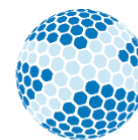


Scottish Golf

Week 2 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 for week 2 of our campaign and these are available to download [here](#).

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 2 Campaign Timeline:

Monday (26 Oct) - 4 posts (10am, 12pm, 2pm and 4pm) on **Course and Slope Rating**

Tuesday (27 Oct) – 4 posts (10am, 12pm, 2pm, 4pm) on **Paying Conditions Calculations**

Wednesday (28 Oct) – 3 posts (10am, 12pm and 4pm) on **Exceptional Score Reduction**

Thursday (29 Oct) – 4 posts (10am, 12pm, 2pm and 4pm) on **Soft and Hard Cap**

Friday (30 Oct) – 2 posts (12pm and 4pm) on **WHS Campaign Summary**


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

Monday 26 October – Course and Slope Rating

The second week of our campaign will launch at 10am on Monday 19th October, providing golfers with information on Course and Slope Rating. Below is some suggested text copy to use alongside our information graphics.

Text copy for campaign launch graphic:


Post 1, Example 1:

 | Course Rating will be used as part of WHS to indicate the difficulty of a golf course for the scratch player under normal course and weather conditions.

To find out more about how Course Rating is used under WHS, click here:

<http://bit.ly/WHSInScotland>


Post 1, Example 2:

 | Under WHS, Course Rating is used to indicate the difficulty of a golf course for the scratch player under normal course and weather conditions.

To find out more about how Course Rating is used under WHS, click here:

<http://bit.ly/WHSInScotland>


Post 2, Example 1:

 | Bogey Rating will be used as part of WHS to indicate the difficulty of a golf course for the bogey player under normal course and weather conditions.

To find out more about how Bogey Rating is used under WHS, click here:

<http://bit.ly/WHSInScotland>


Post 2, Example 2:

 | Under WHS, Bogey Rating is used to indicate the difficulty of a golf course for the scratch player under normal course and weather conditions.

To find out more about how Bogey Rating is used under WHS, click here:

<http://bit.ly/WHSInScotland>


Post 3, Example 1:

 | Slope Rating is used as part of WHS to assess the relative difficulty of a course for the bogey player compared to a scratch player.

To find out more about how Slope Rating is used under WHS, click here:

<http://bit.ly/WHSInScotland>


Post 3, Example 2

 | Slope Rating is part of the new World Handicap System and is in place to assess the relative difficulty of a course for both the bogey and scratch player.

To find out more about how Slope Rating is used under WHS, click here:

<http://bit.ly/WHSInScotland>

Post 4, Example 1:

 | Course Rating, Bogey Rating and Slope Rating are all key components of the new World Handicap System.

To find out what they are, and how they are used, click here: <http://bit.ly/WHSInScotland>

Post 4, Example 2:


 | Course Rating, Bogey Rating and Slope Rating are three of the key features of WHS.

To find out what they are, and how they are used, click here: <http://bit.ly/WHSInScotland>

Tuesday 27 October – Playing Conditions Calculations

Tuesday will see us look at Playing Conditions Calculations, with 4 information graphics to share across our channels. Some suggested text copy for the graphics is available below:

Post 1, example 1:

 | If playing conditions cause scores to be unusually high or low when playing for handicap, the PCC will adjust score differentials accordingly.

To find out more about how this will be done, click here: <http://bit.ly/WHSInScotland>

Post 1, example 2:

☞ | When playing for handicap, the PCC is in place to adjust scores if playing conditions cause scoring to be unusually high or low.

Find out more about how this is done here: <http://bit.ly/WHSInScotland>

Post 2, example 1:

📊 | Playing Conditions Calculations can vary depending on how high, or low scoring is on a given day.

Find out more about these calculations and how it will be used under WHS here:

<http://bit.ly/WHSInScotland>

Post 2, example 2:

📊 | When playing conditions cause scores to be unusually high or low, the PCC will adjust score differentials accordingly.

Find out more about the how this will be done here: <http://bit.ly/WHSInScotland>

Post 3, example 1:

🔧 | There are a number of factors which can influence Playing Conditions Calculations and the system makes these adjustments automatically.

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

Post 3, example 2:

🔧 | Playing Conditions Calculations will be done automatically by the system and can take into account a number of different factors.


