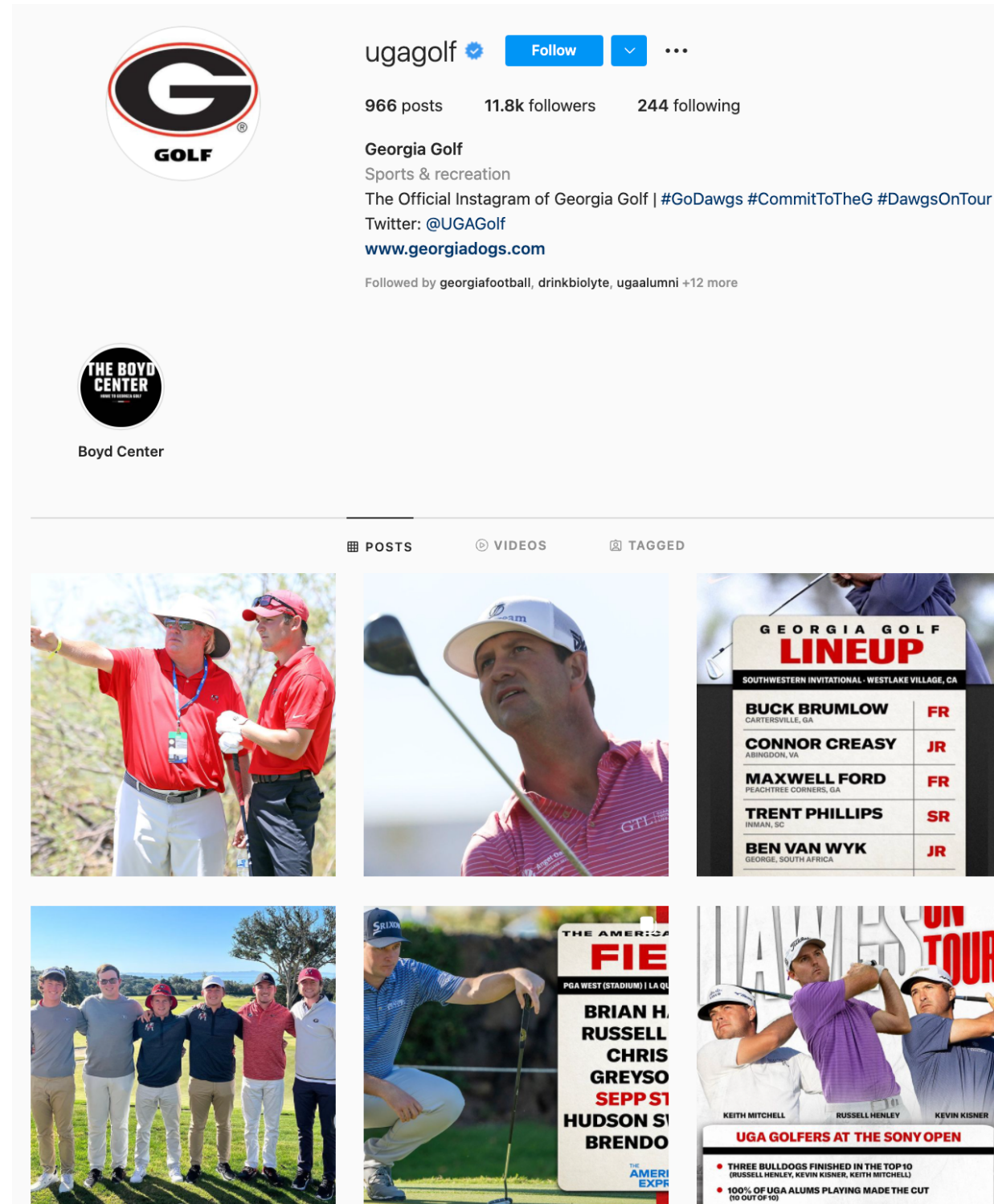




UGA MEN'S GOLF

VISUAL IDENTITY

UGA MEN'S GOLF SOCIAL MEDIA



ugagolf Follow ...



966 posts 11.8k followers 244 following

Georgia Golf
Sports & recreation
The Official Instagram of Georgia Golf | #GoDawgs #CommitToTheG #DawgsOnTour |
Twitter: @UGAGolf
www.georgiadogs.com



Followed by georgiafootball, drinkbiolyte, ugaalumni +12 more

THE BOYD CENTER
Boyd Center


POSTS VIDEOS TAGGED

GEORGIA GOLF LINEUP	
SOUTHWESTERN INVITATIONAL - WESTLAKE VILLAGE, CA	
BUCK BRUMLOW CARTERSVILLE, GA	FR
CONNOR CREASY ABINGDON, VA	JR
MAXWELL FORD PEACHTREE CORNERS, GA	FR
TRENT PHILLIPS INMAN, SC	SR
BEN VAN WYK GEORGE, SOUTH AFRICA	JR

THE AMERICA FIE	
PGA WEST (STADIUM) LA Q	
BRIAN H. RUSSELL	
CHRIS GREYSO	
SEPP S1	
HUDSON S1	
BRENDO	



UGA GOLFERS AT THE SONY OPEN

- THREE BULLDOGS FINISHED IN THE TOP 10 (RUSSELL HENLEY, KEVIN KISNER, KEITH MITCHELL)
- 100% OF UGA ALUMS PLAYING MADE THE CUT (10 OUT OF 10)



Georgia Golf 3,707 Tweets



Georgia Golf @UGAGolf

The Official Twitter of Georgia Golf | Instagram: @UGAGolf | #DawgsOnTour #CommitToTheG

Athens, GA georgiadogs.com Joined July 2011

576 Following 8,663 Followers

Followed by Coach Kirby Smart, Jackson Collier, and 9 others you follow

Tweets Tweets & replies Media Likes

Pinned Tweet

Georgia Golf @UGAGolf · Sep 16, 2021

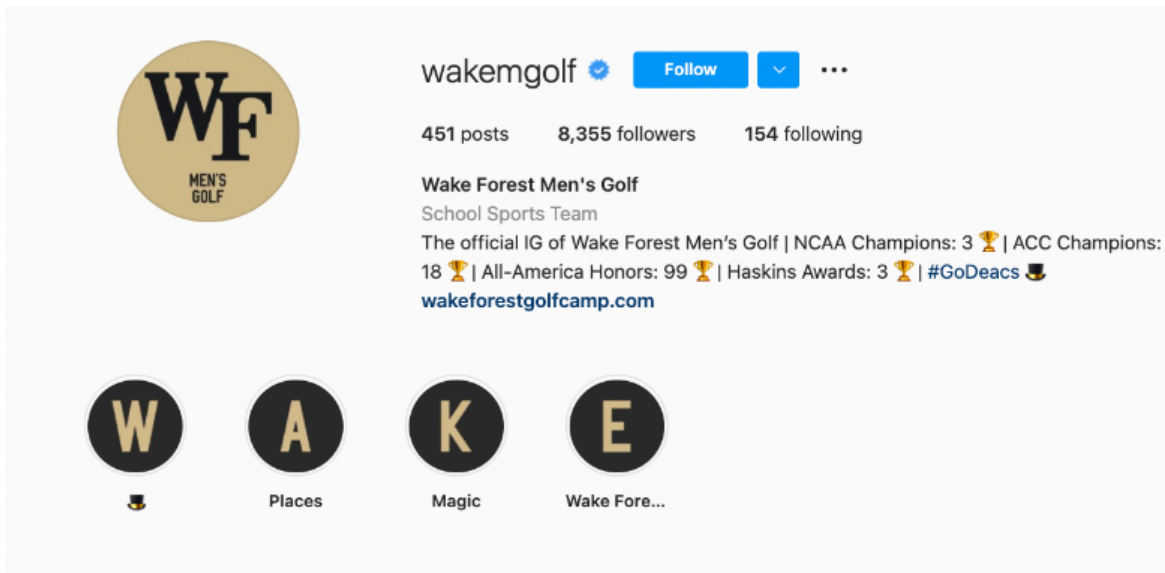
Georgia's 11 players (the most on the @PGATour) will be participating in the Dawgs on Tour Birdie Challenge this year — and fans can, too. Find out how here: gado.gs/7kz #UGATour #GoDawgs



