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A Social Media Plan for the 2017 Pinto Horse Association of America
World Championship Show



Purpose of Plan

Need for Plan

Started in New Jersey in 1956, the Pinto Horse Association of America is one of the United States' largest equine breed registries. This association wants to improve their current social media presence, primarily during the annual Pinto Horse Association of America World Championship show.

Association Mission Statement

Incorporated in 1956, the Pinto Horse Association of America was formed to encourage the promotion of quality horses, ponies and miniatures with color and to establish a registry for maintaining their show records and pedigrees. Currently, the association serves approximately 47,000 members and boasts more than 150,000 registered Pintos.

Project Objectives

- Increase World show entry numbers.
- Increase association's social media presence during the association's annual World Championship show, held in Tulsa, Oklahoma every June.
- Increase association membership and registration numbers.
- Educate the public about what the Pinto horse is and what the association stands for.

Online Content Critique

Currently Used Communication Tools

- Pinto Horse Association of America website available at www.pinto.org.

Currently Used Social Media Platforms

- Association Facebook page
<https://www.facebook.com/pintohorseassociation/>
- Association Instagram
<https://www.instagram.com/pintohorse/>
- Association Twitter
<https://twitter.com/PintoHorseAssoc>

Use of Communications Tools

The Pinto association currently uses its website to promote association news, current events, various association programs, Pinto horses for sale, and corporate sponsors. The association also provides visitors a short history of the association and the breed.

Under the association tab in the navigation bar, there are options for prospective members, help with registering new horses with the association, youth members, various forms and documents that might need to be filed as well as frequently asked questions.

Use of Social Media Platforms

The association currently uses three social media platforms to connect with their audiences: Facebook, Instagram and Twitter.

Effectiveness of Current Communications Tool

The Pinto association currently employs a website and three social media platforms, Facebook, Instagram and Twitter, as a means of communicating with their audience. While the website provides both members and non-members various forms of information and contact information for association staff, it does not offer a form for two-way communication. Facebook is the most used of the social media platforms employed by the association as a means of connecting with their membership. This provides members a means of two-way communication, however the association is not consistent about replying to messages or comments left on their Facebook page.

Audience

Primary Audience

For this social media plan, there are three primary audience groups. For each of the groups in this audience, the goal is to inform them of the goings on and what is happening at the World Championship show, in an effort to increase the number of people competing at the World show in 2018, and thus increase the association's membership numbers.

Current Adult Pinto Horse Association Members

Current Pinto Horse Association members are a primary target audience for this social media plan. These members already own horses registered with the association and are the most likely to express a desire to compete at the World show.

Demographics:

Current association members range in age from 19-65 +, are primarily white and have a moderate to high income, due to the costly nature of owning and showing horses.

Psychographics and Behavior:

This audience will be the most likely to be interested in competing at the Pinto World Championship show because they currently own a horse registered with the association.

Adult Members of Other Equine Breed Registries and Associations

Members of other equine breed registries or associations are a target primary audience for this social media plan.

Demographics:

Members of other breed registries or associations primarily fall in the 19 to 65 + age range. They are primarily white and will have a moderate to high income.

Psychographics and Behavior:

This group already owns horses of a different breed and would be most likely to want branch out in to the Pinto association.

Youth Members of the Pinto Association and Other Breed Registries

Youth member of both the Pinto association, as well as other breed registries are a primary target for this social media plan.

Demographics

Current youth members are between the ages of 10 to 18 years old, are primarily white and will belong to families that fall within the moderate to high income range.

Psychographics and Behavior

Youth members generally strive to continue horse showing into adulthood.

Secondary Audience

Three different secondary audience groups were identified for this social media plan. The goal for these secondary audience groups will be to increase awareness of the Pinto World Championship show and the Pinto Horse Association of America as a whole. Increasing public knowledge as well as industry awareness of the Pinto association is key to increasing not only show numbers but association membership numbers as well.

