links or apps your members might find useful. Individual posts can be managed to span the width of the Timeline for more prominence, or can even be permanently "pinned" to the top for more visibility.

**BE A PERSON.** Facebook is allowing customers to offer reviews of companies on their own pages, which can be shared with others. It may be impossible for businesses to remove unfavorable customer reviews, but in trade,

businesses are finally able to interact with users via private messages. Located in the Admin panel, new private messages will give you the chance to make things right with a dissatisfied member or discuss a problem on the course without airing the whole conversation on the course's Wall. **GCI**



Spin or relief, everyone agrees... quality of cut is what it's really all about. For "spin only" operations, nothing beats a Foley for speed, accuracy and ease of use. And for relief grinding, Foley's hands-free "auto-index" relief system means you can perform other tasks while the machine does the work. No matter how you grind it, Foley makes it easier and faster to keep your reels performing like new.

You Can't Be Too Sharp.



www.foleyunited.com