

From: Veldran, Katherine <KatherineVeldran@gov.sc.gov>
To: Katherine Veldrankveldran@gmail.com
Date: 4/8/2015 10:55:07 AM
Subject: Fwd: Social Media

Begin forwarded message:

From: "Angela McSwain" <Angela@heritageclassicfoundation.com>
To: "Veldran, Katherine" <KatherineVeldran@gov.sc.gov>
Subject: Re: Social Media

Closing Ceremonies Group shot

Angela McSwain, *Marketing Director*
Heritage Classic Foundation
RBC Heritage - A PGA TOUR Event
71 Lighthouse Road, Suite 4200,
Hilton Head Island, SC 29928
tel: 843.671.2448 fax: 843.671.6738
RBC Heritage | Hilton Head Island, SC | April 13-19, 2015
www.heritageclassicfoundation.com

From: <Veldran>, Katherine Veldran <KatherineVeldran@gov.sc.gov>
Date: Tuesday, April 7, 2015 at 5:16 PM
To: Angela McSwain <angela@heritageclassicfoundation.com>
Subject: RE: Social Media

Thank you!

Do you think you might be able to send new images? If not, we will use the ones we have – no worries.

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>.

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

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>.

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)