The Community of Tulsa and Surrounding Areas

For this social media plan, a secondary target audience will be the community of Tulsa, Oklahoma and the communities in the surrounding area. The goal for targeting this audience is to increase community awareness of the Pinto World Championship Show in an effort to attract people to the show and increase the public's knowledge of the association and the Pinto horse as a breed. This could also benefit the city due to the extra income brought in by exhibitors from out of town.

Equine Related Publications

Equine related publications will be a secondary target audience for this social media plan. Communicating with various publications within the equine industry will help to promote the Pinto World show within the equine industry. Targeting this audience group will also help to increase awareness and knowledge of the association in general.

Other Equine Breed Associations and Registries

Networking with breed association and registries outside of the Pinto Horse association could be helpful in promoting industry awareness of the association and its World Championship show. By communicating with other equine breed associations and registries, we will be able to create various conversations about the department, which could eventually help new people learning about the Pinto association and their World Championship show.

Social Media Platforms and Content

Social media has been defined in the dictionary as “websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts”.

Facebook



Why Facebook?

Of the three social media platforms employed by the Pinto association, Facebook is most heavily utilized. Many members of both the primary and secondary target audiences are members of Facebook.

This platform will serve as the primary social media tool that will be used to disseminate information to the target audiences.

Shared Information

Facebook will be the most widely utilized form of communication. Content for this platform should include a picture, graphic or video when necessary, a brief description of the content contained in the post and a link to an external website in necessary. Sample posts and content for Facebook can be found in Appendix B.

Potential Facebook content:

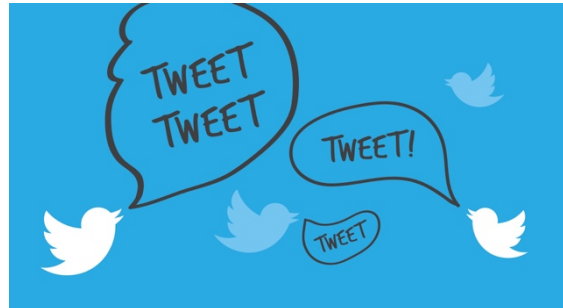
- Who's Who in the Pinto Association
- What to do in Tulsa
- What to expect at the World
- Meet the judges
- Meet the announcers
- Descriptions of the classes
- Descriptions of the prizes that can be won
- Short videos

- Trivia and photo contests
- Reminders for theme days

Frequency of Posts

The Online Content Manager should post to Facebook a minimum of three to four times per week for the duration of the show.

Twitter



Why Twitter?

This social media platform will be used primarily as a means of connecting with various equine breed publications. It can also be a way to connect with the younger members of the target audience groups as well as the portion of the target audience not on Facebook.

Shared Information

The information contained in Twitter posts should be short and sweet (140 characters or less), highlighting pertinent information pertaining to the World show. These posts should contain links to the association's website, Instagram, blog posts, videos, etc. Examples for Twitter content can be found in Appendix B.

Potential Twitter topics:

- Who's Who in the Pinto Association
- What to do in Tulsa
- What to expect at the World
- Meet the judges
- Meet the announcers
- Descriptions of the classes
- Descriptions of the prizes that can be won
- Short videos
- Trivia and photo contests
- Reminders for theme days

Frequency of Posts

The frequency of Twitter posts should correspond with the association's postings to Facebook, i.e. three to four times per week for the duration of the show.

Instagram



Why Instagram?

Instagram has become wildly popular because of its simple design and easy-to-use photo editing filters and tools (ConstantContact, 2016). Benefits of using this social media platform for marketing a business includes being able to connect with customers (in 2014, research showed it generated engagement 120 times more per follower than Twitter!), learning what people like, reaching new audiences and fueling other marketing channels.

Shared Information

Much like Twitter, the information contained within Instagram posts should be a limited number of characters and hashtags. Every Instagram post should contain some form of photo, graphic or video clip and could be linked back to the association's Facebook page, website or blog. Examples of Instagram content can be found in Appendix C.

Frequency of Posts

Because Instagram is primarily a forum for posting photos and other graphics, posts to the association's Instagram should be made daily by someone within the association. Video posts should be made once a week for the duration of the show.

