

Announcing Tweetup 2012@GIS & The Inaugural GCI Super Social Media Awards

GCI will host Tweetup 2012 for all of our Tweeps, Friends, Bloggers and others who work and play in the world of golf/turf social media at the GIS in Las Vegas.

Look for details soon on the time and place for this year's Tweetup in this space and via our Twitter feed and Facebook page.

GCI is also proud to announce that we will be honoring our readers' best and most innovative social media efforts from the past year in the first-ever Golf Course Industry Super Social Media Awards.

Nominations are now open in the following award categories:

Outstanding Social Media Leadership – One "person of the year" award given to a superintendent who has, through cutting-edge use of a combination of social media tools (blogging, Twitter, Facebook, Video, etc.), helped to raise the standard of effective communication in the entire profession.

Best of the Blogs – Multiple awards may be given to superintendents, assistants or other turf management pros who use blogs in a highly effective and creative way to accomplish business goals, particularly communicating about maintenance practices to golfers.

Innovative Use of Twitter – Multiple awards may be given to superintendents, assistants and other turf management professionals who use Twitter in innovative professional ways to communicate with golfers, colleagues and others.

Video & Multimedia Excellence – Multiple awards may be given to superintendents, assistants and other turf management professionals for truly excellent and effective videos, podcasts, presentations or other multimedia communications tools. The emphasis should be on how the video, etc., was used and what the outcomes were in terms of internal success or external communications.

This year's inaugural GCI awards will focus largely on the accomplishments of superintendents and their staff members. Future awards may be expanded to include outstanding social media efforts by university personnel, suppliers and others in the industry.

DEADLINE FOR ENTRIES IS FRIDAY, FEB. 10, BY MIDNIGHT EST.

Judging will be conducted by GCI's editorial team and a panel of outside experts, turf educators and others.

Readers are encouraged to nominate others or nominate themselves. Multiple nominations in the same or different categories are acceptable. Please include the category, required information noted above and appropriate links to:

appropriate links to:

Kyle Brown, associate editor: kbrown@gie.net.

Questions? E-mail Pat Jones at pjones@gie.net. **GCI**



* Not valid with any other promotion.

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