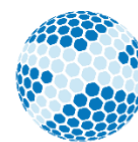


# Scottish Golf

## WHS Social Media Toolkit for Clubs



Scottish  
Golf

### Getting your clubs ready for WHS:

The new World Handicap System (WHS) will be launched in Scotland on 2nd November 2020. Over the next two weeks, Scottish Golf will focus on the key features of WHS, helping golfers across Scotland better understand the new system for handicapping ahead of its launch.

This toolkit is to be used alongside the website and social media graphics, which are available to download [here](#), and outlines the key messages that will be covered in Week 1 of our campaign. Included in this toolkit, you will find supporting text that will allow clubs to post on their own social media channels in the coming days and weeks ahead.

Please note that all posts are scheduled to go out at various points in the week and we would kindly ask that all clubs align any social media posts with the plan detailed below.

This unified approach will ensure the messaging is consistent across the country and by working together as a golfing community, we will have the chance to ensure all 180,000 + golfers across Scotland understand the key features of the new system.

Don't forget to tag @ScottishGolf within your content copy or in your graphic, this will allow us to share your club's content and engage your club in the discussion around WHS.

### Week 1 Campaign Timeline:

**Monday (19 Oct)** - 1 post (8am) with the **Launch** (graphic)

**Monday (19 Oct)** - 4 posts (10am, 12pm, 2pm and 4pm) on **Purpose of WHS**

**Tuesday (20 Oct)** – 3 posts (12pm, 2pm, 4pm) on **Handicap Index**

**Wednesday (21 Oct)** – 4 posts (10am, 12pm, 2pm and 4pm) on **Course & Playing Handicap**

**Thursday (22 Oct)** – 4 posts (10am, 12pm, 2pm and 4pm) on **Frequency of Handicap Index Update**

**Friday (23 Oct)** – 4 posts (10am, 12pm, 2pm and 4pm) on **Acceptable Scores**

Supporting text copy for use on social media is available below.

### **Monday 19 October - Campaign Launch:**

The campaign will formally launch at 8am on Monday 19<sup>th</sup> October, providing golfers with an overview of what they can expect to see over the next two weeks. Below is some suggested text copy that your club could use alongside the information graphic on social media.

Text copy for campaign launch graphic:

Example 1:

 | World Handicap System

The way in which Handicaps are calculated in Scotland is changing.

Find out more about the new WHS ahead of its launch on 2<sup>nd</sup> November in Scotland here:

<http://bit.ly/WHSInScotland>

Example 2:

 | World Handicap System

Over the next two weeks, we will be bringing our members information on all the key features of WHS ahead of its implementation on 2<sup>nd</sup> November.

Find out more here: <http://bit.ly/WHSInScotland>

Example 3:

 | World Handicap System


WHS will launch in Scotland on November 2<sup>nd</sup>, find out more here: <http://bit.ly/WHSInScotland>

### **Monday 19 October - Purpose of WHS:**

Along with the launch of our WHS campaign, we will have a further four social media posts on Monday 19 October. These will be posted alongside the graphics as they appear in your download. These posts will be sent at 10am, 12 noon, 2pm and 4pm.


Some suggested text copy for the graphics is available below: <http://bit.ly/WHSInScotland>

Post 1, example 1:

 | Under WHS, golfers will be able to obtain and maintain a Handicap Index which will be calculated using your best 8 out of the last 20 scores.


Find out more about the purpose of WHS here: <http://bit.ly/WHSInScotland>

Post 1, example 2:

 | Each golfer will obtain and maintain a Handicap Index. This will be calculated automatically using your scoring record from as far back as 2017. For golfers without a current handicap, they can obtain a Handicap Index by submitting scores from a minimum of 54 holes.


Find out more about the purpose of WHS here: <http://bit.ly/WHSInScotland>

Post 2, example 1:

 | WHS will allow you to play and compete anywhere in the world, meaning your handicap is portable across the globe.

Find out more about the purpose of WHS here: <http://bit.ly/WHSInScotland>

Post 2, example 2:

 | By unifying all existing handicap systems in play around the world, WHS will mean your handicap is recognised globally.