Snapchat



Why Snapchat?

Wildly popular with the millennial generation, Snapchat is considered an underground social media app for young people (SproutSocial, 2016), with almost 50% of the users falling into the 18-24 year-old range (comScore, 2016). This social media platform will be used to target the youth and young adult members of the primary target audience.

Shared Information

Various “selfie stations” will be set up around the facilities of the World show to prompt visitors to stop and take a picture. Snapchat stickers will be created for the association for visitors to choose from, along with a designated hashtag.

YouTube



Why YouTube?

Over the years, YouTube has become a favorite site for posting and sharing video content with other social media platforms. Links to videos can also be embedded in posts made on other social media forums and websites.

Shared Information

The videos uploaded to the association’s YouTube page should be limited to 2 to 5 minutes in length. Each video should contain a title graphic identifying the association and an introduction to the video. A short caption pertaining to the video’s content and purpose should be included with each video. Sample video topics can be found in Appendix D.

Potential YouTube video topics:

- **Meet the Staff series**
This video series will be a weekly updated series, introducing exhibitors to the various people and staff behind the scenes of the Pinto World show.
- **You’ve Made it to The World! Now What?**
This video will be comprised of interviews with Pinto World show veterans for the purpose of helping new exhibitors know what to expect at their first World show.
- **Understanding the Disciplines series**
This video series will show case one or two of the various disciplines included at the World show per week.

Frequency of Posts

Because the World Championship show is only held once per year during the month of June, videos should be posted to YouTube on an every-other-day basis for a minimum of three postings per week. It should also be advertised that the live webcasts for each World show class will be available to watch on the association's YouTube channel until the end of July.

Improving Reach

Online

The Pinto Horse Association of America's website should be updated to include links to the association's various social media platforms. By doing including the globally known icons for each of the association's chosen forms of social media, it will make it easier for visitors to find the association on these other social media outlets and thus increase the chances for people to follow the association on their preferred social media forum.

Offline

Icons for the association's social media platforms as well as the association's website should be included on all forms of printed and promotional materials, including brochures and various literature related to the Pinto association. This should encourage people to visit the association's Facebook, Twitter and Instagram pages, as well as their webpage, in order to gain more knowledge about the association.

Improving Participation

Content Marketing

A content marketing strategy will be used in conjunction with this social media plan. This strategy will consist of Facebook and Twitter content on subjects such as what to expect once exhibitors arrive at the show, steps to make exhibitors' check in process easier and fun things to do in Tulsa while at the show. Videos, photographs, and other graphics will also be employed across all chosen social media platforms.

Contests

Weekly contests in the form of photos, selfies, trivia, etc. will be promoted on all social media platforms, as well as live reminders made by the show announcers on a daily basis. Winners of each contest will be announced both live as well as on social media, and the selected winner will be prompted to visit the show office to pick up their prize.

Social Media Policy

A social media policy helps determine what the business or organization deems to be appropriate and provides employees with a set of guidelines for posting to the company's various social media platforms.

Pinto Horse Association of America's Social Media Policy

You Are the Voice of the Pinto Horse Association of America

Every person who posts to any of the Pinto Horse Association of America's social media platforms acts as a voice for the association. It is necessary to use your personal and professional judgment when posting to the association's social media. These social media platforms will act as the official communication channels for the Pinto Horse Association of America and should be treated accordingly. All employees must follow the rules stated in this policy when posting on behalf of the association.

Be Professional

You are a professional of the equine industry and we ask that you keep that in mind. Please be respectful and considerate when posting. This means no trolling or flaming of our fellow equine associations and breed registries.

Identify Yourself

Remember to state that you are an employee of the Pinto Horse Association of America and that you are in no way a spokesman for the association.

Fix Your Mistakes

We're human, so mistakes will happen. If you make a mistake, please correct it as soon as you can. Alert the association's Director of Social Media and Online Content, Rachel Donner, immediately with what your mistake was and the steps you have taken to fix it. You may reach Rachel via email at rdonner@pinto.org.