Harris English and 9 others

4 19 123

INSPIRATION



wakemgolf [Follow](#) [...](#)

451 posts 8,355 followers 154 following

Wake Forest Men's Golf
School Sports Team
The official IG of Wake Forest Men's Golf | NCAA Champions: 3 🏆 | ACC Champions: 18 🏆 | All-America Honors: 99 🏆 | Haskins Awards: 3 🏆 | #GoDeacs 🍷
wakeforestgolfcamp.com

W **A** **K** **E**

Places Magic Wake Fore...

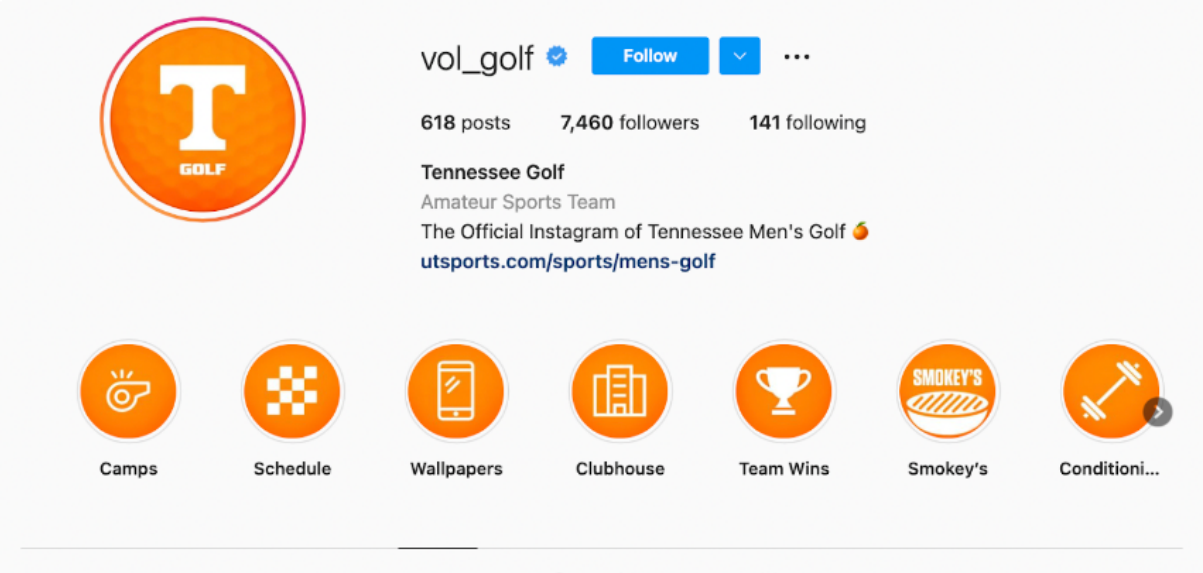


gcu_mgolf [Follow](#) [...](#)

314 posts 1,739 followers 492 following

GCU Men's Golf
School Sports Team
Official account of Grand Canyon University Men's Golf. Located in Phoenix, Arizona
🇺🇸
#LopesUp
linktr.ee/GCU_MGolf

Gear Fall Qualif...

