



SOCIAL MEDIA VIDEO CHALLENGE FOR ALL

Ernie Els Captain's Challenge to Support Frontline Hospital Workers Fighting COVID-19
SOCIAL MEDIA CHALLENGE TO ENGAGE ALL GOLF AND MEMBER COUNTRY CLUBS

SUGGESTED SCRIPT FOR VIDEO ACCEPTING ERNIE'S CHALLENGE

Hey Ernie Els! I'm in...

I accept the Captain's Challenge at **(say your club name)**, for them to sign up on www.ClubsHELP.org. The time is now for our club and members to support our frontline health care workers and first responders. Hey **(Insert your nominee / influencer's name)** are you up for the Captain's Challenge? I've called out my friend, but I Challenge all of you to get involved in your communities. Are you up for our video Challenge?

TO DO LIST FOR POSTING ON SOCIAL MEDIA

- Shoot the video in a vertical format using an iPhone or Android device
- Accept Ernie's Challenge on behalf of your Club and nominate a friend at another club
- Tag or hashtag your club's social handle. Add @clubshelp
- Tag Ernie: (If via Twitter tag...@thebig_easy) (If via Instagram tag @ErnieElsGolf)
- Tag Kris: @kristschetter
- Add hashtags: #clubshelp #loveaclub, #adoptahospital
- Tag your nominee's social handle (@_____)
- Lastly, make sure your nominee follows the same directions above.