

Golf Course Social Media Contest Cheat Sheet

Use Instagram and TikTok contests to grow engagement, followers, and revenue without paying for ads.

Quick Start Formula

1. Pick a simple prize you already offer - twosome, range bucket, drink voucher, hat, or lunch special.
2. Make entry easy - follow, like, comment, tag a friend, or share to story.
3. Tie the contest to revenue - tee times, events, food and beverage, lessons, or pro shop traffic.
4. Repost entries and announce the winner publicly to build trust and momentum.



Tag your golf partner	Expands reach to local golfers through tags and comments.	Twosome or cart upgrade
Best course photo or Reel	Creates user-generated content you can repost later.	Range bucket or hat
Guess the hole	Drives comments and keeps followers engaged with your course.	Drink voucher
Putting or trick-shot challenge	Perfect for TikTok and short-form video sharing.	Free lunch or merch
Favorite hole or menu item comment-to-win	Boosts interaction and gives insight into what players love.	Clubhouse gift card

Contest Rules That Perform Best

- Keep the instructions short and clear.
- Add a real deadline to create urgency.
- Use your own products and services as prizes.
- Mention the contest in the clubhouse and on email.
- Respond to comments to keep the post active.
- Repost stories, photos, and videos from entrants.
- Make the winner announcement a post or Reel.

How This Turns Into Revenue

- More local exposure means more first-time players.
- Winners often bring paying friends on future visits.
- Extra traffic creates food and beverage sales.
- Contests can fill leagues, scrambles, clinics, and events.
- More content leads to stronger brand awareness year-round.
- Better engagement keeps your course top of mind when golfers choose where to play.

Pro tip: Run one simple contest every month and reuse the best entries as future content. Consistency beats complexity.

Created for Giraffix Golf - website design, branding, and marketing for golf courses.