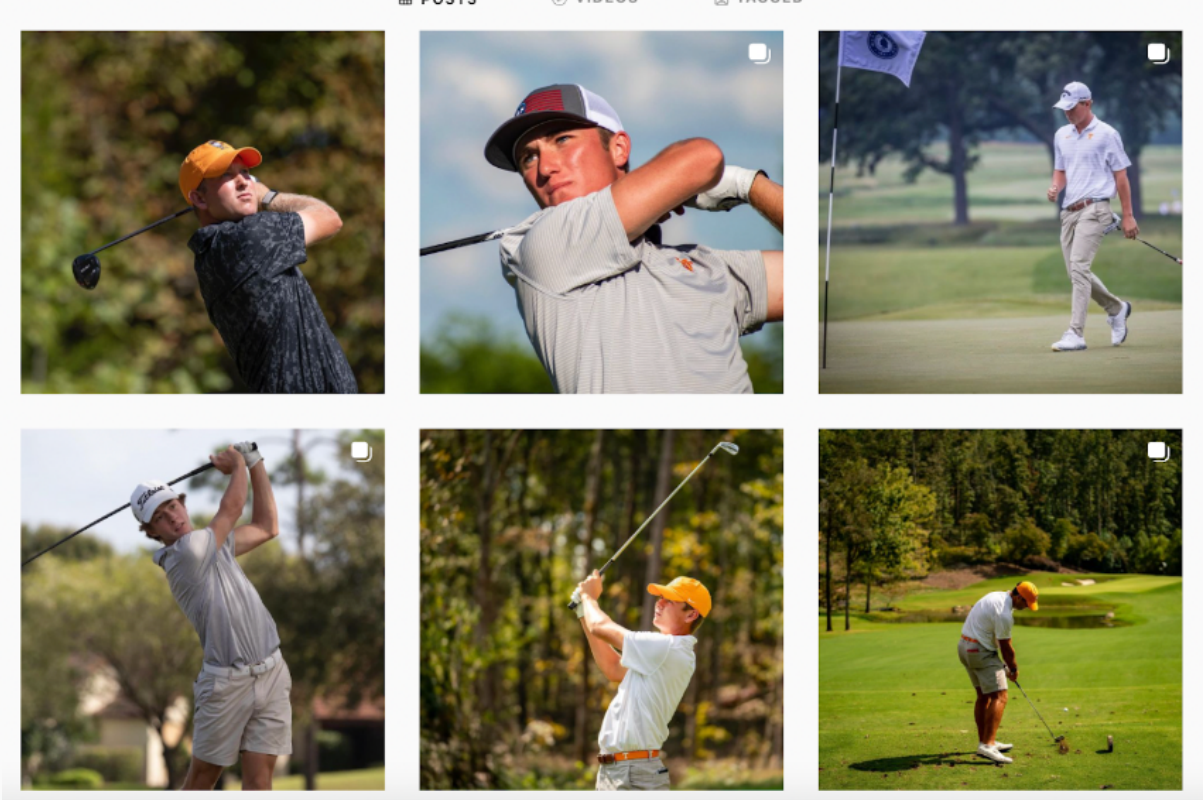
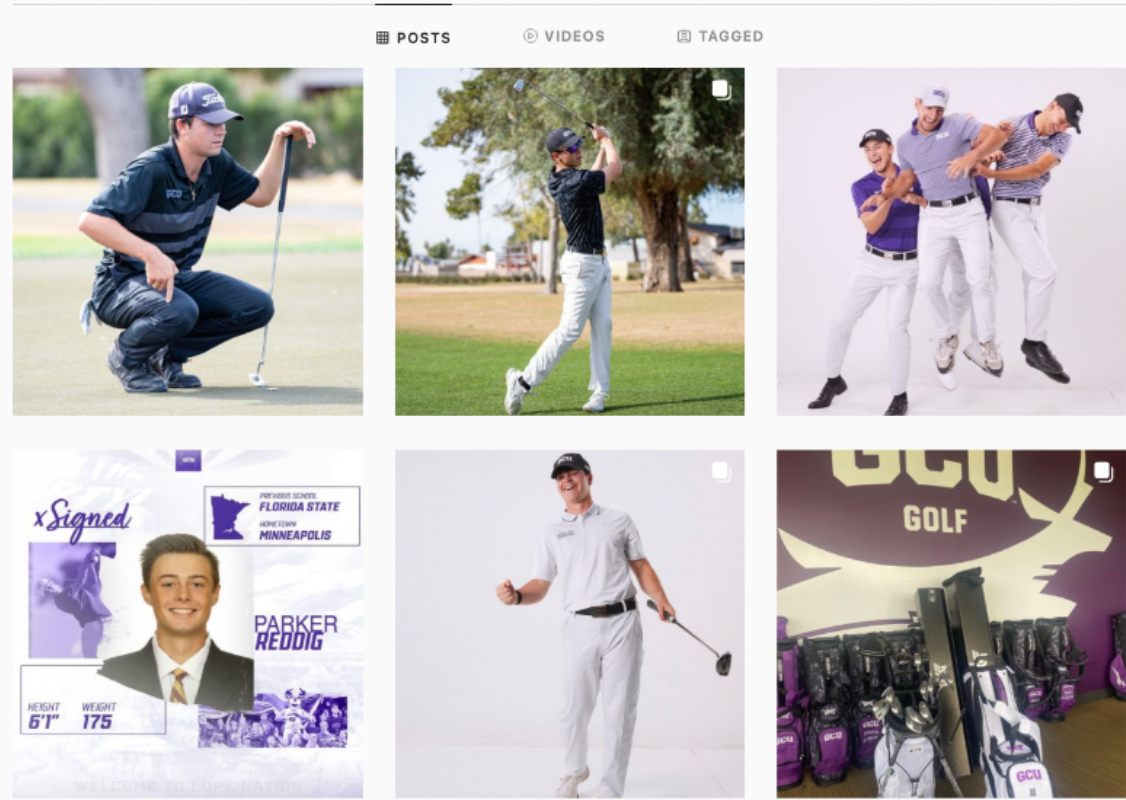
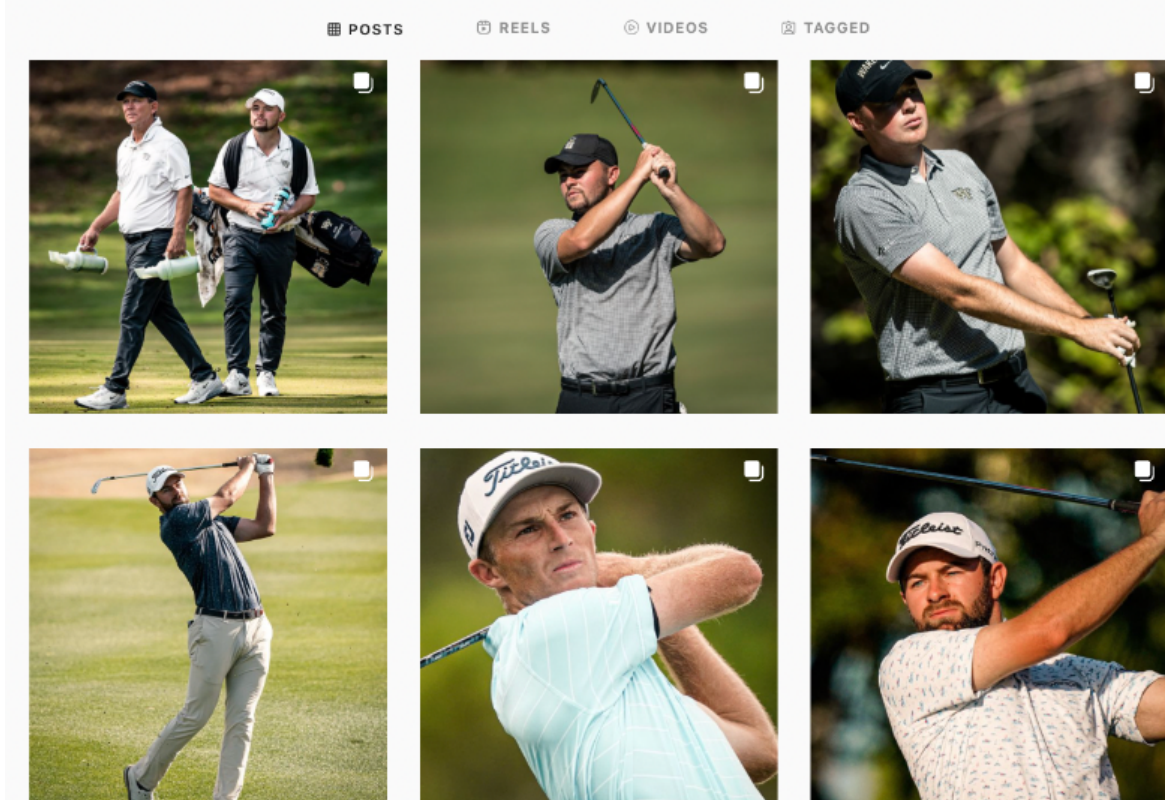


vol_golf [Follow](#) [...](#)

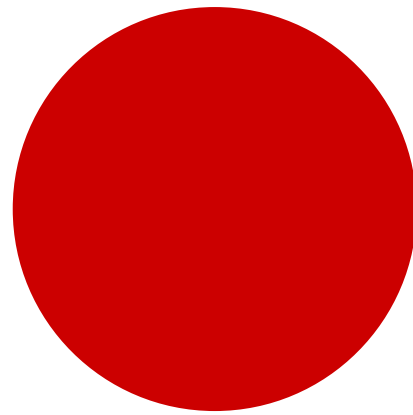
618 posts 7,460 followers 141 following

Tennessee Golf
Amateur Sports Team
The Official Instagram of Tennessee Men's Golf 🍷
utsports.com/sports/mens-golf

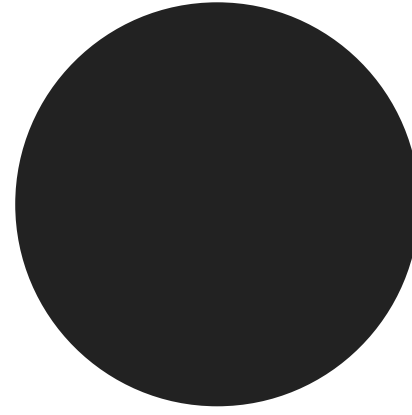
Camps Schedule Wallpapers Clubhouse Team Wins Smokey's Conditioni...



