

## **WORLD HANDICAP SYSTEM TOOLKIT FOR FEBRUARY ANNOUCEMENT INFORMATION GUIDE**

Welcome to our online WHS toolkit containing materials to support the global announcement released on February 20 and ongoing communications and advocacy needs until WHS.com is developed. These materials are designed to help National, Regional, and State Associations' communication and advocacy with stakeholders and membership – all conveniently located in one place and available for easy download.

What's inside the WHS toolkit?

- Announcement
- FAQs
- Articles
- Infographics
- Social Media and other resources
- Videos

Here are a few ways you can support the WHS announcement:

- Review all of the materials and let us know if you have any comments or questions
- Determine the best way of disseminating this information to your constituents (website, social media channels, presentations, etc.)
- Carry out any translation work, which could include adding subtitles to the videos (see appropriate section below for guidance on how to do this)
- Collect/monitor important feedback and further insights to assist implementation planning
- Encourage anyone to learn more about WHS by visiting your website, usga.org or randa.org
- Consider using social media channels (Facebook, Twitter, and Instagram) to increase awareness

### **Announcement**

The global announcement was released by the USGA and The R&A together on February 20.

### **Frequently Asked Questions**

The FAQs are available in PDF and DOC format, allowing for translation where necessary.

### **Articles**

These articles have been drafted based on feedback from the market research and focus groups. They are available in PDF and DOC format, allowing for translation where necessary.

*Thank you – as always – for your support on this important initiative*

## Infographics

The infographics have been created based on feedback from the market research and focus groups. Unfortunately, the interactive version of the **Highlights of the World Handicap System** infographic does not support translation.

Additional Association logos can be added to the infographics in the bottom left hand corner (see co-branding logo placement example within toolkit). Here are the directions for working with the infographic for translation and for co-branding.

How to edit PDF files:

1. Open a file using a PDF editor such as Adobe Acrobat Pro
2. Click on the Edit PDF tool in the right pane
3. Click the text you wish to edit. Acrobat shows you the tools you'll need
4. Add or edit text on the page. Lines and paragraphs reflow automatically, or you can click and drag to resize elements. Be careful to keep the text containers the same size for design purposes

How to add a logo to PDF files:

PDF editors (such as Adobe Acrobat Pro) can place the following image types directly on a page:

JPEG (.jpg)	Bitmap (.bmp)	GIF (.gif)
TIFF (.tif)	PCX (.pcx)	PING (.png)

1. Open the PDF file on which you want to place the image
2. Choose Tools—>Advanced Editing—>Touchup Object Tool
3. Right-click and choose Place Image...
4. A standard file dialog will appear:
5. Select an image file and click Open

*Make any changes to the image as appropriate once it is placed.*

## Social Media and Other Resources

If using Social Media channels for awareness and promotion purposes, we would encourage you to use the hashtag #GolfWHS2020 – to allow for easy monitoring of reactions.

The 10 Key Principles resource is also available for use; these 10 Key Principles were established to guide the WHS initiative forward.

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## Videos

The videos may be downloaded and hosted on your website or linked directly to the Brightcove hosted video using an embedded portable media player (MP4 Player) or viewer. Information regarding embed code and adding subtitles are below.

### Embed codes

#### **B2C (End Consumer) video:**

```
<div style="position: relative; display: block; max-width: 100%;"><div style="padding-top: 56.25%;"><iframe src="//players.brightcove.net/1918791248001/1ffea472-fb5e-43d2-982c-6b2186ef38a9_default/index.html?videoid=5719587692001" allowfullscreen webkitallowfullscreen mozallowfullscreen style="position: absolute; top: 0px; right: 0px; bottom: 0px; left: 0px; width: 100%; height: 100%;"></iframe></div></div>
```

#### **B2B (Stakeholder) video:**

```
<div style="position: relative; display: block; max-width: 100%;"><div style="padding-top: 56.25%;"><iframe src="//players.brightcove.net/1918791248001/1ffea472-fb5e-43d2-982c-6b2186ef38a9_default/index.html?videoid=5719578846001" allowfullscreen webkitallowfullscreen mozallowfullscreen style="position: absolute; top: 0px; right: 0px; bottom: 0px; left: 0px; width: 100%; height: 100%;"></iframe></div></div>
```

#### **Social Video 1:**

```
<div style="position: relative; display: block; max-width: 100%;"><div style="padding-top: 56.25%;"><iframe src="//players.brightcove.net/1918791248001/1ffea472-fb5e-43d2-982c-6b2186ef38a9_default/index.html?videoid=5719590313001" allowfullscreen webkitallowfullscreen mozallowfullscreen style="position: absolute; top: 0px; right: 0px; bottom: 0px; left: 0px; width: 100%; height: 100%;"></iframe></div></div>
```

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## Social Video 2:

```
<div style="position: relative; display: block; max-width: 100%;"><div style="padding-top: 56.25%;"><iframe src="//players.brightcove.net/1918791248001/1ffea472-fb5e-43d2-982c-6b2186ef38a9_default/index.html?videoId=5719570490001" allowfullscreen webkitallowfullscreen mozallowfullscreen style="position: absolute; top: 0px; right: 0px; bottom: 0px; left: 0px; width: 100%; height: 100%;"></iframe></div></div>
```

### Adding subtitles

Here is some information if adding subtitles with translations:

What is an mp4 file format?

An MP4 file format is a multimedia file commonly used to store a movie or video clip, but may also contain subtitles or images.

To add subtitles, open the video editing application and click the “Add Files” button to import your MP4 video. Click the “Edit” button and you'll be directed to the edit page. Hit the “Subtitle” tab in which you can find all settings you can do with subtitles. Click the “Add subtitle file” button to navigate to the folder where the SRT subtitle file is in.

What are SRT Files?

SubRip Subtitle files (SRT) are plain-text files that contain video subtitle information. They include start and stop times next to the subtitle text, ensuring they'll be displayed at exactly the right moment in your video.

Because videos autoplay on many social platforms, a high number of viewers watch without sound. By uploading SRT files for your videos, you'll get more engagement and higher viewer retention rates.

It's important to note that SRT files themselves are just text files that are used along with video data. This means the SRT file itself does not contain any video or audio data. You do not need to purchase or download any third-party software to create an SRT file, because a text editor such as "Notepad" is all that you need.

Steps to create via Notepad:

Step 1

Open Notepad

Step 2

Divide each subtitle phrase into numbered sections when creating an SRT file. Type "1" (without quotes) and then press "Enter" to start creating the first subtitle phrase.

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### Step 3

Enter the time span to display the subtitle phrase when playing the movie. For example, if you want the first subtitle phrase to be displayed from the second minute to the third minute of the movie, type "00:02:00 --> 00:03:00" (without quotes) and press "Enter."

### Step 4

Type the subtitle phrase and press "Enter" to finish creating the first subtitle phrase.

### Step 5

Type "2" (without quotes) for the second subtitle phrase and follow steps 3 and 4 to create the second subtitle phrase. Do the same for the other subtitle phrases that you want to create, but ensure that you separate the subtitle phrases into numbered sections.

### Step 6

Save the file in the SRT file format after you finish creating it. To do so, click "Start" and then click "Save." Select "All Files" from the "Save as type" drop-down menu. Next, type a name into "File name" field and type ".srt" (without quotes) after it. Click "Save."