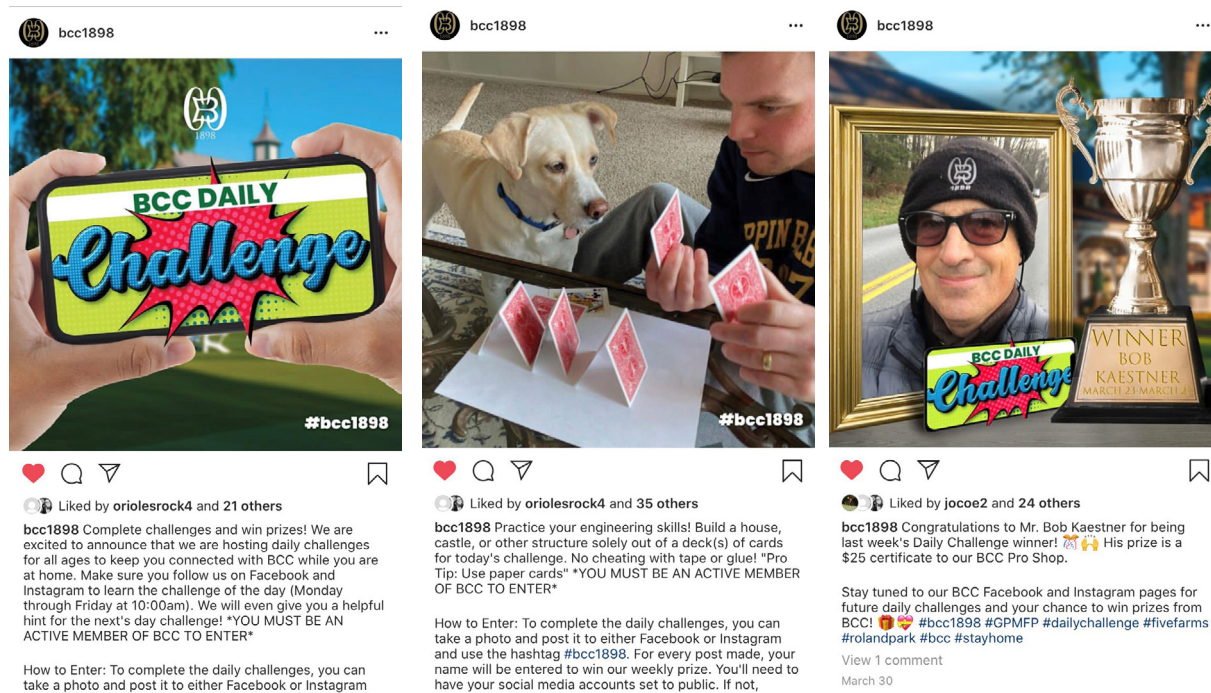


# Social Media Initiatives



## BCC DAILY CHALLENGE

**About:** Our Events and Communications Teams collaborated on a social media challenge to engage our members while they were staying at home during March and April 2020. The rules were as followed below and there was a daily challenge posted every morning from Monday to Friday at 10:00am. At the end of each week, our Events Team drew a name to win a prize from the Club which was then announced on social media.

*Tag a photo to #bcc1898 of you completing the challenge and your name is entered to win a prize at the end of the week!*

*How to Enter: To complete the daily challenges, you can take a photo and post it to either Facebook or Instagram and use the hashtag #bcc1898. For every post made, your name will be entered to win our weekly prize. You'll need to have your social media accounts set to public. If not, please email your photo to [events@bcc1898.com](mailto:events@bcc1898.com). One entry per challenge per person. Photos must be completed daily by 11:59pm.*

## FACEBOOK LIVE

**About:** As quarantine began, Facebook LIVE became a wonderful channel for our staff to have free real time engagement with our members. Our Communications team gave editor access to some of our staff members to the BCC Facebook page and instructed them of how to do the Facebook LIVE videos on their own since there was a stay home order in place. To promote our Facebook LIVE videos and series, we had accompanying social media posts posted to BCC's social media pages before the LIVE video.

### Live Q&A

**About:** Our Racquets professional staff did a series of Facebook LIVE videos on our BCC page to discuss topics and how to's in the sport.



A special Q&A with our Director of Racquets Jarrett Chirico where he discussed pickleball and the future of racquets. Posted on April 7, 2020.

## Facebook LIVE Workouts with BCC Fitness & Wellness Team



Get ready...Get set... Facebook LIVE workouts with our BCC Fitness and Wellness Team! Due to the executive order by Governor Hogan, it prevented our staff from offering fitness and wellness services here at our Club. During these uncertain times, we wanted to do something exciting and offer ways our members could stick to their fitness routines from the comfort of their homes. We invited members to join our Fitness & Wellness staff for 30- or 45-minute classes to keep them moving, balanced, strong, flexible, and a way to ease their stress during the difficult time. The Facebook LIVE series began on March 19 and ended on May 29 as the state of Maryland entered Phase II of reopening.

## Beginner Strength Training with Jessica



Beginner Strength Training workout with our BCC Personal Trainer and Group Exercise Instructor Jessica Taylorson. Posted on March 25, 2020.

## Alignment Yoga with Rebecca



Alignment Yoga class with our BCC Yoga Instructor Rebecca Printen. Posted on April 20, 2020.

## Thursdays in the Garden



Since the stay at home order was in place in Maryland and the weather was becoming warmer, our members were spending more time in their backyards and had questions about their gardens. We introduced a Facebook LIVE series titled "Thursdays in the Garden" with our Director of Horticulture Cathy Wagner every Thursday on Facebook at 1:00pm through the months of April and May as she answered their questions. There was a topic each week which was communicated to our members through email and there was also a supplemental video posted on our social media pages the Tuesday before of that week's topic.

## Thursdays in the Garden: Container Gardening



Container Gardening with Cathy. Posted on April 30, 2020

## How to Prepare Containers for the Season with Cathy & Mike



Container Gardening supplemental video with Cathy. Posted on April 28, 2020.

## INSTRUCTIONAL VIDEOS

**About:** To reach members in the comfort of their homes, our Golf and our Racquets Professional staff members submitted video tips and drills to be posted on our Facebook and Instagram pages.

## Wedge Distance Drill with Joanna



Learn how to dial in your wedge distances like Annika Sorenstam by having a "catch" in your front yard with our Assistant Director of Instruction Joanna. In this safe and fun drill, you will only need your wedge, tennis balls, and a family member! Posted on April 16, 2020.

## Pickleball Games at Home with Collin



Missing the game of pickleball while you are safe at home and practicing social distancing? Our Head Racquets Professional Collin shows us a couple of fun pickleball games you can do in your home.

## VIDEOS FROM BCC STAFF TO OUR MEMBERS

**About:** To incite more member engagement on our social media pages, our Communications compiled the videos created by our staff to send a message to our members on our Facebook and Instagram pages.

### Hello Video



A video montage for our members from our BCC staff saying hello to the membership/thank you/well wishes post on social media titled A Message to our BCC Members. Posted on April 13, 2020.

### Graduation Video



A video from our BCC staff saying congratulations to our members who graduated this year and would not be having a typical commencement ceremony for social media. Posted on June 6, 2020.