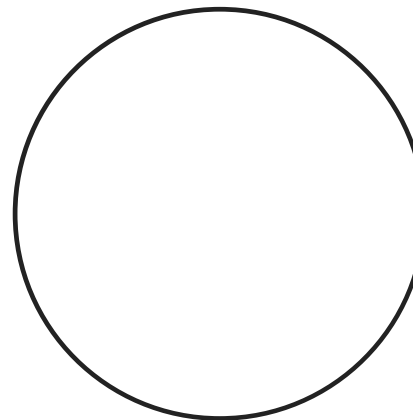
BRAND COLORS AND TYPE



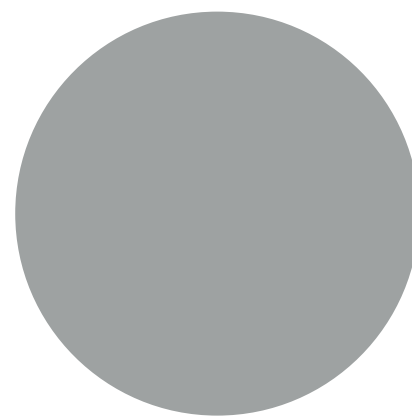
RED
#CC0000



BLACK
#222222



WHITE
#FFFFFF



GRAY
#9EA2A2

INTEGRAL (BOLD)

INTEGRAL (MEDIUM)

INTEGRAL (REGULAR)

Milestone

BRAND VOICE

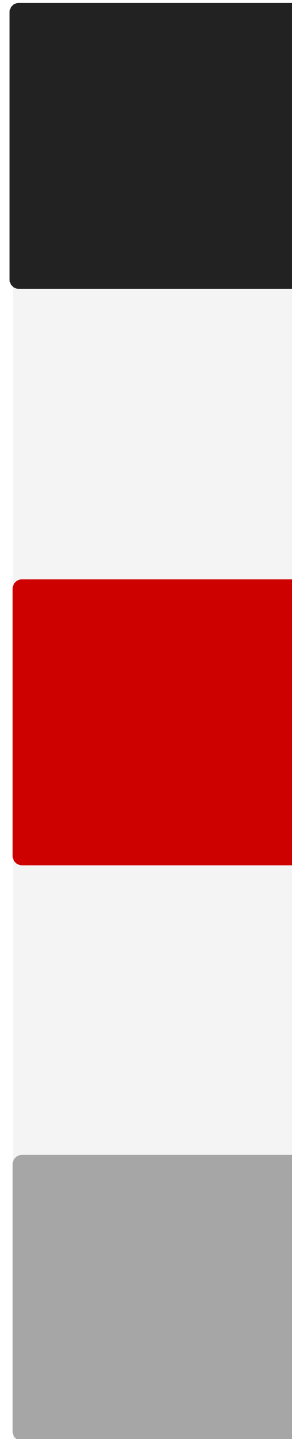
TIMELESS

Classic

CLEAN



BRAND VOICE OBJECTIVES



LIMIT GRAPHICS AS COVERS

INCLUDE MORE ACTION SHOT PHOTOS,
MAINTAIN SAME PHOTO EDITS FROM WEEK TO
WEEK

CLEAR, CONCISE, CONSISTENT

AVOID LONG CAPTIONS, USE EMOJIS TO
BREAK UP TEXT, STICK TO A WEEKLY
SCHEDULE

BE MORE INTERACTIVE

TAG PLAYERS, NOTABLE ALUMNI, AND
TOURNAMENT/LEAGUE ACCOUNTS

GRAPHICS



Round 3

T2	MAXWELL FORD	-16
T4	TRENT PHILLIPS	-15
T16	BEN VAN WYK	-11
T21	BUCK BRUMLOW	-9
T30	CONNOR CREASY	-7

TOTAL -53

PUERTO RICO CLASSIC
GRAND RESERVE GOLF CLUB

PUERTO RICO CLASSIC



- TRENT PHILLIPS
- BUCK BRUMLOW
- BEN VAN WYK
- NIC CASSIDY
- MAXWELL FORD
- CONNOR CREASY
- WILL KAHLSTORF

Grand Reserve Country Club




SAMPLE COPY



 E.B. SMITH CLUBHOUSE
 UGA BOYD GOLF CENTER
BRING ON SPRING SEASON 

 2 MORE DAYS UNTIL WILL
BE HEADING TO THE
PUERTO RICO CLASSIC IN
SAN JUAN, PR 

BACK TO OUR GEORGIA
ROOTS  GEORGIA MEN'S
GOLF QUALIFIES FOR THE
SEC CHAMPIONSHIP IN ST.
SIMONS, GEORGIA

BACK IN BULLDAWG TERRITORY
 STAYING CLOSE TO HOME AS
WE TRAVEL TO GREENSBORO,
GEORGIA FOR THE LINGER
LONGER INVITATIONAL.

VEGAS BOUND  THE NO.
(CURRENT RANKING)
BULLDOGS HEAD WEST FOR
THE SOUTHERN HIGHLANDS
COLLEGIATE TOURNAMENT
THIS WEEK

 HOGAN AWARD WATCH LIST 
CONGRATULATIONS
@JTRENTPHILLIPS ON BEING
NAMED TO THE 30-MAN WATCH
LIST FOR THE
@BENHOGANAWARD!

CONTENT CALENDAR

FEBRUARY

	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Misc. To-Do: Create story highlights categorized by tournament Update bio on Instagram and Twitter Track when notable alumni are playing	1	2	3	4	5
	Equipment photo (i.e. headcovers, G on ball being teed up)		Weight training Photos with caption pertaining to the busy schedule coming up and their prep work		One week out announcement, start to use hints of Puerto Rico in graphic (palm trees, boarding pass, flag, etc)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6	7	8	9	10	11	12
Action shots from practice (preferably short game since follow-through tee shots get used too frequently)			Practice Photos ("prep" theme, action shots, equipment, drone shot of UGA course, detailed images)		Travel Content - Photos + Video of player's getting on buses, on plane, "business trip" vibes	Tournament Lineup Graphic
						Equipment Photos in Puerto Rico (can be on course, on the beach, Old San Juan)
					Arrival Content - Puerto Rico Atmosphere Photos (the beach, palm trees, Old San Juan)	Aerial/Drone Photos of Course

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
13 Puerto Rico Classic	14 Puerto Rico Classic	15 Puerto Rico Classic	16	17	18	19
20-30 second video reels of round highlights	20-30 second post round interview of top players (if team is in top 3-5 going into last round)	(only if team or player finishes top 3 or higher) Graphic using same Puerto Rico themes including photo of top player	Final scores/leaderboard & Round highlights	Lead Player Highlight (Player of the Week?)		One week out announcement for Vegas Tournament (again use graphic that uses hints of location, i.e. - palm trees, dice, 1950s corvette, In N' Out, dessert, cactus etc.
Story graphic with scores after round 1	Story graphic with scores after round 1	Final Standings Graphic				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
20	21	22	23	24	25	26
	Studio photo of player with fun caption (i.e. Starting the week off strong)		Practice Photos ("prep" theme, action shots, lifting, equipment, etc.)		Travel Content - Photos + Video of travel to Vegas, airport, famous Vegas attractions	Tournament Lineup Graphic
						Aerial Drone photos of course
						Story videos of practice round highlights

SUNDAY	MONDAY
27 Southern Highlands Collegiate	28 Southern Highlands Collegiate
20-30 second video reels of day 1 highlights	Best action shot photos halfway through the round
best action shots of the day	Maybe interview, depending on how well Puerto Rico interview clip did
Story graphic with scores after round 1	Story graphic with scores after round 1

