



AJRA




Australian Jumping Racing Association



TRAINERS DIGITAL TOOLKIT

Social media platforms and how to set up an account

Depending on what information you want to convey, depends on what platform would be best for you. Make sure you choose a platform that suits your lifestyle and will allow you to communicate with your audience in the best way possible for you. The main aim of social media is to communicate with your audience and increase your follow (essentially meaning that more people will see your posts and know your brand).

Platform	Purpose	URL for sign up	AJRA's Account (as an example)
 Facebook page	This is a public profile specifically created for businesses and brands. This is great as it is public, allowing anyone interested in your brand/training facility to see information about the horses you are using. Also, most people in the world have a Facebook page. Click here for more information	You must have a personal Facebook account first. https://www.facebook.com/pages/create/?ref_type=universal_creation_hub	https://www.facebook.com/AustralianJumpsRacing
 Twitter	A lot of people use Twitter in the equine industry. You can take advantage of following your owners and governing bodies of the racing industry to ensure you are receiving current information about races and the industry. Click here for more information	https://twitter.com/i/flow/signup	https://twitter.com/AusJumpsRacing
 Instagram	This platform is photo and video focused. It allows you to show your training in action with photos as well as show off the horses you are currently training. With the use of Stories Click here for more information	https://www.instagram.com/accounts/emailsignup/?hl=en	https://www.instagram.com/australianjumpracing/?hl=en

Important things to note when creating a social media account

- Ensure your usernames/handles match your brand name. This will give you greater visibility.
- Only create accounts that are best for your brand and suit who you are wanting to communicate with. Do not create more accounts than you will be able to manage.
- It is better to start with one and create an account on a different platform once you are confident with the first one. (e.g. create a Facebook page, become comfortable with that platform before you create a Twitter account etc.).

What to post?

Show off your brand! There is no right or wrong when it comes to posting.

We have found that people in the horse racing community and equine community love to see photos of horses at work whether it is in a race, training or as they are being spelled. Post pictures and video as these help to increase the number of people who see your content.

Your stable and track hands are your biggest asset when it comes to posting content. Have them take photos/videos while you are training your horses to give your followers a 'behind the scenes' look at how you operate.

Make sure to also use your platform to communicate with your followers. If you have a horse for sale, an update about your track/stable, maybe a horse you train has just won a race – these are all good ideas for content.

How to tag people

By tagging people you will expand who sees your post, essentially allowing you to reach people that do not follow you as people are more likely to share content you are tagged in.

To tag someone all you need to do is type '@' before their username. E.g. to tag the AJRA on Instagram you would need to type @ausjumpsracing . The process is the same across all platforms.

Be sure to tag the AJRA on all posts as we love to share your content. It will help you connect with more people in the horse racing community.

Hashtags

All platforms allow for you to use hashtags. These allow you to 'tag' posts with words that are associated with your post. For example, a trainer could use the following hashtags:

#trainer #equine #trackwork #horse #horselove #horseracing #jumpsracing #equinewelfare #horsemanship #spell #horsejumping #horsetrainer #jumpstrainer

To add a hashtag to your post all you need to do is in the caption type '#' and then any words associated with your post. If you would like to add something like 'jumps racing' you will need to remove the space so it becomes 'jumpsracing'.

Hashtags are important because it allows people in a topic such as horse racing to discover your posts and account.

Be sure to use our official hashtags: #howgoodisjumpsracing #jumpsracing2020

Additional information

Want to learn more about the digital space and social media? See these handy links:

- 10 Social Media Marketing Tips For Beginners: <https://www.reliablesoft.net/10-social-media-marketing-tips-for-beginners/>
- 5 reasons why your brand needs to embrace social media <https://www.business2community.com/social-media/social-media-importance-5-reasons-your-brand-needs-to-embrace-it-02245735>

Don't forget to take advantage of your 15 FREE consultation with AJRA's Marketing and Communications Manager, Marlee Horobin. Text 0418 991 303 to arrange a time.

#howgoodisjumpsracing