Add Value

Make sure your postings add value to the topic you are posting about. Do your best to keep the content of your posts fresh, use we, our, are, etc., and respond to comments and questions in a professional, friendly and timely manner. Remember, you are representing the Pinto Horse Association of America.

Things to Remember

- There is no such thing as delete – What happens on the Internet lasts forever.
- Avoid touchy subjects – Be careful of sensitive subjects or topics where emotions might run high (politics, animal welfare, etc.).
- Eyes are everywhere – What you say or post can (and will) be seen by members and peers in the industry across the world.
- Be respectful
- Your job comes first

- Ask for help – If you have questions or doubts about what you are about to post, email Rachel and have her double check for you.

Monitoring and Evaluation

Insights gained from monitoring the social media platforms of the Pinto Horse Association of America during the month of June, when the annual World Championship show is held, will help the association to understand how their popularity changes during the time of the World show. It will also ensure the association stays up to date on current trends so they might be able to change and adapt this social media plan as needed.

Monitoring and Evaluation Tools

Facebook Page Insights

Facebook insights allows businesses to track the amount of activity happening on their pages in a given time period. By analyzing these insights, the association will be able to determine what information and content is gaining popularity, as well as when the best times to post for the association is.

Twitter Analytics

By monitoring Twitter analytics, the association will be able to measure engagement, follower interests and demographics as well as keep track of the number of retweets per post. Much like Facebook insights, this will allow the association to better understand the popularity of the content being posted, what people are saying about the association.

YouTube Analytics

YouTube analytics will help to measure the overall performance of the Pinto association's channel and the videos being posted to the channel.

Hootsuite

Hootsuite provides companies an easy way to monitor multiple social media pages at a time, all from one dashboard. This tool also allows businesses to schedule future posts and measure various analytics from different forms of social media.

Evaluating Success

To determine success of this social media plan, the following goals have been created. Success of the plan will be determined by evaluating the growth of the association's social media platforms by the end of June 2017.

- Facebook: Our goal is to have gained approximately 200 followers on Facebook between June 1 and June 30, 2017.
- Twitter: Our goal is to have gained 50 followers on Twitter between June 1 and June 30, 2017.
- Instagram: Our goal for Instagram is to a) have gained 200 followers to the association's Instagram page and b) to have posted one photo per day of the show and one video per week.
- Snapchat: Our goal is to have 50 Snapchat followers by June 30, 2017.

- YouTube: Our goal is to have created and posted 3 videos per week for the duration of the show to the association's YouTube channel (approximately 11 videos).

Timeline

A timeline for this social media plan is provided in Appendix A for the 2017 Pinto Horse Association of America World Championship show.

Appendix A

Tentative Social Media Timeline for 2017 World Championship show

Date	Tool	Content
June 4	Facebook	“You’ve Made it To The World, Now What?” video
	Twitter	
	Instagram	
	YouTube	
June 5	Facebook	Tulsa Visitor’s Bureau
	Twitter	
June 6	Facebook	Check In Tips and Tricks
	Twitter	
	Instagram	
	YouTube	
June 7	Facebook	Ice Cream Social reminder
	Twitter	
	Instagram	
June 8	Facebook	“Behind The Scenes” video
	Twitter	
	Instagram	
	YouTube	
June 9	Facebook	Move In Day reminder
	Twitter	
	Instagram	
June 10	Facebook	Youth Judging Contest reminder
	Twitter	
	Instagram	
June 11	Facebook	Youth Judging contest winners announced; “Meet the Staff” video 1; reminder of next day’s classes
	Twitter	
	Instagram	
	YouTube	
June 12	Facebook	Photo collage from youth judging contest; Drysdale’s Exhibitor of The Day; reminder of next day’s classes
	Twitter	
	Instagram	
June 13	Facebook	Photo collage from previous day; Drysdale’s Exhibitor of The Day; “How To Keep Your White Horse White” video; reminder of next day’s classes
	Twitter	
	Instagram	
	YouTube	
June 15	Facebook	Photo collage from previous day; Drysdale’s Exhibitor of The Day; Intern photo show case reminder of next day’s classes
	Twitter	
	Instagram	
June 16	Facebook	
	Twitter	