MARCH

	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Southern Highlands Collegiate	2	3	4	5
	(only if team or player finishes top 3 or higher) Graphic using same Vegas themes including photo of top player	Final scores/leaderboard & Round highlights	Story of Tournament Stats	Eli Scott Birthday Graphic	
	Video reels of each player's best shot (if video is available)		Lead Player Highlight (Player of the Week)		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6	7	8	9	10	11	12
	"Back in Athens" city of Athens photos (drone shots, downtown, students hanging out on campus, etc.)		practice photos, caption pertaining to 1 week of rest before more travel		Course Photos (drone shots, facility, etc.)	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
13	14	15	16	17	18	19
One week out announcement for GA tournament. Theme = "Georgia's on My Mind", "Georgia Clay", back in the south, etc etc.		Hairy Dawg on UGA course video reel (pictures of Hairy Dawg on course have been done before, but not video) format like PGA Tour reel			Travel content (might not happen because they will drive) Location is close to Athens to play on "home field advantage" theme if possible	Tournament Lineup Graphic
				Equipment hype video reel		Aerial Drone photos of course

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
20 Linger Longer Invitational	21 Linger Longer Invitational	22 Linger Longer Invitational	23	24	25	26
Best action shot photos halfway through the round	20-30 second video reels of round highlights so far	Highlight Photos of final rounds				
			Final scores/leaderboard & Round highlights		Lead Player Highlight (Player of the Week)	
Story graphic with scores after round 1		Final standings graphic				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

APRIL

					FRIDAY	SATURDAY
					1	2
					Travel Content - Photos + Video of travel to Florida, airport, weather, etc.	Tournament Lineup Graphic
						Drone shot of course

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3 Calusa Cup	4 Calusa Cup	5 Calusa Cup	6	7	8	9
	Masters Tournament	Masters Tournament	Masters Tournament	Masters Tournament	Masters Tournament	Masters Tournament
Best action shot photos halfway through the round	2022 Masters begin / feature alum playing in this year's tournament (Good Luck to UGA Alum at Masters Tournament Graphic)	Highlight Photos of final rounds			Story of players saying yay or nay on Pimento Cheese sandwiches (play into Masters weekend)	Update on how alum are doing in Masters
	Video reels of round highlights					
Story graphic with scores after round 1		Final standings graphic			Lead Player Highlight (Player of the Week)	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
10 Masters Sunday	11	12	13	14	15	16
Masters Recap Graphic		Studio Shot of Player with fun caption		Practice Photos ("prep" theme, action shots, lifting, equipment) - getting ready for SEC Championship		Photo of team together - studio or on course
If any UGA alum places top 10, post video interview						Or photo of team with football players on G-Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
17	18	19 SEC Championship	20 SEC Championship	21 SEC Championship	22 SEC Championship	23 SEC Championship
SEC hype video, 60-90 seconds, season highlights, competition, standings going into championship, use voice overs of players	Travel Content - Photos of players getting on bus, wearing suits, "business trip"	Best action shot photos halfway through the round	Highlight photos	Highlight photos	Highlight photos	Highlight photos
Use tones of deep south rivalry in script				If enter match play, interview low scorers on team, post to reels		Sunset drone shot of 18th green - "going into last day" vibe
	Tournament line-up graphic (maybe on story)	Story graphic with scores after round 1	Best shot highlight videos on story			

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
24 SEC Championship	25	26	27	28	29	30
Final Standings Graphic (Use SEC as theme, team logos, states, etc)			If top five finish, coach appreciation post			
(If win) pictures of team with trophy		(If win) relive the moment when we claimed the SEC championship title video		Highlight photos from SEC	Player of the Week from SEC Championship	

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
			Good luck on Final Exams story			"It's Saturday in Athens" sunrise drone shot of course and campus post

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8	9	10	11	12	13	14
		Alumni feature, PGA Tour update			Graduating seniors post (graphic or photo in cap and gown)	Travel to regionals content "no rest here" vibe

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
15	16 NCAA Regionals	17 NCAA Regionals	18 NCAA Regionals	19	20	21
Lineup graphic for regionals	Morning practice on range shots "Rise and Grind"	Action shots for day 2, end photo carousel with leaderboard	Morning hype post with leaderboard update and what teams are left in competition		Georgia ranking graphic after Regionals	
Course preview video with location, stats, highlights on hardest holes, etc	Twitter score updates with link to live scoring	Highlight clips on IG story, any birdies or notable shots	Action shot photo post with score update in caption after hole no. 9			
	Team standings after round 1 graphic		If qualified for Championship, post qualified graphic "headed to Scottsdale" vibe			
			If win, post with trophy, looking to next week			

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
22	23	24	25	26	27 NCAA Championship	28 NCAA Championship
Season recap graphic with stats from every tournament, rankings, top finishes "looking into championship week..."	Travel video, hype for Championship (Instagram)	Course breakfown video, highlight hardest holes, use Arizona themed noises, type out yardages and stats on holes with overlay		Cactus/dessert shots of Scottsdale	Morning "And we're off" post (Both)	Trent Phillips action shot post "Birdie No. 3 for the Birthday Boy" (Both)
				Final practice round "Tune Up" preview video	Best action shot photos halfway through the round (Both)	Highlight video shots from day 1 & 2 on story (Instagram)
					Story graphic with scores after round 1 (Instagram)	Action shot post with update how many teams are left after day 2 (Both)
						Sunset drone photo of course (Twitter) "Until tomorrow..."

SUNDAY	MONDAY	TUESDAY
29 NCAA Championship	30 NCAA Championship	31 NCAA Championship
Early morning warm-up range shots "Early bird special" (Instagram)	Match play pairings post with action tee shots (Both)	NCAA feature shot with action shots of players "The determining round"
Equipment/weather post with standings through hole no. 9 in caption (Instagram)	Photo of leaderboard on course "Heading into match play" (Both)	Highlight video from 5 days leading up to last round (Both)
Standings graphic at end of day (Twitter)	Short interview with low scorer on team after round (Instagram reel)	Sunset drone photo of course (Twitter) "One more sleep..."

CRISIS COMMUNICATION

STAR PLAYER GETS ARRESTED

UNDERAGE DUI

20 YEARS OLD

BIRTHDAY IN TWO MONTHS



The University of Georgia and UGA Men's Golf are aware of the situation that occurred in the early morning of February 25, 2022, involving a student on the team. The University of Georgia takes a hard stance against substance-abuse offenses that occur while operating a motor vehicle. As a result, the player will be temporarily suspended from participating in team events until further notice.

Per the University of Georgia Student-Athlete Handbook, the student has been referred to the UGAAA Comprehensive Action Committee until charges are resolved. Team operations will continue with their scheduled events.