Find out more about the purpose of WHS here: <http://bit.ly/WHSInScotland>

Post 3, example 1:

 | WHS will allow every golfer to compete fairly, with one unified Rules of Handicapping.

Find out more about the purpose of WHS here: <http://bit.ly/WHSInScotland>

Post 3, example 2:

 | Under WHS, a single set of Rule of Handicapping will mean every golfer's handicap is calculated the same way, meaning golfers can compete fairly across the world.


Find out more about the purpose of WHS here: <http://bit.ly/WHSInScotland>

Post 4, example 1:

 | Get up to speed on what the new World Handicap System is all about.

For a more detailed overview, click here: <http://bit.ly/WHSInScotland>

Post 4, example 2:


 | Ahead of WHS coming into play on 2<sup>nd</sup> November, find out more about the purpose behind WHS.

For a more detailed overview, click here: <http://bit.ly/WHSInScotland>

## Tuesday 20 October – Handicap Index


On Tuesday, we will introduce our second topic, the Handicap Index. There will be three posts as per the graphics in your download. These will be sent at 12 noon, 2pm and 4pm.

Post 1, example 1:

 | Under WHS, your new Handicap will be worked out using your best 8 of the last 20 scores.

More information about how a Handicap Index is calculated can be found here: <http://bit.ly/WHSInScotland>

Post 1, example 2:

 | All golfers with a current Handicap will now have a Handicap Index. This will be calculated using the best 8 scores out of the last 20 on your record.

More information on how a Handicap Index is calculated can be found here: <http://bit.ly/WHSInScotland>


Post 2, example 1:

 | Looking to find out how your new Handicap Index will be calculated?


Find out more here: <http://bit.ly/WHSInScotland>

 | The way handicaps are calculated under WHS is changing, to find out more about the new calculation, click here: <http://bit.ly/WHSInScotland>

Post 3, example 1:

 | Take a look at some of the key elements of the new WHS Handicap Index calculation. If you'd like to find out even more information, click here: <http://bit.ly/WHSInScotland>

Post 3, example 2:

 | Ahead of WHS coming into play on 2<sup>nd</sup> November, find out more about how your Handicap Index will be calculated.

For a more detailed overview, click here: <http://bit.ly/WHSInScotland>

## Wednesday 21 October – Course and Playing Handicap

Wednesday will focus on Course and Playing Handicap. We will have four posts on Wednesday, these will be shared at 12pm, 2pm and 4pm. Below is some suggested text copy that your club could use alongside the information graphics on social media.

Post 1, example 1:

⚔️ | Your Handicap might change depending on the difficulty of course you are playing. This will be calculated using a specific formula.

To find out more about how your Course Handicap is calculated, click here:

<http://bit.ly/WHSInScotland>

Post 1, example 2:

🏌️ | Your Handicap can change depending on what course you are playing. You will have a “Course Handicap” for each course and this is calculated using the following formula.

To find out more about how your Course Handicap is calculated, click here:

<http://bit.ly/WHSInScotland>

Post 2, example 1:

📄 | When you are playing away from your home course, it is important to remember that your Course Handicap is the one you should use on your scorecard.

For more information about Course Handicaps, click here: <http://bit.ly/WHSInScotland>

Post 2, example 2:

📄 | Your Course Handicap changes depending on the difficulty of the course you are playing. It is important you use this on your scorecard when playing for Handicap purposes.

For more information about Course Handicaps, click here: <http://bit.ly/WHSInScotland>

Post 3, example 1:

🏌️ | Playing Handicaps are used to determine how many shots you would get under different competition formats. A Playing Handicap is created using the below formula.

For more information about Playing Handicaps, click here: <http://bit.ly/WHSInScotland>

Post 3, example 2:

🏌️ | A Playing Handicap is used to work out how many strokes you get in different competition formats and is calculated as below.

For more information about Playing Handicaps, click here: <http://bit.ly/WHSInScotland>

Post 4, example 1:

👁️ | Ahead of WHS coming into play on 2<sup>nd</sup> November, find out more about how Playing Handicaps are calculated and used.