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

Post 4, example 1:

👁️ | Want to know more about what Playing Conditions Calculations are, and how they will be used under WHS?

Click here for more: <http://bit.ly/WHSInScotland>

Post 4, example 2:


 | WHS will use Playing Conditions Calculations depending on how high, or low scoring is on a given day.

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

Wednesday 28 October – Exceptional Score Reduction


On Wednesday, we will introduce our next topic, Exceptional Score Reductions. There will be three posts as per the graphics in your download.

Post 1, example 1:

 | An Exceptional Score Reduction will take place when a golfer submits a score that is at least seven strokes better than their Handicap Index.

To find more about Exceptional Score Reductions, click here: <http://bit.ly/WHSInScotland>


Post 1, example 2:

 | Exceptional Score Reductions are in place to ensure a golfer's Handicap Index reflects their demonstrated ability. This will take place when a golfer submits a score that is seven strokes better or more than their Handicap Index.

To find more information about Exceptional Score Reductions, click here:


<http://bit.ly/WHSInScotland>

Post 2, example 1:

 | Depending on your score, an Exceptional Score Reduction to your Handicap Index will take place. This will either be -1.0 or -2.0


Find out more about Exceptional Score Reductions here: <http://bit.ly/WHSInScotland>

Post 2, example 2:


 | If your score is seven strokes or more below your current Handicap Index, a reduction of -1.0 or -2.0 will be applied to your Handicap Index.

Find out more about Exceptional Score Reductions here: <http://bit.ly/WHSInScotland>

Post 3, example 1:

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

Post 3, example 2:


 | Ahead of WHS coming into play on 2nd November, find out more about how Exceptional Score Reductions will be applied.

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

Thursday 29 October – Soft and Hard Cap

Thursday will focus on providing golfers with information about Soft and Hard Caps under WHS. We will have four posts on Thursday, and 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 your channels.


Post 1, example 1:

 | Under WHS, the Soft Cap will ensure your Handicap Index does not experience a significant drop too quickly.

To find out more about how the Soft Cap will be used under WHS, click here:

<http://bit.ly/WHStnScotland>


Post 1, example 2:

 | The Soft Cap is in place to ensure a golfer's Handicap Index does not experience a significant drop in a short space of time.

To find out more about how the Soft Cap will be used under WHS, click here:

<http://bit.ly/WHStnScotland>

Post 2, example 1:

 | Under WHS, the Hard Cap will ensure your Handicap Index does not experience a significant rise following a bad run of form.

To find out more about how the Hard Cap will be used under WHS, click here:

<http://bit.ly/WHStnScotland>

Post 2, example 2:

☑ | The Hard Cap is in place to ensure a golfer's Handicap Index does not experience a significant increase in a short space of time.

To find out more about how the Hard Cap will be used under WHS, click here:

<http://bit.ly/WHSInScotland>

Post 3, example 1:

🏌️ | For both the Soft Cap and Hard Cap to be applied, a golfer must have at least 20 scores on their record.

For more information about the key features on WHS, click here: <http://bit.ly/WHSInScotland>

Post 3, example 2:

🏌️ | A golfer must have at least 20 scores on their record for both the Soft Cap and Hard Cap to be applied,

For more information about the key features on WHS, click here: <http://bit.ly/WHSInScotland>

Post 4, example 1:

🗓️ | Ahead of WHS coming into play on 2nd November, find out more about Soft and Hard Caps.

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

Post 4, example 2:


🗓️ | As of 2nd November, Soft and Hard Caps will be in place to help ensure your Handicap Index represents your demonstrated ability.

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

Friday 30 October – WHS Campaign Summary

To round off our two-week campaign, we will be sharing a final summary of all the key features alongside an infographic. We will have two posts on the day, and these will be shared at 12am and 4pm. Below is some suggested text copy that your club could use alongside the information graphics on social media.

Post 1, example 1:

 | WHS will come into play on 2nd November in Scotland.

Find out all you need to know ahead of the launch here: <http://bit.ly/WHSInScotland>

Post 1, example 2:

 | Get set for WHS on Monday 2nd November.

To find out all you need to know ahead of the launch here: <http://bit.ly/WHSInScotland>