ANALYTICS

IN-SEASON

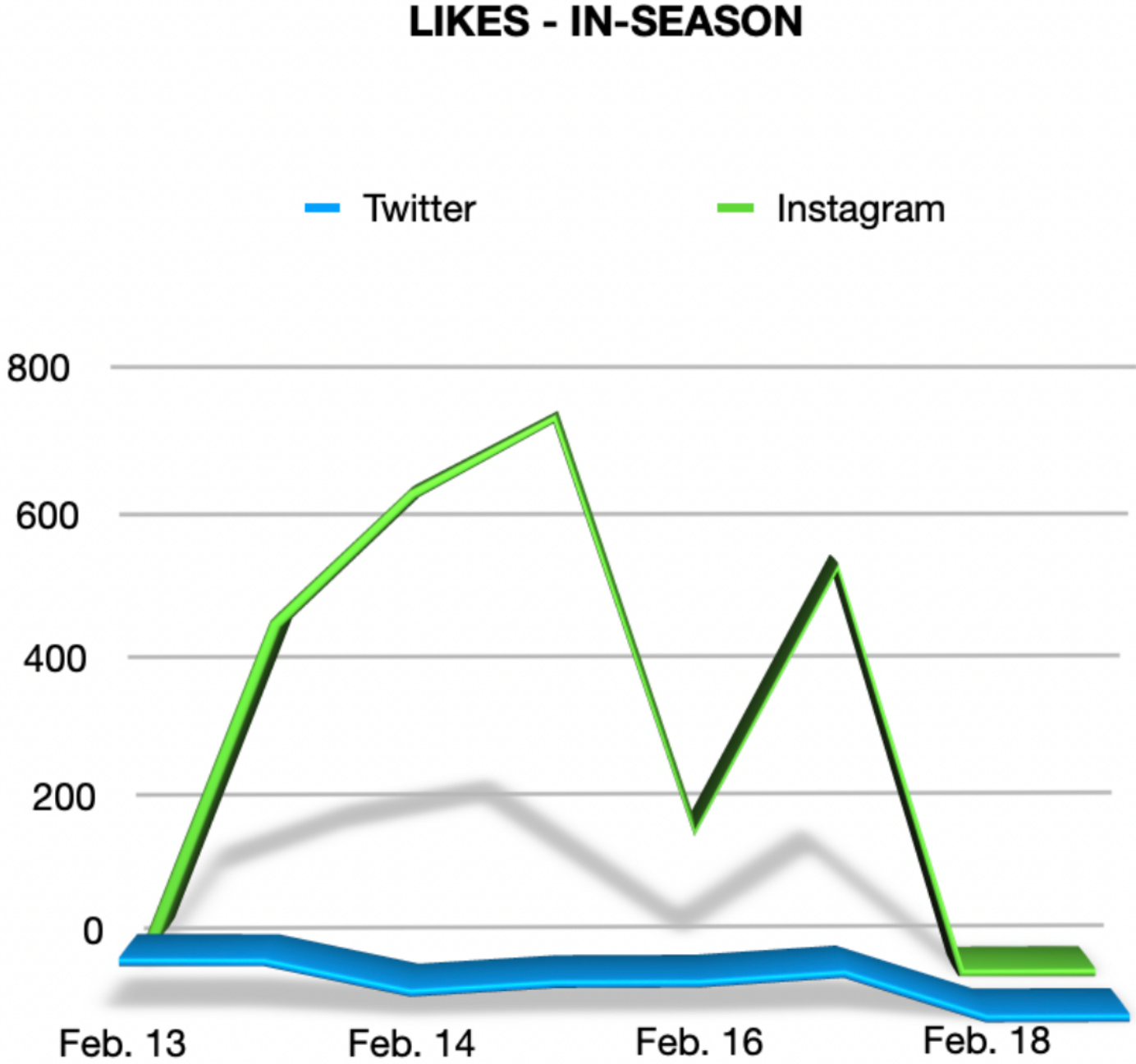
Platform	Date Posted	In-Season or Out of Season?	Type of Media	Hashtags ?	Mentions/Tags ?	Day of Week Posted	Time Posted	Retweets	Quote Tweets	Likes	Comments/Replies	Did it perform well and why or why not?
Twitter	2/13	In-Season	Tweet (text)	#GoDawgs	no	Sunday	1:14 PM	6	2	71.00	1	reason it performed pretty well: simple tweet explaining what happened at the PR classic, used #GoDawgs
Twitter	2/13	In-Season	Tweet (quote tweet previous tweet)	none	no	Sunday	2:03 PM	0	0	8.00	1	Reason it did not perform as well: quote tweeted previous tweet and did not use hashtags or tagged other people
Twitter	2/14	In-Season	Tweet (photo-horizontal)	#GoDawgs	no	Monday	1:32 PM	1	1	37.00	0	Reason it did not perform as well: too much text in tweet
Twitter	2/15	In-Season	Tweet (photo/graphic-horizontal)	#GoDawgs	@UGAAthletics @UGAHaacker	Tuesday	11:44 AM	3	2	48.00	1	reason it performed well: to the point and used graphic with large text
Twitter	2/16	In-Season	Tweet (photo/graphic-horizontal)	#GoDawgs #UGATour	@thegenesisinv and @PGATOUR @KornFerryTour @ChampionsTour	Wednesday	1:33 PM	1	0	15.00	0	Reason it did not perform as well: too much text on graphic, tagged too many accounts
Twitter	2/17	In-Season	Tweet (photo/graphic-horizontal)	#GoDawgs	@UGAAthletics @UGAHaacker	Thursday	9:03 AM	5	0	60.00	0	reason it performed well: straight and to the point tweet, used graphic with high quality photo and large text
Instagram	2/13	In-Season	Instagram post (photo/square)	#GoDawgs	@ugaathletics	Sunday	n/a	n/a	n/a	478.00	5	Reason it performed well: High quality photo of player on the course, no text, caption held important update on school record being broken, posted on Sunday (people on their phones more)
Instagram	2/14	In-Season	Instagram post (photo/square)	#GoDawgs	@ugaathletics	Monday	n/a	n/a	n/a	645.00	6	Reason it performed well: Action shot, high quality photo of current player, wearing red and G is visible, caption provides details on team doing extremely well during tournament
Instagram	2/15	In-Season	Instagram post (photo/graphic-horizontal)	#GoDawgs	@jtrentphillips @buck_brumlow @benvan.w @maxwell_ford0 @nic_cassidy	Tuesday	n/a	n/a	n/a	740.00	5	Reason it performed well (best of the week): Had informative info on school record, text was big and bold so anyone scrolling would notice, caption provided more details than graphic, Hairy Dawg feature
Instagram	2/16	In-Season	Instagram post (photo/graphic-horizontal)	#GoDawgs #UGATour	@davis.thompson @garberjo10 @parelgolf @bubbawatson @seppstraka @ssellhenley66be @thegenesisinv @tollestommy @PGATOUR @KornFerrTour @pgatourchampions	Wednesday	n/a	n/a	n/a	198.00	0	Reason it performed poorly: potentially too late in day, photo is of alumni so students might not recognize player
Instagram	2/17	In-Season	Instagram post (photo/graphic-horizontal)	#GoDawgs	@maxwell_ford0 @ugaathletics	Thursday	n/a	n/a	n/a	551.00	8	Reason it performed well: Highlights current player, rookies draw attention from students, uses action shot photo
11								16	5	2,851.00	27	