For a full overview, click here: <http://bit.ly/WHSInScotland>

Post 4, example 2:

👁️ | As of 2<sup>nd</sup> November, your Playing Handicap will be a crucial part of playing in competitions. For a full overview, click here: <http://bit.ly/WHSInScotland>

### **Thursday 22 October – Frequency of Handicap Index Update**

On Thursday, we will turn our attention to information on the Frequency of Handicap Index Updates. We will have four posts on the day, and these will be shared at 10am, 12noon, 2pm and 4pm. Below is some suggested text copy that your club could use alongside the information graphics on social media.

Post 1, example 1:

🔄 | Your Handicap Index will recalculate after every round played. To find out how this will happen, click here: <http://bit.ly/WHSInScotland>

Post 1, example 2:

🔄 | Under WHS, a player's Handicap Index will be recalculated after every round played. To understand more about how this will happen, click here: <http://bit.ly/WHSInScotland>

Post 2, example 1:

🕒 | It is important that golfers submit their score in a timely fashion after completing a round as their Handicap Index will be recalculated after each round.

To find out how this will happen, click here: <http://bit.ly/WHSInScotland>

Post 2, example 2:

🕒 | A player's Handicap Index will be recalculated after every round played. This will take place overnight and it is important players submit their score as soon as their round is complete.

To find out how a Handicap Index will be recalculated following a round, click here: <http://bit.ly/WHSInScotland>

Post 3, example 1:

👍 | Under WHS, your Handicap Index will be a reflection of your demonstrated ability. By updating after every round, this ensures you are ready for your next game.

To find out how a Handicap Index will be recalculated following a round, click here: <http://bit.ly/WHSInScotland>

Post 3, example 2:

👍 | By submitting your score in a timely manner after your round, this will ensure your Handicap Index is reflective of your demonstrated ability.

To find out how a Handicap Index will be recalculated following a round, click here: <http://bit.ly/WHSInScotland>

Post 4, example 1:

👁️ | Here's a summary of the key points relating to the frequency of Handicap Index calculations under WHS.

For more information, click here: <http://bit.ly/WHSInScotland>

Post 4, example 2:

👁️ | Get more information about the frequency of Handicap Index calculations under WHS here: <http://bit.ly/WHSInScotland>

### **Friday 23 October – Acceptable Scores:**

Friday brings a close to week one of our two-week WHS Golfer Campaign. On Friday, we will focus on Acceptable Scores with four posts, scheduled for 10am, 12noon, 2pm and 4pm. Below is some ideas of text copy to go alongside these graphics on social media.

Post 1, example 1:

✅ | WHS will allow golfers the freedom to submit a score for handicapping purposes anytime and anywhere. This can be from either competition or general play.

To find out more about the different types of acceptable score under WHS, click here: <http://bit.ly/WHSInScotland>

Post 1, example 2:

✓ | From 2<sup>nd</sup> November, general play and competition scores will count towards a player's Handicap Index.

To find out more about the different types of acceptable score under WHS, click here: <http://bit.ly/WHSInScotland>

Post 2, example 1:

✓ | There are a number of formats that will be deemed acceptable under WHS and scores can be submitted for 9 or 18-hole rounds.

To find out more about the different types of acceptable score under WHS, click here: <http://bit.ly/WHSInScotland>

Post 2, example 2:

✓ | Scores will be acceptable from both 9 or 18-hole rounds and can be played using a variety of formats.

To find out more about the different formats of play that will count as acceptable scores under WHS, click here: <http://bit.ly/WHSInScotland>

Post 3, example 1:

📊 | Your Handicap Index should represent your demonstrated ability. By submitting more scores, this will mean it is more accurate.

To find out more about the different formats of play that will be acceptable under WHS, click here: <http://bit.ly/WHSInScotland>

Post 3, example 2:

📊 | Looking to have an accurate Handicap Index that reflects your demonstrated ability? The more acceptable scores you submit, the more accurate this will be.

To find out more about the different formats of play that will be acceptable under WHS, click here: <http://bit.ly/WHSInScotland>

Post 4, example 1:

👁️ | Familiarise yourself with what counts as an acceptable score after 2<sup>nd</sup> November here: <http://bit.ly/WHSInScotland>

Post 4, example 2:

👁️ | With WHS coming into play on 2<sup>nd</sup> November, find out more about what makes a score acceptable and how this will impact your Handicap Index here: <http://bit.ly/WHSInScotland>



