

# Authentic AI: Social Media Best Practices

## ***Use AI to Support Authenticity, Not Replace It***

Artificial intelligence is a powerful tool that can help clubs, horse shows, and organizations create content more efficiently. However, the Arabian horse industry is built on authenticity, real horses, real people, and real experiences.

The most effective use of AI is to enhance those stories, not replace them.

*This guide is intended as a helpful resource, not a policy.*

Before creating content, ask yourself:

***“Is AI helping me showcase the Arabian horse, or is it replacing the Arabian horse?”***

If it's replacing the horse, the exhibitor, or the experience, it's probably worth rethinking the approach.

## **PRIORITIZE REAL HORSES**

The Arabian horse is one of the most beautiful and recognizable breeds in the world. We are fortunate to have access to exceptional horses, talented horsemen, and some of the most skilled equine photographers in the industry.

***Whenever possible, use real photographs of real Arabian horses.***

Authentic photography:

- Builds trust with your audience
- Showcases actual horses and exhibitors
- Preserves breed integrity
- Creates a stronger emotional connection
- Represents the industry honestly and professionally
- Supports the photographers who help document and promote our breed

## **USE CAUTION WHEN CREATING IMAGES**

AI-generated imagery can be useful for backgrounds, textures, design elements, and conceptual layouts.

***However, AI-generated horses should never be presented as real horses or photographs.***

Beyond the issue of misrepresentation, there is a subtler risk worth considering: The Arabian horse already faces an unfair perception in some circles as appearing exaggerated or artificial. Using AI-generated imagery risks reinforcing that perception, rather than showcasing the genuine beauty of today's horses.

## **ASK AI TO WORK FROM REAL ASSETS**

One of the most effective ways to use AI is to start with authentic photography and let AI assist around it, not instead of it.

Rather than asking AI to generate a horse from scratch, ask it to help build content around real images. Examples include:

- Designing graphic layouts around a photograph
- Creating background elements or textures
- Suggesting typography and color palettes
- Generating caption ideas or post copy
- Creating content variations for different platforms
- Improving readability and visual organization

*Use AI as a creative assistant, not as a replacement for the horse itself.*

## **SOCIAL MEDIA GRAPHICS: LESS IS MORE**

One of the most common patterns with AI-generated graphics is over-design, too many elements, heavy textures, ornate fonts, and visual noise that competes with the subject. AI tools are eager to fill space, and the result can look busy, cluttered, and hard to read at a glance.

Social media graphics don't need to tell the whole story. If a viewer has to stop and read a flyer, it is no longer functioning as social media content.

*The **graphic** should capture attention. The **caption** tells the story.*

A simple design rule: if you find yourself asking "why is this here?" about any element, remove it.

## **KNOW YOUR AUDIENCE**

The Arabian horse community typically reaches several distinct audiences. Knowing who you're speaking to helps you create content that actually connects.

- **Participants** - owners, trainers, and exhibitors. They value accuracy, credibility, and respect for their knowledge. Avoid over-explaining things they already know.
- **Newcomers** - families and first-time attendees discovering the breed. Keep it welcoming, jargon-free, and focused on the experience. The goal is to help them see themselves as part of the Arabian horse community.
- **Sponsors & Supporters** - businesses and advertisers considering investment. Speak to reach, impact, and the unique value of this community.

AI can be genuinely useful here. Ask it to help you rephrase content for a specific audience, or to suggest what information each group cares about most.

## **BETTER AI PROMPTS**

The quality of AI output depends heavily on the quality of the prompt and information provided. The more context you give, the better the result.

AI is most useful for two things: writing and layout. Both can save significant time when used well.

### **Writing & Copy**

- Caption writing
- Drafting announcements, schedules, or sponsor recognition copy
- Suggesting hashtag sets or post timing strategies
- Repurposing one piece of content for multiple platforms

The more specific you are, tone, audience, platform, length, the less editing you'll need to do.

### **Graphic Layout & Design**

AI tools like Canva's AI features, Adobe Firefly, and ChatGPT can help you build graphic layouts quickly, suggesting color palettes, arranging text hierarchy, generating background textures, and creating templates you can reuse across the season. This is one of the most practical uses of AI, especially for clubs without a dedicated graphic designer.

The key is to start with a real photograph as your anchor. Let AI handle the design framework around it, not the horse itself.

The more specific you are, tone, audience, platform, length, the less editing you'll need to do.

## **SAMPLE PROMPTS**

Use these as starting points and adjust the details to fit your event, show, or audience.

### **Layout Prompt**

*[Attach your photo] "I am attaching a photo from our Arabian horse show. Help me design a simple social media graphic around it. Using the colors and feel of the photo, suggest where to place the event name and date, and what font style would work well. Keep the layout clean, the photo should be the focal point. The event is the [Show Name], [Date], [Location]."*

### **Caption Prompt**

*"Write a caption for an Instagram post featuring a photo from our Arabian horse show. The tone should be warm and celebratory. Our audience is Arabian horse enthusiasts and exhibitors. Include a call to follow our page. Keep it to two or three sentences"*

### **Content Review Prompt**

*"Review the following post copy and suggest improvements for clarity, tone, and readability. The audience is a mix of longtime Arabian horse exhibitors and people who are new to the breed. Flag anything that sounds too technical or insider, and suggest a version that works for both groups: [paste your copy here]."*

## DO THIS, NOT THAT

✓ **DO:** Use a real photograph and ask AI to design a graphic around it.

✗ **DON'T:** Ask AI to generate a horse image and present it as a real photo.

✓ **DO:** Highlight real people, and real experiences.

✗ **DON'T:** Create fictional participants, fabricated show scenes, or artificial representations of the Arabian horse community.

✓ **DO:** Tag the photographer when sharing their work.

✗ **DON'T:** Share photographs without crediting the person who took them.

✓ **DO:** Use AI to write and refine captions, announcements, and post copy.

✗ **DON'T:** Publish AI-written content without reviewing it for accuracy and tone.

✓ **DO:** Keep graphics clean, simple, and focused on the horse.

✗ **DON'T:** Let AI fill your graphic with textures, ornate fonts, and visual clutter.