



ARABIAN HORSE ASSOCIATION

# SOCIAL MEDIA GUIDE

Tips, tricks, and best practices to elevate  
your Region's social media presence

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# INTRODUCTION

Welcome to the Arabian Horse Association Social Media Guide! This guide is intended to help you grow and level up your region's current social media, giving an eye-catching refresh that will attract new members to your community while showcasing your region's best side. The content included will provide you with tips to help automate your social media, understand short form video, and new posting ideas with fresh prompts.



# SOCIAL MEDIA CONDENSED

The digital space is one of the best places to show off your brand or organization. However, social media can be overwhelming. When should you post? What should you post? What platforms are truly worth the effort of managing? We've compiled 4 tips that will help you find an efficient social media strategy.

## WHO IS YOUR AUDIENCE?

Knowing, understanding, and reaching your audience is essential to delivering your messaging, and to share effectively, you must make a connection. Knowing what platform your target audience is using will be essential in creating an connection. For example, if your goal is to increase youth participation, creating a Tik Tok account would be a lucrative way to reach youth within your region.

## QUALITY OVER QUANTITY

It might be tempting to try and grow your audience by posting on your social media platform every day. While consistency is essential to growth, it's more important to be providing quality content. In the current digital space, quality content means posting high resolution photos and video to go with short, concise, and pertinent captions, while staying on brand with your platform's messaging.

## COMPILE YOUR GOALS

Consider what your goals are with your social media platforms. Are you simply creating a platform to have a presence, to grow membership within your regional clubs, or to increase participation in an upcoming show? Consider which social media platform will help you accomplish your goals the most effectively. You may need to consider who will be running your social media and how many times a week you would like to post.

## AUTOMATION = LESS STRESS

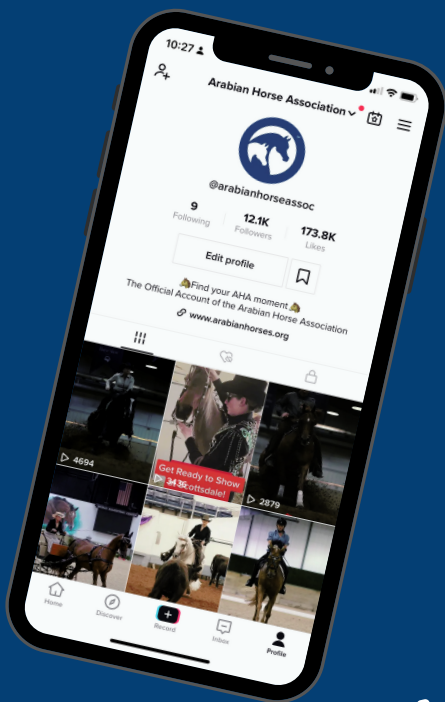
If you are managing multiple platforms, or even just one, setting up an automation posting service can be a huge time saver. Many services offer a free version that you can use to plan out posts. Try to schedule at least two days a month to sit down and go over your content calendar. Use this time to gather photos or video, write captions, and schedule posts.



Pro Tip: If you are unsure of where your audience hangs out in the digital space, simply ask! During your next Regional meeting, take a short survey to find out what platforms your members are using.

# SHORT FORM VIDEO

Video content is the latest and greatest form of content sharing. What's more, short form video has taken over the social media space. However, creating video content doesn't have to be complicated and you don't need a professional grade camera to do so. We've compiled a few tips to help you shoot the best video content from your cell phone.



## SHORT AND SWEET

You have about 3 seconds to grab a viewer's attention and stop the scroll. Keeping your video content short and to the point will help you achieve maximum engagement!

## LANDSCAPE VS PORTRAIT

If you are filming video content to post on Instagram Reels/Stories or Tik Tok, you must hold the phone vertically in portrait mode. Filming horizontally (or landscape) is best for platforms like Facebook and YouTube.

## LIGHTING IS KEY

Good lighting can transform your video clips from good to great! Avoid filming in areas that are dark with fluorescent light, like alley or aisle ways. Film in spots that are well lit, with plenty of natural light to work with. If you are conducting an interview, make sure the person isn't backlit in your shot. Have the person turn to face the light, rather than having the light hitting their back.

