



FOR IMMEDIATE RELEASE  
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## Arabian Horse Youth Association Social Media Re-Vamp

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**(April 12, 2016) – AURORA, COLO.** – The Arabian Horse Youth Association (AHYA) is doing some re-vamping on its 2016 social media strategy and outreach.

The AHA Marketing Department has continued to conduct research to stay abreast of the social media trends for 2016, general demographic information for each medium, and the expectation for change among social media that is on the horizon.

AHYA's goal is to increase the interaction and participation of youth with the Arabian horse breed. Social media, if done properly, is a great way to reach out to youth both within and outside of the horse industry.

Through this research and in depth study of current social media platforms, AHYA has concluded that narrowing its focus down to two social media channels, Instagram© and Snapchat© are the most viable platforms for reaching youth in 2016.

A closer look at the 'Millennial' generation reveals that Instagram is now the second most used social media platform closely followed by Snapchat (2014, *Snapchat is Now The Third Most Popular Social Network Among Millennials*, <http://bit.ly/1NrhXQy>). Both of these social mediums are expected to see huge growth in 2016.

Millennials are seeking more visually appealing content and 'in the moment' type experiences. 76% of Millennials are using Snapchat (Delzio, S., 2016, February, *Snapchat Gains Momentum: New Research*, <http://bit.ly/1U7vAsa>). AHYA's goal of pairing down to two main social media platforms is to be able to reach youth where they are today: sports, events, school activities, babysitting, hanging out with friends, etc. - and do it well!

So what does this mean for all of the current AHYA social media platforms like Facebook and Twitter? Well we will be incorporating all of our youth updates into the Arabian Horse Association Twitter (@AHAArabian) and the AHA Facebook (Arabian Horse Association) pages. These accounts will be merged with the current AHYA Twitter and Facebook accounts, which will both be discontinued by the end of April, 2016.

Thanks for following along and be sure to join AHYA on Instagram (@arabianhorseyouth) and Snapchat (@AHYneigh) to keep up to date on all that AHYA is doing or to become more involved with the Arabian horse!

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### ARABIAN HORSE ASSOCIATION<sup>SM</sup>

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