

From: Veldran, Katherine
To: Angela McSwain <Angela@heritageclassicfoundation.com>
Date: 4/7/2015 5:21:44 PM
Subject: RE: Social Media

What is this suppose to say?

Over \$96 million year year!

SC ECONOMIC IMPACT:

The RBC Heritage Presented by Boeing continues to produce an impressive economic impact for South Carolina. Over \$96 million year year! - according to a survey conducted by Clemson University and USC - Beaufort. Join us at one of South Carolina's premier destinations for business and tourism. #TeamSouthCarolina #PlaidNation @RBCHeritage For RBC Heritage ticket information, please visit <http://www.rbcheritage.com>.

From: Angela McSwain [mailto:Angela@heritageclassicfoundation.com]
Sent: Tuesday, April 07, 2015 5:10 PM
To: Veldran, Katherine
Subject: Re: Social Media

Looks good! On Facebook we are @RBCHeritage and Twitter is @RBC_Heritage.
I tweaked the SC Economic Impact Facebook post too – jut a little.

PLAID NATION:

Join the PLAID NATION!! We are only "X" days away from the 47th Annual @RBCHeritage Presented by @Boeing, South Carolina's only PGA TOUR event held April 13-19, 2015, at the Harbour Town Golf Links on Hilton Head Island, SC! Join us at one of South Carolina's premier destinations for business and tourism. #TeamSouthCarolina #PlaidNation For RBC Heritage ticket information, please visit <http://www.rbcheritage.com>.

Twitter: Join the #PlaidNation! We are only X days away from the 47th @RBC_Heritage presented by Boeing. Get your tix here <http://www.rbcheritage.com> (use a bit.ly address to shorten the message) #TeamSouthCarolina

FLY OVER:

The sky's the limit! Spectators attending the 47th annual @RBCHeritage Presented by @Boeing on Friday, April 17, will experience a thrill when a Boeing 787 Dreamliner flies over the 18th hole at 12 p.m. South Carolina's only PGA TOUR event will be held April 13-19, 2015, at the Harbour Town Golf Links on Hilton Head Island, S.C. #TeamSouthCarolina #PlaidNation For RBC Heritage ticket information, please visit <http://www.rbcheritage.com>.

Twitter: Cast your eyes skyward at noon on 4/17 for the @Boeing flyover at the 18th hole during the 47th @RBC_Heritage. #TeamSouthCarolina #PlaidNation

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Twitter: Over \$96 million! That's the economic annual impact of the @RBC_Heritage presented by @Boeing. #TeamSouthCarolina #PlaidNation. Get your tix here <http://www.rbcheritage.com> (use a bit.ly address to shorten the message)