

**2015 ASPCA #HelpAHorse Day Live-Coverage Tips!**

Hello, Help a Horse Day participants! We are thrilled to be getting the party started—and right now is a super time to begin building excitement and support for your upcoming events. The following tips will help you use social media to promote your events and build community support!

**Why a Social Media Event?**

* **Amplify Your Message:** Reach more potential adopters and donors! This is a great opportunity to put your best foot forward, and show em’ what you’ve got.
* **Extend Your Reach:** By amplifying your message, you’ll connect with people who cannot physically attend your event.
* **Grow Your Audience:** Connecting with more people means more likes and shares! Sit back and watch your audience will grow.
* **Engage Supporters:** Now that you’re reaching new people, engage with them. Social media allows for real-time networking—get chatting!

**Create Your Team**

* Decide who will be in charge of your social media coverage, this is a big job and may require more than one person during the events.
* Figure out who will take photos and shoot video, they should work very closely with your social media team.
* **If your photocontains recognizable imagesof people, you should have a photo release form.**
* Recruit volunteers to help!

**Develop a Promo Plan**

* **Pick Your Channels.** Who’s doing what? What channels will you use? The ASPCA strongly recommends Twitter, Facebook, Instagram and Youtube.
* **Create Your Promotion.** Create a sharable card/flyer, video, meme and/or blog announcing your upcoming events. Keep a similar theme for branding – include your logo, contact info, hashtag and all the essential event details! **Feel free to use your customizable ASPCA ad or flyer as your social media shareable card.**
* **Share it!** Be proactive! Don’t be afraid to reach out to community influencers and ask them to share your event details, too.

**Use the Hashtag!**
Whether you’re using Twitter, Facebook or Instagram, all posts should contain the hashtag **#HelpaHorse**. The hashtag will not only help in measuring your event's success, but will also serve as an advertising tool and community builder. Consider posting a sign at the event encouraging participants to tweet and post from their mobile devices using the #HelpaHorse hashtag, too.

**Set the Stage**

If you plan on doing all day coverage of your event, be sure to tweet or post an introduction, a conclusion and reminders. In your first tweet, introduce your shelter; explain that you’re providing live-coverage of your ASPCA Help a Horse Day events. Name your event and where it’s being held. Introduce the # HelpaHorse hashtag.

For example: *This is @Pawsshelter live-tweeting from our @ASPCA Help a Horse Day event in Naples, FL. Stay tuned for updates! #HelpaHorse*

Not everyone will be with you from beginning to end. Depending on length of event, you may wish to welcome new followers as such:

For example: *If you’re just joining us, we’re bringing you live coverage from our @ASPCA Help a Horse Day adoption event! #HelpaHorse*

In your last message each day, state that you’ve finished and thank your followers. Let your team know if you plan on continuing your live coverage the next day.

**Best Practice Tips**

**Use Conversational tone.** Pretend that you are talking to a friend, keep it simple. Don’t be afraid to be funny! Your tweets should reflect a positive personality, one that your followers can relate to and easily engage with.

**Engage.** Ask questions, practice the art of flirting! Space out posts strategically to keep suspense built and your audience interested. Be sure to give them shout-outs on their participation efforts.

**Photos are key!** Attach photos and/or videos to all posts. When posting photos always add a link, use Bitly.com to shorten links and monitor clicks.

**Give details.** Bring the followers to you. Use statistics, names, breeds, colors, emotions, etc. Attach links when applicable. Photos are a must for social media channels like Facebook and Instagram.

**Respond.** Make sure you’re doing your part by retweeting other people’s interesting tweets, and commenting under Facebook posts. If your supporters respond to your coverage with questions or comments, be sure to reply to them, even if it’s just to say “Thanks.” Watch how far a kind word or personal message can go!

**Ask your followers to share.** Consider adding "Please RT!" or “Please Share” to some of your posts. Sometimes all you need to do is ask people to help you spread your message.

**Repurpose your content!** What to do when it's over? With the photos and messages you tweet, you've got some nice material to write up a newsletter article, story for your website, Facebook photo album or blog post.