OUT OF SEASON

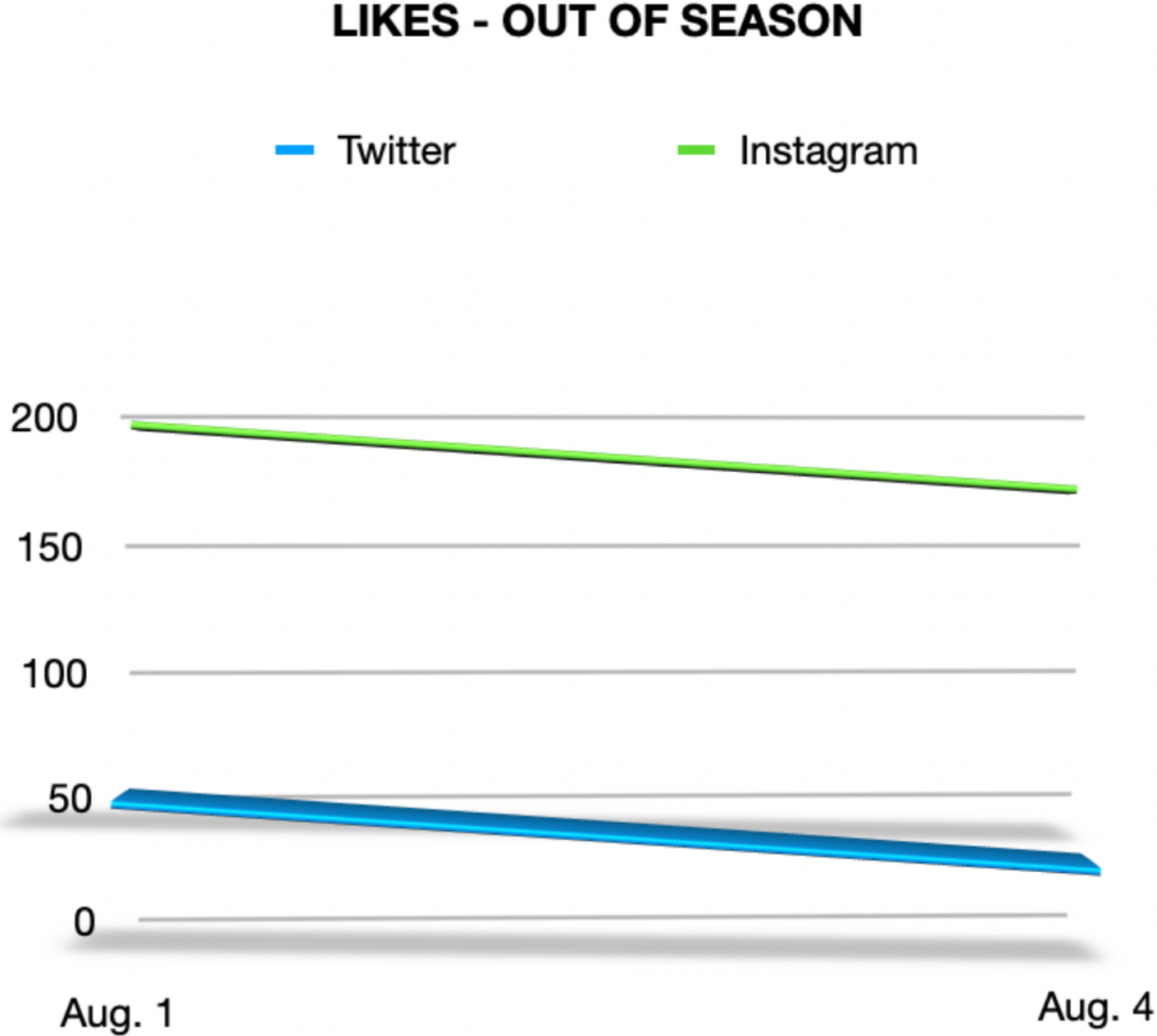
Link to Post	Platform	Date Posted	In-Season or Out of Season?	Type of Media	Hashtags ?	Mentions/Tags ?	Day of Week Posted	Time Posted	Retweets	Quote Tweets	Likes	Comments/Replies	Did it perform well and why or why not?
WEEK OF 8/01-8/07													
https://twitter.com/UGAGolf/status/1421791827410231298?s=20&t=a16nSff58frNwknddDHJ5A	Twitter	8/1	Out of Season	Tweet (photo/graphic-horizontal)	#OlympicGolf #GoDawgs	@UGAHaacker @UGAAthletics	Sunday	7:16 AM	1	2	65	0	reason for not performing well: too much text on graphic and tweet
https://twitter.com/UGAGolf/status/1422948334826704902?s=20&t=a16nSff58frNwknddDHJ5A	Twitter	8/4	Out of Season	Tweet (photo/graphic-horizontal)	#GoDawgs #UGATour	@CudaChamp @UGAHaacker @UGAAthletics	Wednesday	11:41 AM	2	0	40	0	reason for performing not as well: poorly made graphic, one of the accounts tagged no longer exists
https://www.instagram.com/p/CSB6R7SLtDD/	Instagram	8/1	Out of Season	Instagram Post (graphic/horizontal)	#OlympicGolf #GoDawgs	@olympicgolfofficial @ugaathletics @seppstraka	Sunday	n/a	n/a	n/a	195	1	Reason for performing poorly: Too much text, photo too small, alumni feature/students may not know older players
https://www.instagram.com/p/CSKH8HTroqi/	Instagram	8/4	Out of Season	Instagram Post (graphic/tournament logo/photo)	#GoDawgs #UGATour	@WGCFedEx @kevin_kisner @davis.thompson @gbsigg @harris_english @harmanbrian	Saturday	n/a	n/a	n/a	172	0	Reason for performing poorly: Possibly posted at a bad time, during the work day, students may not know alumni
TOTALS	4								3	2	472	1	

IN-SEASON VS OUT OF SEASON

LIKES - IN-SEASON



LIKES - OUT OF SEASON



PITCH LIST

EQUIPMENT

POST COPY EXAMPLE

- “NEW EQUIPMENT ALERT 🚩 @TITELIST @NIKEGOLF”
- “TEEING IT UP @TITELIST STYLE #GODAWGS”

MEDIA TYPE

- PHOTOS OR MOTION GRAPHIC VIDEO

PLATFORM

- TWITTER AND/OR FACEBOOK

TOTAL NUMBER OF POSTS

- ONE PER TOURNAMENT

FREQUENCY

- EVERY OTHER WEEK (DURING TOURNAMENT WEEKS)

SPONSORSHIP INCLUSION

- LOGO INCLUSION ON GOLF EQUIPMENT (GOLF BALLS, CLUBS, ETC.)



Titleist®

INSPIRATION



Titleist[®]

HOLE NO. 18 DRONE VIDEO

POST COPY EXAMPLE

- “DIFFERENT VIEW OF THE LINKS FROM UP HERE @SPONSOR @SPONSOR ”

MEDIA TYPE

- VIDEO

PLATFORM

- FACEBOOK/TWITTER

TOTAL NUMBER OF POSTS

- ONE

FREQUENCY

- ONCE

SPONSORSHIP INCLUSION

- 4-5 SLOTS, VARYING COMPANIES, OR JUST 1

MASTERS TICKET GIVEAWAY

POST COPY EXAMPLE

“🍷 MASTERS GIVEAWAY 🍷

WIN TWO TICKETS FOR THE 2022 MATERS TOURNAMENT IN AUGUSTA, GEORGIA!

WE'RE PARTNERING WITH @STUBHUB TO SEND ONE OF YOU AND A FRIEND TO THE 2022 MATERS TOURNAMENT IN AUGUSTA, GEORGIA!

