



Play Collegiate Golf

"creating academic and athletic success"

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Social Media Platforms and Their Role in College Golf Recruiting

Navigate your college golf recruiting environment by successfully using social media!

College golf recruiting traditionally encompassed two main areas of proficiency: on the golf course; and, in the classroom. However, the advent of social media sites and their proliferation of use over the past five years has impacted the recruiting process. The use of social sites is part of the new recruiting process for golf. It is important for junior golfers to be aware of their reputation online and how it can positively or negatively impact their opportunities to be recruited.

The use of sites such as Facebook and Twitter are a great way to quickly and easily update and disseminate information, post tournament scores, and link swing videos to YouTube. They allow the user to, simply put, market themselves to a broader audience efficiently and effectively. Although this makes the recruiting process much easier compared to just a decade ago, junior golfers and their families must realize that controlling the content on these sites is extremely important. Posting erroneous information or inappropriate pictures that may be viewed by college admissions' counselors, golf coaches, and athletic administrators may affect your recruiting potential. Therefore, follow these simple suggestions when utilizing social media sites:

- Determine prior to posting if items on your account are something you want coaches, teachers, and counselors to view. If the answer is no then do not post them!
- Make sure your account settings are private so that only people you want to see your full sites can view them.
- Promptly delete comments on your site that are negative or inappropriate. Delete those users from your friends' list. They are not friends if they hurt your chances for college golf recruitment!
- Create a specific Facebook page or Twitter account that is only for your golf-related activities. Keep your comments to your tournaments, on-course play, and classroom success. This will ensure that what you are portraying is appropriate and directed to your college golf goals overall.

Keeping these thoughts in mind when utilizing different social media sites will help you navigate some of the recruiting hurdles during the process. Remember, teachers, coaches, and admissions' counselors can easily find you online and learn more about you. Make sure you are portraying yourself in a good light!

Good luck!

Dr. Fleming

Dr. Bruce Fleming is the founder of Play Collegiate Golf, created to mentor young women and men interested in continuing their competitive golf careers at institutions that support their academic, athletic, and personal goals.

**College
Survival
Tip**

Top Social Media Sites for College Golf Recruiting

Facebook

Twitter

You Tube

