

## **#GroundsWeek 2021: template social posts**

*#GroundsWeek is taking place from 1-7 March*

Below are template social posts for you or your organisation to share across all social media channels. We've provided some graphics [here](#) to go alongside all posts.

Some other ideas for content that you could create, to go alongside these posts, are:

- A photo of your grounds staff or volunteers
- A photo of your grounds (either current or past work you're really proud of)
- A short video of someone from your club saying thank you
- A short video of your grounds staff talking about why they got into the industry/ help out in their spare time
- A 'takeover' day, with a member of the grounds team tweeting their activities throughout the day

Make sure to include the **#GroundsWeek** hashtag in all posts, and tag the GMA across all channels:

- Twitter: [@thegma\\_](#)
- Facebook: [@Grounds Management Association](#)
- LinkedIn: [@Grounds Management Association](#)
- Instagram: [@groundsmangementassociation](#)

**Lastly, don't forget to tag your grounds staff or volunteers if you can.**

### **Twitter – for clubs, grounds or organisations**

#### **Post One**

It's #GroundsWeek, and we're celebrating [*Tag or insert name of your club's grounds manager(s) or volunteer(s)*]

Thank you for keeping sport thriving and working tirelessly to provide the best possible surface, whatever the weather.

@thegma\_

#### **Post Two**

#GroundsWeek is officially here, a week to celebrate grounds staff everywhere. This week, we're showing our appreciation for those in the #turfcare sector. Sport would not be possible without you. Thank you. [*Tag grounds person*] @thegma\_

#### **Post Three**

During lockdown, our grounds staff have spent countless hours maintaining pitches, keeping the [pitches/ courses/ tracks/ greens] in tip-top shape throughout the year, come rain or shine.

This #GroundsWeek appreciation post is a small thank you to all those involved. We'll be posting some of our favourite pitches looking perfect.

[Thread post with an image each day]

#### **Post Four**

Sports fans across the nation – join us in celebrating grounds staff, their vital contribution to sport and keeping green spaces open to the public.

Do you know who your favourite team's grounds manager is? Comment below to say a huge thank you #GroundsWeek @thegma\_

[Feel free to tag your grounds manager/ volunteer here with their permission]

### **Post Five**

Do you know what work goes into the grounds before the [game / match / race]?

Grounds staff don't get a round of applause for a match-winning catch, or a spectacular goal, but without them, the game couldn't go ahead.

This #GroundsWeek, retweet/like this to show your appreciation for the work involved.  
@thegma\_

### **Post Six – thread**

Here at [*Insert name of grounds*], we have a team of [*Insert number of grounds staff*], led by [*Tag head grounds manager*]. This #GroundsWeek, we'll be sharing a picture of each of them at work, to show our appreciation for all the work they do.

[*Share a different member of the team each day as a thread*]

### **Twitter – for individuals**

#### **Post One**

Sharing my favourite personal work this #GroundsWeek at [*Insert name of favourite grounds*]. I challenge [*tag 5 other groundspeople*] to do the same.

[*Insert image of favourite grounds*]

#### **Post Two**

An appreciation week for us #turfies has been long overdue, so I'm so glad to see #GroundsWeek helping to showcase the hard work that goes on behind the scenes in #groundsmangement. @thegma\_

#### **Post Three**

#GroundsWeek has inspired me to share my story. I'd like to hear from anyone that shares a similar experience. @thegma\_

[*Insert short selfie video of your grounds story*]

### **Facebook / LinkedIn / Instagram – for organisations or clubs**

It's #GroundsWeek, and we're celebrating [*Tag or insert name of your club's grounds manager(s) or volunteer(s)*]

Thank you for keeping sport thriving and working tirelessly to provide the best possible surface, whatever the weather.

@Grounds Management Association

### **Post Two**

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*[Share a post about a different picture of a pitch each day]*

@Grounds Management Association

### **Post Four**

Sports fans across the nation – join us in celebrating grounds staff, their vital contribution to sport and keeping green spaces open to the public.

Do you know who your favourite team's grounds manager is? Comment below to say a huge thank you #GroundsWeek @Grounds Management Association

*[Feel free to tag your grounds manager/ volunteer here with their permission]*

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Do you know what work goes into the grounds before the [game / match / race]?

Grounds staff don't get a round of applause for a match-winning catch, or a spectacular goal, but without them, the game couldn't go ahead.

This #GroundsWeek, re-share/like this to show your appreciation for the work involved.  
@Grounds Management Association

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*[Share a post about a different member of the team each day]*