LIKE AND TAG WHO YOU WOULD WANT TO SHARE A PIMENTO SANDWICH WITHIN THE COMMENTS ↓ MORE DETAILS AT WWW.UGAMEN'SGOLFMASERSGIVEAWAY”

MEDIA TYPE

- PHOTO/GRAPHIC

PLATFORM

- FACEBOOK

TOTAL NUMBER OF POSTS

- ONE

FREQUENCY

- ONCE, TWO WEEKS OUT FROM MASTERS TOURNAMENT

SPONSORSHIP INCLUSION

- LOGO IN THE PHOTO, TAGGED IN THE POST



PRODUCT PLACEMENT

POST COPY EXAMPLE

- “WHAT ARE SOME OF YOUR FAVORITE SPORTS OUTSIDE OF GOLF #QUESTIONOFTHE DAY #GODAWGS”
- “IF YOU COULD ONLY BRING 3 ITEMS TO A DESERTED ISLAND, WHAT WOULD YOU BRING? #QUESTIONOFTHE DAY #GODAWGS”

MEDIA TYPE

- VIDEO

PLATFORM

- TWITTER

TOTAL NUMBER OF POSTS

- ONE

FREQUENCY

- ONCE A MONTH, DURING THE SPRING SEMESTER ON A BI-WEEK

SPONSORSHIP INCLUSION

- PLAYER HOLDING PRODUCT AND/OR PRODUCT SITTING IN FRONT OF PLAYER, PRODUCT LOGO AT END OF VIDEO ON BLACK BACKGROUND

POWERADE[®]

Coca-Cola
zero[™]

LEADERBOARD & ROUND HIGHLIGHTS GRAPHIC

POST COPY EXAMPLE

- “FINAL FROM DAY 🙌 AT THE LINGER LONGER INVITATIONAL. THE BULLDOGS SIT IN SECOND PLACE AS THEY ENTER THE FINAL ROUND AT GREAT WATERS GOLF COURSE. #GODAWGS ”
- “SENIOR TRENT PHILLIPS PACED THE BULLDOGS TODAY DURING THEIR THIRD ROUND AS HE POSTED A 6-UNDER 66. #GODAWGS ”

MEDIA TYPE

- PHOTO/GRAPHIC

PLATFORM

- TWITTER AND/OR FACEBOOK

TOTAL NUMBER OF POSTS

- 1 EACH TOURNAMENT

FREQUENCY

- 1 EACH TOURNAMENT

SPONSORSHIP INCLUSION

- LOGO ON GRAPHIC



STORYBOARD

Project Title: UGA Men's Golf Motion Graphic Equipment Video

Video fades in from black to red studio background Music fades in with sound effects			Georgia golf bag in front of red background (not on ground but suspended in air); bag spins around while centered in frame			Video zooms into golf bag showing off details and Georgia branding of the bag; camera moves from bottom left to top right of bag and zooms in to zipper; close up on zipper as it opens up (nat sound of zippers in background)			Zoom out as Titelist 6-iron comes out of golf bag and is suspended in air; the club spins slightly as camera moves from straight on to above to show club head and red and black brand logo		
Shot # 1	Angle: straight on	Duration: 3 seconds	Shot # 2	Angle: from bottom left pointed up	Duration: 6 seconds	Shot # 3	Angle: from straight on to slightly above	Duration: 7 seconds	Shot # 4	Angle:	Duration: 8 seconds
Action: Red studio background opening			Action: Golf bag highlight			Action: Golf bag highlight			Action: Iron highlight		
Dialogue: none			Dialogue: none			Dialogue: none			Dialogue: none		
Audio: Music and sound effects			Audio: Music and sound effects			Audio: Music and sound effects			Audio: Music and sound effects		

Same as shot 4, but the transition between 3 and 4 has "whoosh" sound effect as a driver replaces the 6-iron in the shot			Driver falls out of frame and Nike shoe rises in to frame; shoe rotates around			Video rotates and zooms into shoe and transitions into Nike golf shirt; shirt spins around and transitions to next shirt as it's still spinning			Video zooms in to details and Georgia Branding on shirt; video zooms back out to red backdrop to loop to beginning		
Shot # 5	Angle: straight on and then lower angle	Duration: 8 seconds	Shot # 6	Angle: straight on then rotate left to right, slow then fast	Duration: 6 seconds	Shot # 7	Angle: low to high	Duration: 8 seconds	Shot # 8	Angle: zoom in and out straight on	Duration: 4 seconds
Action: Driver highlight			Action: Nike shoe highlight			Action: Nike shirt highlight			Action: Georgia branding highlight		
Dialogue: none			Dialogue: none			Dialogue: none			Dialogue: none		
Audio: Music and sound effects			Audio: Music and sound effects			Audio: Music and sound effects			Audio: Music and sound effects		

NATIONAL CHAMPIONSHIP



ugagolf
Scottsdale, Arizona



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5 MINS



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5:07 PM · Jun 1, 2022

74 Retweets **39** Quote Tweets **916** Likes



MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
22	23	24	25	26	27 NCAA Championship	28 NCAA Championship
Season recap graphic with stats from every tournament, rankings, top finishes "looking into championship week..."	Travel video, hype for Championship (Instagram)	Course breakdown video, highlight hardest holes, use Arizona themed nat noises, type out yardages and stats on holes with overlay		Cactus/dessert shots of Scottsdale	Morning "And we're off" post (Both)	Trent Phillips action shot post "Birdie No. 3 for the Birthday Boy" (Both)
				Final practice round "Tune Up" preview video	Best action shot photos halfway through the round (Both)	Highlight video shots from day 1 & 2 on story (Instagram)
					Story graphic with scores after round 1 (Instagram)	Action shot post with update how many teams are left after day 2 (Both)
						Sunset drone photo of course (Twitter) "Until tomorrow..."
SUNDAY	MONDAY	TUESDAY				
29 NCAA Championship	30 NCAA Championship	31 NCAA Championship				
Early morning warm-up range shots "Early bird special" (Instagram)	Match play pairings post with action tee shots (Both)	NCAA feature shot with action shots of players "The determining round"				
Equipment/weather post with standings through hole no. 9 in caption (Instagram)	Photo of leaderboard on course "Heading into match play" (Both)	Highlight video from 5 days leading up to last round (Both)				
Standings graphic at end of day (Twitter)	Short interview with low scorer on team after round (Instagram reel)	Sunset drone photo of course (Twitter) "One more sleep..."				

JUNE

				WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 NCAA Championship		3	4
				"It's time to attack the day" match play post, include link to live scoring (Both)	Photo of NCAA trophy on green with Georgia logo on head cover or ball "That morning glow" (Both)	Player highlight (low scores from championship round) "Player of the week" (Instagram)	Post of team celebrating with trophy back on campus or at UGA course "Who let the Dawgs out" (Both)
				Hole No. 9 turn score updates with leaderboard graphic on story (Instagram)	Recap video of highlights and trophy presentaion (Instagram)	Photo of trophy in a seat on their flight home (Both)	
				Any lead change updates with link to live scoring (Twitter)	Team celebrating with trophy on 18th green "LAST ONE STANDING. 2022 NATIONAL CHAMPIONS" (Both)	Coach appreciation post (Both)	"It's Saturday in Athens" post of NCAA Golf trophy and CFP Football trophy (Twitter)
				Winning graphic (Both)			
				Video of winning putt and team celebration (Both) "The clincher. #GoDawgs" (Both)		Change bio on Instagram and Twitter	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
5	6	7	8	9	10	11	
More team photos with trophy "What a feeling." (Both)	"Back on the grind, but as National Champions" practice post at UGA course (Instagram)		Shot of trophy in UGA Golf facility				

THANK YOU!