

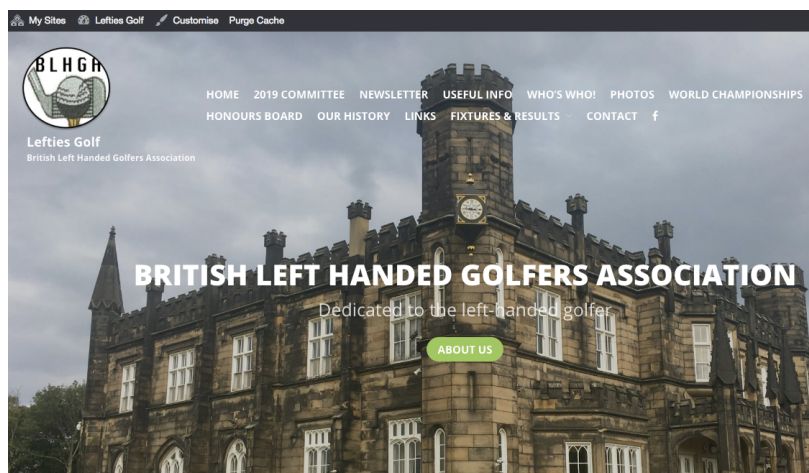
The New Web and Social Media Sites

www.leftiesgolf.org.uk

Our old site survived for many years, and served a useful purpose whilst cyberspace and gadgets took over our lives! Like most of us, it was in need of a refresh, so that has now been done! It's designed to work on all devices, and pages re-scale dependent on what device you are on. It is fab on a smart phone, which I reckon most of us use! It is built on a Word Press shell, with added widgets, which allow me to do many things that before were not possible. The best way to see is to log on and surf around – There are many ways to get to where you want to go too, and you'll soon work these out, but on a phone, it's pinch, pull and poke!!! On a laptop / desk top (what's that!?) you can easily mouse and click around.

The Purposes –

1. One is to keep us all up to date and informed
2. To record and share our history
3. To help build our 'brand' and **RECRUIT** new members!



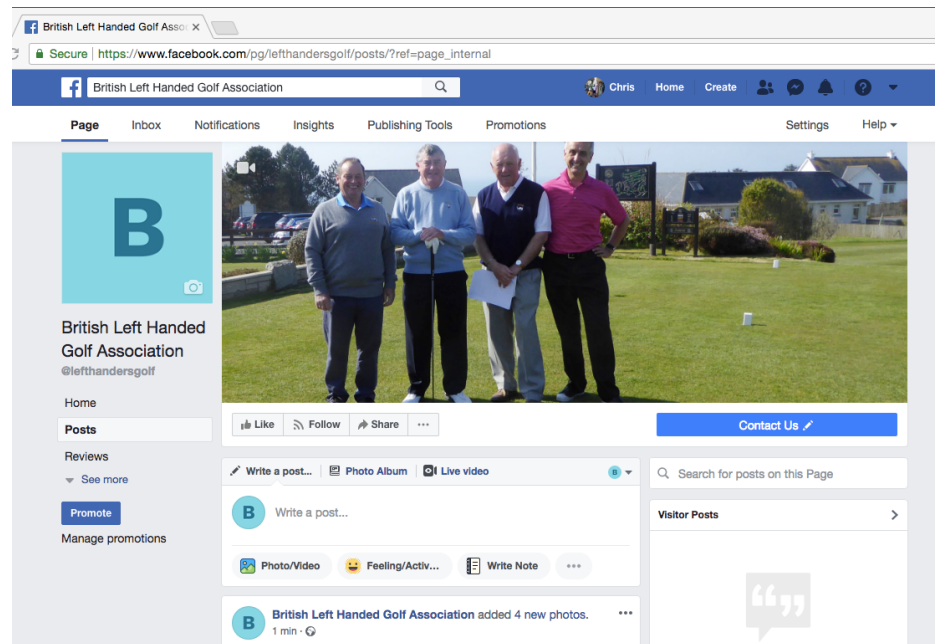
I will be updating and adding to this new site all of the time now – You will see already there's an Honours Board. I want to capture all past winners and the evidence will have to come from our cups – So if you have a cup, I would really appreciate if you could note its name and then create and send me a list of Year and Winners. I will do the rest!

There is a 'history' section – I have scanned a document that Barry Ingham produced ions ago, and this is a great starting point – you can read and download it ... but collectively, we need to add much more! So, you long standing members need to rack your brains and send me things you remember (with approximate dates), and pictures or other artefacts that you may have – I will build a narrative using these. There is a photos gallery and I hope this will become large and fun – would-be members will see for themselves that we can be mad! – Many of you may know that my motto is 'to grow old disgracefully'! 😊

I've created a Who's Who section and this will have a picture of all who play with us, their club and handicap. The Committee has a bit more information on those that keep the Association going. I would like to archive all of our Annual Reports to the site and Alan will help me with this.

Of course, in-year events will take much priority so fixtures, winners, forms, newsletters, blogs all have a place on the HOME page. My aim is to make the Homepage picture fit the forthcoming fixture, so I will need these sending to me wherever possible. As long as they are in focus, I can do the rest! You will see in Fixtures, the club website has a quick link too.

There is an easily accessed Facebook (closed) Group – First time you use it, I have to approve you – you can then add posts and pictures as normal – And non-approved people will be able to view this without commenting or contributing. This presence is critical as social media cascades quickly – so anything you can do to get others to look at would be appreciated ... This will be key to awareness building and recruitment.



There is a Twitter feed too – I don't use this (I'm already online too much), but for those that do, tweet away! It will reach people and places other things don't get to!! I am also looking at setting up a 'WhatsApp' group too for those of you that have been seduced to use this, usually by the children or grandchildren!

The World Championships have a tab, and those that go, please send me regular and daily updates – I will get them up for others to see – Live content attracts much attention. There is a Useful 'links' tab, and here, you will find useful websites. If you find others, send them to me and I will add them.

We live in a brave new world. Going back to my three purposes – I hope you can see my direction on this. Our future depends on attracting new members, of whatever age too ... Those that downsize jobs or retire etc should find that we offer the fun, friendship and fantasy outlined in the web pre-amble!

The key to success? That's easy in fact! – We have designed and created a useful informational and promotional toolkit. What we now need is for this to find its way into Golf Clubs, Golf Societies and to individual golfers themselves. Getting new members becomes a bit of a numbers game – the more that see and hear about us, the more that might be sufficiently curious to find out more. We have a great product to offer, but we are a bit of a hidden secret! **Your participation** in generating all the different sorts of content that attract interest is critical – This site belongs to you, and should reflect you. The webmaster merely curates the content. So send me as much as you like! Old, new, borrowed or blue (perhaps not! ☺).

Finally, I can add more / different pages too so if anyone has a great idea about something that is missing, just let me know. Use birchcj@aol.com to contact or communicate with me.

Greens and Fairways, *Chris Birch*