

## Golf Course FAQs *Frequently Asked Questions*

### **Q - “How long will it take to do the photography for my ShareMy360.com tour”?**

A - ShareMy360.com photography will generally take as long as it takes for a foursome to play a round of golf at your course. We ask that our photographer get slotted in as a foursome with no one booked immediately behind them. The photographer usually progresses through the course at the same pace as golfers.

### **Q - “How long does it take for aerial photography / videography of my course”?**

A - Aerial video is a very specialized field which takes considerably longer than taking ground based photographs for a ShareMy360.com virtual tour.

If the flying and weather conditions are acceptable, we generally budget one hour per hole. Each hole requires pre flight checks and custom set up of camera filters depending on hole position and sun position. We generally budget one full day for the front 9 and one full day for the back 9.

This **will** have an impact on your normal day-to-day golf business on our shooting days. As such, we usually like to have the services of a course marshal for our two shooting days to assist players who may be held up for a short time until we are able to let them play through.

**Please note**” Aerial videography is heavily dependant on good weather for successful flights and best video quality. Rain, high winds and cloudy conditions will generally postpone flights until the weather is better. There is also a process to which we adhere for filing flight plans with governing authorities and obtaining the necessary flight permits for each planned flight. This process can also be impacted by weather conditions.

### **Q - “How long does it take to do a video shoot for our custom commercial”?**

A - Once you make the decision to include a custom video as part of your promotional package, the majority of work is done before we ever set foot on your property. Our video crew will consult with your representative (usually the head of marketing) to determine storyboarding and scripting for your commercial. We will consult with your team every step of the way in advance of our crew arriving. All actors, props and staging are pre planned and the actual process of shooting the working parts for the finished product takes anywhere between 2 and 4 hours.

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### **Q - “How long would it take my golf pro to record the pro tips”?**

A - Most golf pros know the course like the back of their own hand. The Pro Tip videos are as simple as video taping your pro on each tee box with a quick description of how best to play the hole. Pro Tips usually take only an hour or two. Of course, preparation about what to say will need to be done in advance with your pro.

### **Q - “Why wouldn’t I just use Google Earth for my aerial”?**

A - While Google Earth is indeed a ground breaking technology, it is very limited in the amount of detail that you are able to capture and share with your audience. If clients try to zoom in certain areas of your course, the images become too pixilated and distorted to see any significant detail. By combining the professional photographic images of the ShareMy360.com virtual tour and our HD video fly-overs of your course, users can see some great details featured at your golf course and interact with the items that most interest them. Unlike Google Earth the aerial videos also follow the path of the ball down the fairway with a realistic view that allows the viewer to feel that they are virtually there. Finally, Google Earth updates its imagery infrequently and you have no control over what they see. If you want to control your own content and allow your clients to see the latest features of your course in the best presentation possible then ShareMy360.com aerial videos is the answer with no additional licensing fees or permissions to obtain in order to use them for additional purposes like TV commercials and golf cart screens.

### **Q - “How easy is it to embed these tours on my website”?**

A - ShareMy360.com virtual tours are easily embeddable onto any website. Every tour has its own unique embed code just like a YouTube video. ShareMy360.com tours are also viewable on any kind of web browser. Google Chrome, Firefox or Internet Explorer, web visitors will be able to see your tour regardless of their browser. We (ShareMy360.com) are also viewable on mobile devices like i-Phone, i-Pad, Blackberry Playbook, Android phones and Android tablets like the Galaxy Tab.

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The screenshot shows the ShareMy360.com website interface. At the top, there is a navigation bar with 'register' and 'login' buttons. Below that is a search bar and a menu with 'tours', 'groups', 'learn', 'about', and 'contact'. The main content area features a large virtual tour player for 'Talking Rock Golf Course'. The player has a 'TEE OFF' button and a '360° Virtual Tour' title. Below the player, there is an 'Embed' button circled in red, and a code block containing the embed code. The code block also includes a 'Description' section with the text: 'Complete 360° Virtual Tour of Talking Rock Resort at Quaaout Lodge. 1663 Little Shuswap Road West'.

The above screen image illustrates the embed code which is revealed by clicking the embed button located below the tour's views on ShareMy360.com. Simply highlight cut and paste this code into your web page's html in order to embed the tour onto your webpage.

**Q - "Our golf course is part of a larger housing project. Can we include our real estate offerings in our tour?"**

A - Yes. With our aerial video capabilities, we can give aerial views of subdivisions and developments. We can also do ShareMy360.com tours of the homes for sale and community amenities. We have many examples of virtual tours of homes for sale. The tours offer a powerful way to show and share new listings via e-mail and social media like Facebook, Twitter, Google + and LinkedIn. Ask for a quote for your unique project requirements.

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### **Q – “Can I put music in my tour?”**

A - Yes. We have a music library you may access upon request. A small usage fee may be applied to cover copyright. You can easily have music play throughout your tour or at certain sections, ie at each hole, or only at the intro. If specific music is desired there may be a requirement to obtain a license to use copyright protected material.

### **Q – “Is there training available?”**

A - Yes. Please take a look at our [training](#) section or email us at [support@sharemy360.com](mailto:support@sharemy360.com)

### **Q – “How do I edit a tour?”**

A - We will set you up with an account, create your first tour & provide links to training materials. If you have further questions, you may contact us directly. It is important to note that once you make a change to your ShareMy360.com virtual tour and save it – the saved change cannot be undone. Please use caution when you begin using your account! Tours are also not saved in duplicate and backed up on our servers. We cannot be responsible for changes made after we hand over the account.

### **Q - “Can I include vendors in my tour?”**

A - Yes. It’s actually a good business strategy to include vendors in your virtual tour, and it can also help generate some revenues. Your vendors may be interested in participating in with either product placement or direct sponsorship. For example, a wine vendor may want to participate by having their product images and website links embedded into the restaurant area of the clubhouse. Or a ball manufacturer may want to sponsor a particular hole with logos and links. The options are endless.

In most cases these kinds of partnerships should be planned in advance, so the images for the tour can be edited before the tour is made live. It’s possible, however, to re-edit images after the fact as sponsorships become available.

### **Q – “Can I use the video for other purposes outside the virtual tour?”**

Yes. The videos created for your tour will be shot in HD format, which can be used online or in television. Other places to show your video could include: golf carts, if they have screens; televisions at partner hotels, or the local cable TV channel; or on monitors around your facility. We will provide you with the video file outside the tour so you may use it as you wish.

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**Q – “Is there an ongoing fee to host my virtual tour?”**

No. ShareMy360.com is free to use, and unless otherwise specified in your package you will have access to a free account. There are some attractive upgrades available for a nominal monthly fee, including extra server space (for additional images or video) and the ability to keep your tour free from advertising. Please see our account page for value-added [upgrade](#) options.