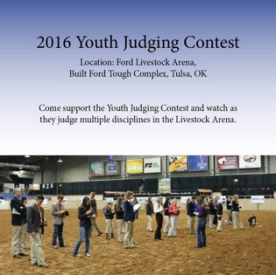
	Instagram	Photo collage from previous day; Drysdale's Exhibitor of the Day; Photo contest announced "Understanding the Disciplines" video; reminder of next day's classes
	YouTube	
June 17	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; Dog show reminder; reminder of next day's classes
	Twitter	
	Instagram	
June 18	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; Photo contest winner announced; Amateur Versatility class reminder; reminder of next day's classes
	Twitter	
	Instagram	
June 19	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; Zone Invitational reminder; "Meet the Staff" video 2; reminder of next day's classes
	Twitter	
	Instagram	
	YouTube	
June 20	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; Supreme Color Champion, Charity Walk-Trot reminder; reminder of next day's classes
	Twitter	
	Instagram	
June 21	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; Open Versatility class reminder; "Meet the Staff" video 2; reminder of next day's classes
	Twitter	
	Instagram	
	YouTube	
June 22	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; Intern photo showcase; Challenge Rider and Costume contest reminder; reminder of next day's classes
	Twitter	
	Instagram	
June 23	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; "A Day in the Life" video; reminder of next day's classes
	Twitter	
	Instagram	
	YouTube	
June 24	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; reminder of next day's classes
	Twitter	
	Instagram	
June 25	Facebook	Photo collage from previous day; Drysdale's Exhibitor of the Day; "World Show Wrap Up" video.
	Twitter	
	Instagram	
	YouTube	

Appendix B

Potential 2017 World Championship show Facebook and Twitter Content

Content	
Facebook	Congratulations to everyone competing at the 2017 Pinto World Championship show next week! You've made it to the World, but now what? For all of our first time competitors, we have a short video with tips and tricks from World show veterans about what to expect.
Twitter	You've made it to the World, now what? Watch this video with tips and tricks from World show veterans about what to expect. #pintoworld2017
Facebook	Looking for a great place to grab a bite or something to do in Tulsa, Oklahoma in your down time while at the 2017 Pinto World Championship show? VisitTulsa.com has some ideas for you! http://www.visittulsa.com/ .
Twitter	Let the Tulsa Visitors Bureau help you find something to do in your down time while at the 2017 Pinto World Championship show! http://www.visittulsa.com/ . #pintoworld2017
Facebook	Our wonderful office ladies at here at the Pinto World show have been doing their jobs for quite sometime. Over the years, they have come up with some tips and tricks for making the check in
Twitter	Our wonderful office ladies at the 2017 Pinto World show have created a video with some tips and tricks to make your check in experience run as smoothly as possible. #pintoworld2017
Facebook	Calling all Pinto Youth and Amateur members! We will be hosting an ice cream social at 6:00 p.m. Friday, June 17 in the Built Ford Tough Livestock arena! Hope to see you there!



