



Guidelines for Social Media Content Creators

Pilipinas Golf Tournaments Inc. warmly encourages all Players in the Philippine Golf Tour—both professional and amateur golfers across men’s and ladies’ circuits, including the junior circuit—to actively create social media content that highlights the vibrant Philippine golfing community. This includes sharing your experiences in tournaments organized by Pilipinas Golf. Regular social media posts play a vital role in promoting and nurturing the growing golf scene in the Philippines.

To maintain a positive and respectful environment, we’ve put together the following guidelines for Social Media Content Creators:

Public Events

Pilipinas Golf tournaments are primarily public events, with the exception of private invitationals and select pro-am events. We welcome media coverage, provided it follows the rules and regulations set by the Host Venue/Golf Club and the designated Tournament Organizer. Adhering to Club and tournament protocols is essential, and as golf is a sport that values respect and integrity, we encourage all participants and spectators to demonstrate courteous and considerate behavior, especially while Players are in action.

For spectator deportment during a tournament, please review our PGTI Tournament Gallery Rules.

Players as Influencers

Pilipinas Golf invites all players to embrace the role of Golf Influencers by sharing their experiences regularly on social media. During tournaments, we encourage players to remain focused on their game and fully immerse themselves in the competition. While on the course, we kindly ask that you avoid personal photography or videography, including of your flight mates during play. Outside of tournament play, feel free to capture and share memorable moments from practice rounds, social gatherings, and award ceremonies.

To further amplify the reach and impact of your posts, we encourage you to use the official hashtags that Pilipinas Golf will provide for each tournament. Additionally, please tag your social media content to the official Pilipinas Golf and Host Venue accounts. This not only strengthens our community but also helps showcase your experiences to a wider audience, celebrating your involvement in the sport.



Media Rights of Players

Ownership of Media Rights – Pilipinas Golf Tournaments Inc. and the Host Venue/Golf Club retain all media rights related to Pilipinas Golf tournaments. This includes all forms of media, whether current or future, such as broadcasts, recordings, articles, digital content, and other media coverage.

Social Media Content Creators are warmly invited to participate, with the understanding that any footage, recordings, or photographs taken during the tournament fall under the media rights of Pilipinas Golf and the Host Venue/Golf Club.

Licensing and Use of Name and Likeness – By participating, each Player gives their consent for Pilipinas Golf to use their name, likeness, and biographical information without charge for any media material related to their golf activities.

Players are requested to complete and sign a Media Release Form from Pilipinas Golf. This form establishes clear guidelines for how Players' images and information will be used, protecting both Pilipinas Golf and the Players while allowing effective promotion of the tournament. Parents or guardians are required to sign on behalf of Junior Golf Players.

Social Media Content Creators are welcome to use the name, likeness, and footage of the Players they represent for personal social media content, provided it remains non-commercial unless authorized by Pilipinas Golf.

Content Sharing and Distribution – We enthusiastically encourage Players and Social Media Content Creators to promote golf on social media, with appropriate credit to Pilipinas Golf when sharing tournament-related content. Together, we can highlight the positive aspects of the sport and embody the values of sportsmanship.

To maintain brand integrity, we kindly ask that the Pilipinas Golf logo, branding, and other intellectual property be used only with explicit authorization.

Protection of Media Rights – To ensure the integrity of the tournament, we kindly ask that unauthorized live streaming, commercial distribution, or sale of footage captured during the event be avoided. We appreciate your cooperation in upholding our media rights.



External Content Creators

We warmly welcome External Content Creators who support tour players, as long as they observe Club and Tournament guidelines. These creators could be a Player’s media assistant or team, a production service provider, or a content collaborator. They may bring essential media equipment such as smartphones, cameras, and laptops.

Approval Process

To ensure smooth coordination, players are encouraged to endorse their External Content Creators to Pilipinas Golf at least three **(3)** days before the tournament. Each Player may have up to two **(2)** content creators per tournament. Please email the names of your content creators to philgolftourmedia@gmail.com and copy pilipinasgolftournamentsinc@gmail.com . If coverage is planned for the entire season, kindly specify this in your endorsement letter.

We are happy to support live coverage, live streaming, or broadcast activities by External Content Creators, but prior approval from Pilipinas Golf is required. We kindly request that all content shared reflects good sportsmanship and respect for Players and Officials.

Orientation and Responsibility

Players are encouraged to take the lead in orienting their External Content Creators about golf club etiquette, dress code, and tournament guidelines. Content creators are also expected to familiarize themselves with the Club’s gallery rules, golf cart policies, and media regulations to ensure that they are well-prepared. Please keep in mind that some clubs may have entrance fees.

Official Media

We ask that Players inform their External Content Creators about the presence of Pilipinas Golf’s Official Media, which includes:

1. The Internal Social Media Team of Pilipinas Golf
2. Accredited Media from various news outlets

The Official Media teams have priority access to tournament activities and players. While the coverage rules for Official Media do not apply to External Content Creators, we encourage a spirit of cooperation and mutual respect.



Access and Movement

To ensure a seamless tournament experience, External Content Creators are kindly requested to stay within designated gallery areas and conduct their production activities in a way that does not distract Players or interfere with tournament operations. By adhering to Pilipinas Golf's and the Golf Club's protocols, we can maintain an atmosphere of player privacy, safety, and respect for the sport.

Interviews

Interviews with Players are welcomed after the awarding ceremony. External Content Creators are invited to join Official Media interviews, being considerate of their media colleagues and their editorial deadlines. You may also request exclusive interviews with players after Official Media sessions are completed.

We encourage External Content Creators to use other tournament collaterals, such as the awarding backdrop, welcome board, or scoreboard, instead of the official interview backdrop of Pilipinas Golf.

Equipment Use and Safety

We encourage all Content Creators to handle their equipment responsibly, using it discreetly and in line with tournament rules. If you wish to use drones or aerial equipment, please obtain prior written consent from Pilipinas Golf and/or the Host Venue.

Host Venue Promotion

We encourage golf clubs and their members to collaborate with External Content Creators to promote both the host venue and the tournament. If you plan to do so, please inform Pilipinas Golf at least one (1) day before the coverage to ensure seamless coordination.

By following these guidelines, we can create a respectful, enjoyable, and professional environment that enhances the golfing experience for everyone involved. Let's work together to celebrate and promote the beauty and excitement of golf in the Philippines!