

GUIDANCE NOTE

Your LET identity

Profile page on the LET website

Every player on the LET has a profile page on the website. This includes information such as:

- Name
- Date of birth
- Place of birth
- Nationality
- Height
- Place of residence
- Influences
- Favourite golfer
- Favourite course
- When turned Pro
- Exemption status
- Sponsors
- Sports teams supported
- Interests

There is a 'Stats' section that provides facts and figures about your current season and a 'Results' section that shows how you've performed in the tournaments in which you've competed.

Towards the bottom of the page, there a place where your Twitter address will appear.

In the last section, there are two tabs

- News – a list of news stories from the LET's website in which you have been tagged.
- Photos – a catalogue of photos taken by the official photographer which are automatically pulled across from the LETs Flickr account.

This is a public-facing resource that will be used by fans, the media, sponsors, Promoters and supporters. Missing information is frustrating for those who visit the page and inaccurate content will give a poor impression of you and the LET. Also, don't forget that Promoters might visit your page when you approach them for an invite to their event.

It is essential that your profile page is kept up to date. If you see that any of the information on your profile page is out of date (e.g. you might have changed sponsors), please contact the Marketing team.



The screenshot shows the profile page for Beth Allen. It includes a header with navigation links, a main image of the player, and several sections:

- Player Information:** Name (Beth Allen), Date of Birth (14/01/1984), Place of Birth (California, USA), Nationality (USA), Represents (USA), Height (5'10"), Residence (California, USA), Influences (Bryce Harper, Mike Trout, Bryce Harper, Connor Anderson), Favourite Golfer (Phil Mickelthwait), Favourite Course (Turney Pines South, Royal, Woburn, Northampton), Turned Pro (2015/2015), Exemption Status (CIN), Interests (Rugby, Horse, Food, Harry Potter, Yoga, Golfing).
- Stats:** LET Career Stats (15 Tournaments Played, 2 LET Wins, 28 Top 10 Finishes, 94 Total Points), Order of Merit (2), World Rankings (79), LET Career Earnings (£847303.09).
- Results:** A table showing tournament performance with columns for Tournament, Position, Prize Money, and Total Points.
- Twitter:** @BETHALLEN01
- News:** A section with photo thumbnails and headlines.

Flickr

The LET has an official photographer who takes pictures at every LET event. This ensures that the organisation has high quality images for its marketing and PR activity.

All photos appear on the LET's Flickr page, the address for which is:

www.flickr.com/photos/ladieseuropeantour/sets

The photos for each event will appear as an album so that they are easy to find. It is also possible to find photos for a specific event or person using the search facility.

The photos are tagged which makes it possible for them to be pulled across and inserted into your profile pages.

Players, media, fans and sponsors are free to download and use the photos.

You are encouraged to make use of this facility to obtain photos for your own website, Facebook page, promotional material, etc.