<p>Twitter</p>	<p>Calling all Pinto Youth and Amateur members! We will be hosting an ice cream social at 6:00 p.m. Friday, June 17 in the Built Ford Tough Livestock arena! Hope to see you there! #pintoworld2017</p>	 <p>A poster for an ice cream social. It features a large, stylized 'Ice Cream' logo in a green and yellow font with a red outline. Below the logo, it says 'Youth & Amateur Ice Cream Social' and 'Friday, June 17'. At the bottom, it states 'Ice cream will be served starting at 6:00 pm just before the Billie Cousins Youth Versatility Showcase.' The background is red with a sunburst pattern.</p>
<p>Facebook</p>	<p>Ever wondered about what goes on behind the scenes at the Pinto World show before the horses arrive? Watch this video, created by our communications interns, to find out!</p>	
<p>Twitter</p>	<p>Take a sneak peek behind the scenes of the Pinto World Championship show and find out what the staff does before the horses arrive! #pintoworld2017</p>	
<p>Facebook</p>	<p>It's the day we've all been waiting for: Move In Day! Move-in begins at 8 am Friday, June 10!</p>	 <p>A poster for 'Move In Day!!'. It features a white horse trailer with several windows showing horses inside. The text at the top says 'Move In Day!!' in a stylized font. Below that, it says 'Horses may move-in beginning at 8 am on Friday, June 10. There will be no early move-in.' and 'www.igencouch.com'.</p>
<p>Twitter</p>	<p>Happy Move-In Day! #moveinday #pintoworld2017</p>	 <p>A poster for 'Move In Day!!'. It features a white horse trailer with several windows showing horses inside. The text at the top says 'Move In Day!!' in a stylized font. Below that, it says 'Horses may move-in beginning at 8 am on Friday, June 10. There will be no early move-in.' and 'www.igencouch.com'.</p>
<p>Facebook</p>	<p>Our annual Youth Judging contest begins bright and early tomorrow morning in the Built Ford Tough Livestock arena. If you would like to volunteer yourself and your horse, visit the main office before 6:00 tonight!</p>	 <p>A poster for the '2016 Youth Judging Contest'. It features a photo of a group of people standing in a large arena. The text at the top says '2016 Youth Judging Contest'. Below that, it says 'Location: Ford Livestock Arena, Built Ford Tough Complex, Tulsa, OK'. At the bottom, it says 'Come support the Youth Judging Contest and watch as they judge multiple disciplines in the Livestock Arena.'</p>
<p>Twitter</p>	<p>Our annual Youth Judging contest begins bright and early tomorrow morning in the Built Ford Tough Livestock arena. If you would like to volunteer yourself and your</p>	

horse, visit the main
office before 6:00
tonight!
#pintoworld2017



2016 Youth Judging Contest

Location: Ford Livestock Arena,
Built Ford Tough Complex, Tulsa, OK

Come support the Youth Judging Contest and watch as
they judge multiple disciplines in the Livestock Arena.



Appendix C

Potential 2017 World Championship show Instagram Content

- **Daily photo collage**
The daily collage of photos that are printed in the daily news letter will also be posted to the association's Instagram.
- **Intern photo show case**
Each intern will have one day in which the only photos posted to the association's Instagram are their very best photos taken during the show.
- **Photo contest winners**
The chosen winners from each photo contest will be posted to the association's Instagram.
- **Video clips**
Short clips of each video on the association's YouTube channel will be posted to Instagram with a link back to the full video on YouTube.
- **Reminder graphics**
Each graphic created to remind exhibitors of various events will be posted to Instagram as well as on the other social media platforms.
- **Drysdale's Exhibitor of the Day**
Each Drysdale's Exhibitor of the Day will be posted to the association's Instagram with a link leading visitors back to the original photo and story on the association's website.
- **Discipline showcase**
Photo collages of the various disciplines found at the Pinto World show.

Appendix D

Potential 2017 World Championship show YouTube content

Meet the Staff series

This video series will be a weekly updated series, introducing exhibitors to the various people and staff behind the scenes of the Pinto World show.

You've Made it to The World! Now What?

This video will be comprised of interviews with Pinto World show veterans for the purpose of helping new exhibitors know what to expect at their first World show.

Understanding the Disciplines series

This video series will show case one or two of the various disciplines included at the World show per week.

Check in Tips and Tricks

This video will consist of interviews with the ladies who work in the office at the Pinto World Championship show, in order to give exhibitors advice on how to make the check in process as easy as possible.

Behind the Scenes

This video will be comprised mostly of GoPro footage shot during the week before horses arrive at the show, so exhibitors can see exactly goes into getting the facilities and everything ready for the Pinto World Championship show.

How to Keep your White Horse White

This video will consist of interviews with veteran exhibitors about their tips and tricks on how they keep their white Pintos in show ready condition.

A Day in The Life

What does a typical day at the Pinto World Championship show look like? Follow one of our interns as they spend a day in the barns with our exhibitors and find out what happens in a typical day at the Pinto World.

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