## AUDIO MAKES OR BREAKS

One element that is always noticeable in videos is poor audio. With the technology in smartphones today, you can achieve relatively good audio without any additional equipment. Conduct interviews in quiet spaces where there is little background noise. While you are filming, make sure you are as quiet as possible and holding the camera steady to minimize any feedback or shaking.



Pro Tip: To level up your audio game, purchase a lapel microphone that plugs into your phone's audio jack. This will help you get clear and clean audio for all your videos.

# HELPFUL RESOURCES

## Favorite Post Scheduling Services

Later -Available in a free or paid version, can host multiple platforms, includes an easy to use calendar

Hootsuite -Available in a free or paid version, can host multiple platforms

## Favorite Photo Editing Apps

Lightroom Mobile -Edit photos from your phone professionally with presets and color grading

SCRL -Create beautiful photo layouts for Instagram

Snapseed -free photo editing application for your smartphone

Canva -Choose from a wide variety of templates to create social media graphics and more

## Favorite Video Editing Apps

CapCut -free application to create video content from your mobile device

Splice -Advanced video editing from your mobile device

Premiere Rush -Advanced video editing from Adobe Suite using your mobile device

Canva -Choose from a wide variety of templates to create social media video graphics

## 10 Posting Prompts

**Involvement Opportunities.** Share 3 ways in which your audience can volunteer within your region.

**Club of the Week!** Spotlight a club in your region.

**Introductions.** Share who your leaders are within your region.

**Exhibitor Highlights.** Find a few exhibitors that you can highlight during your regional show.

**Host a Q&A.** Use the 'Question Box' via Instagram to engage with your followers and answer their questions.

**Friday Funny.** Post a fun quote or re-share content that inspires your audience.

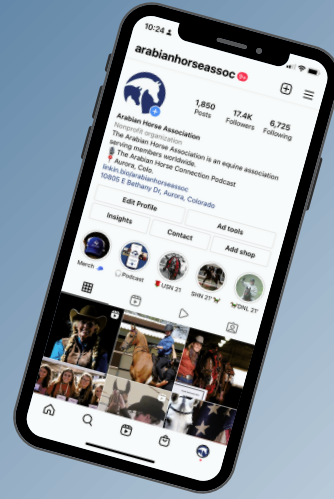
**Program Incentives.** Share how programs within your region can benefit your audience.

**Dates and Deadlines.** Share a few upcoming dates that will excite your audience and encourage attendance.

**Instagram Takeover.** Allow one of your region's members to do an Instagram takeover.

**Barn Tours.** Create engaging video content by having a barn in your region do a tour via social media.

# LET'S WORK TOGETHER!



The key word in social media is social! After all, sharing and supporting each other will help our goals as an association in the long run. We've listed a few ways in which AHA can help support your Region's messaging.

## AHA CAN HELP WITH....

**Collaboration.** Utilizing the collaboration feature via Instagram so that AHA's native posts will also be posted on your region's Instagram page, this way, both parties will benefit and increase reach.

**E-blast Marketing.** One complimentary e-blast to help promote an event.

**Re-share.** re-share your region's event posts.

**Native Posts.** Post about Regional Events natively.

**Content Sourcing.** Assist with sourcing photo and video content during shows.

**Takeovers.** Assist with social media takeovers during shows and events.

# SUBMITTING CONTENT TO AHA

Easy steps to send AHA content



## Submitting Content

### Obtain a Photo/Video Credit

Using a photo or video credit is very important. This provides recognition for the work of the photographer/videographer.

### Use a Transfer Service

When sending large files, try using WeTransfer, DropBox, or even Google Docs.

### Email Content to [Marketing@arabianhorses.org](mailto:Marketing@arabianhorses.org)

All content can be submitted to the marketing email address.



[www.arabianhorses.org](http://www.arabianhorses.org)  
[marketing@arabianhorses.org](mailto:marketing@arabianhorses.org)  
[@arabianhorseassoc](https://www.instagram.com/arabianhorseassoc)