

Media Report March 2026

Since the report circulated in January there hasn't been a great deal to report but the AGM seems a good time for a general overview and annual update.

The Instagram page now has 1580 followers nearly 1000 more than when we took over in almost exactly 2 years ago, we are proud of that. Whilst the Facebook page lags behind a little with 526 we still share every post with our Facebook followers as we are sure there will be some there that aren't on Instagram and we can experience decent levels of engagement there too.

In the off season we have been experimenting with a few different posts. A competition for followers that didn't really take off so if we try that again the structure will be different. A couple of posts promoting local charities which we will always be happy to do despite low engagement sadly. This being said, a reel of Taylor Crisp hitting a shot in training, soaked through in waterproofs was our most successful post of the winter contributing greatly to us reaching 600% more accounts in the last 30 days!

The pages and links to the website have been pivotal in providing easy access to information about the Championships and how to enter. So much so that we've even been holding back in advertising some of the Championships closer to the deadlines as they are already oversubscribed with the lower handicappers being balloted out. We will continue to keep an eye on this to ensure that the Championships are getting the promotion that they require.

If the channel steadily continues to grow we would set an ambitious target of reaching 2000 followers by the next AGM. (If you aren't following, please do because Haidee thinks I've been too ambitious here). This being the case, at some point the board may consider us becoming a verified account (one with a little blue tick next to our name). Most importantly this offers extra protection against hackers and would enhance the support we got from Meta if that was to happen. Verification also improves our visibility to potential new followers and customers meaning more growth. We believe we can then use more links through our profile to our website and competitions but that's unclear and will need to be checked. There is a small cost to becoming verified but if the board feel it can be of value we would talk you through the costs and different levels.

In addition to the social pages we have been engaging again with Graeme from Nooq Golf. He has been further developing the website to update his systems with a view to make the editing and uploading processes much simpler in the future. We are be working on styling this website to reflect the direction that SGU is going and connect it to the 'Brand' we have been developing through our social pages. We will continue to ensure that this website is easy to navigate whilst also updating and editing its content where we see necessary. Once linked to Golf Genius the new website has some interesting features that link to stats for players and events which we think will be quite interesting. Once we know more about these areas and we can get them featuring on the website we will be sure to update you.